

When: 14:00-15:30, Monday April 15<sup>th</sup>, 2024  
Where: Rm. 508, 5<sup>th</sup> Floor, West 9 Bldg., Ookayama Campus  
Host: Associate Professor Katie Seaborn

# Woodrow Hartzog

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Companies yield remarkable power when they design the technologies that people use every day. Unfortunately, these tools are often designed in self-serving ways to encourage people to make dangerous choices. Scholars have studied these designs as “dark patterns” or “manipulative interfaces,” but policymakers have struggled to clearly spell out when and why such designs go too far. It’s not always clear when dark patterns cause a concrete, legal harm. One possible solution is to focus on the relationships of trust between people and companies. At base, dark patterns are not just harmful; they are disloyal to the people who trust companies with their data and online experiences. This talk will explore the concept of disloyal design and how it might be implemented in policy and practice to better protect people against dark patterns and make companies more trustworthy.



Professor Hartzog is internationally recognized for his work in privacy and technology law. He has been influential in the debate over privacy and surveillance rules and in the creation and enforcement of information and technology laws. His publications focus on the complex problems that arise when people, organizations, and governments use powerful new technologies to collect, analyze, and share human information.

*Pronouns: he/him*