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10:30 am

### Welcome and Opening Remarks

**Rebecca Kelly Slaughter**

Acting Chairwoman, Federal Trade Commission

**The Honorable Mark R. Warner**

United States Senator from the Commonwealth of Virginia

**The Honorable Lisa Blunt Rochester**

United States Representative from the State of Delaware

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10:50 am

### Panel 1: What Are Dark Patterns, and Why Are They Employed?

The FTC has confronted dark patterns in its enforcement work for years, including in recent cases such as \_\_\_\_\_ and \_\_\_\_\_. This panel will discuss the characteristics of dark patterns, different types of dark patterns, the factors and incentives that give rise to dark patterns, and similarities and differences among dark patterns and between dark patterns and analogous sales tactics in the brick-and-mortar environment.

#### Moderators:

**Min Hee Kim**

Investigator, Office of Technology Research and Investigation, Federal Trade Commission

**Miry Kim**

Attorney, Division of Marketing Practices, Federal Trade Commission

#### Panelists:

**Harry Brignull**

Founder, darkpatterns.org

**Johanna T. Gunawan**

Doctoral Student, Northeastern University

**Katharina Kopp**

Deputy Director, Center for Digital Democracy

**Arunesh Mathur**

Postdoctoral Research Fellow at the Center for Information Technology Policy, Princeton University

**Kat Zhou**

Product designer, Spotify  
Creator of <Design Ethically>

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11:45 am

### Presentation: Shining a Light on Dark Patterns

Professor Lior Strahilevitz will present findings from his paper with Jamie Luguri, "Shining a Light on Dark Patterns," based on empirical research inztnlirh

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consumers' reactions to graduated levels of dark patterns aimed at manipulating them into paying for unwanted identity theft protection services.

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**Panelists:**

**Jasmine McNealy**

Associate Professor of Telecommunication, University of Florida

**Stephanie Nguyen**

Research Scientist, Civic Science Fellow, Rita Allen Foundation

**Mutale Nkonde**

Chief Executive Officer, AI for the People

Fellow, Stanford University

**Kelly Quinn**

Clinical Associate Professor, Department of Communication, University of Illinois at Chicago

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2:00 pm

**Panel 4: How Do Dark Patterns Target Kids and Teens?**

Using visuals, survey data, and real-life examples, this panel will discuss how dark patterns are targeted at children and teens, why kids are especially susceptible to these tactics, and the effects of this targeting on kids, teens, and their families.

**Moderator:**

**Sam Jacobson**

Attorney, Division of Financial Practices, Federal Trade Commission

**Panelists:**

**Criscillia Benford**

Board Member, Campaign for a Commercial-Free Childhood

Advisory Board Member, Children's Screen Time Action Network

**Dona Fraser**

Senior Vice President, Privacy Initiatives, BBB National Programs

**Josh Nelson**

Campaign Director, ParentsTogether

**Jenny Radesky**

Assistant Professor of Pediatrics, University of Michigan Medical School

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2:45 pm

**Break**

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3:00 pm

**Panel 5: How Can We Best Continue to Address Dark Patterns? Potential Strategies for Dealing with Dark Patterns**

The panel will discuss the current legal regime and enforcement challenges, how to prioritize efforts to combat dark patterns, as well as potential regulatory, educational, technological, and self-regulatory solutions for mitigating the harmful effects of dark patterns on consumers.

**Moderator:**

**Reid Tepfer**

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Attorney, Southwest Region, Federal Trade Commission

**Panelists:**

**Brigitte Acoca**

Head, Consumer Policy Unit, Organisation for Economic Co-operation and  
Development

**Laura Brett**

Vice President, National Advertising Division and New York Office York O31 67k9uE01 Tc -0.00