

FOR IMMEDIATE RELEASE
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FairPatterns to Unveil Dark Patterns AI Detection Solution at Web Summit 2024

Lisbon, Portugal

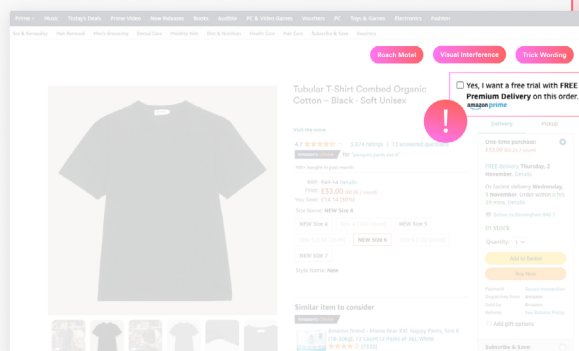
Have you already clicked on the big fat green button “I Agree” without thinking? This is an example of a dark pattern, the new digital plague: manipulative design tactics that trick users into doing things they wouldn’t otherwise do.

Think cookies, subscriptions traps, purchasing journeys, privacy settings...they show up in almost every aspect we come across on the internet. 75.7% of sites contain dark patterns as evidenced by the [FTC and ICPEN](#) in July 2024, and 97% of the preferred EU e-commerce sites do, as [shown by the European Commission](#). Yet, they are totally illegal around the world, causing significant individual and societal harms.

Companies like [Amazon](#), [X](#), [Temu](#), [Shein](#), [Meta](#), [TikTok](#) are facing major lawsuits for the usage of these tactics. [Settlements already reached up to \\$520M in the US](#). With regulations tightening up around the world, any digital player should care.

AI-driven technology that screens sites and apps to detect any dark pattern

- ✓ Extensive screening, 100 times faster than humans
- ✓ All potential legal violations at a glance
- ✓ Remediation with fair patterns



WHAT ARE THE DARK PATTERNS?

- Roach Motel
- Visual Interference
- Trick Wording

WHAT ARE THE LEGAL RISKS?

- Art. 6, 7 and 8 of the UCPD
- Art. 25 of the DSA
- Section 5 of the FTC Act

[View all](#)

HOW CAN I FIX IT?

We offer a free 14-day trial - no credit card details needed.

Free trial ends in 14 days

Start trial

FairPatterns' AI technology screens sites and apps, detects any dark pattern and fixes it with their fair patterns: interfaces that empower users to make their own, free and informed choices.

- Extensive screening, 100 times faster than humans
- All potential legal violations at a glance
- Seamless remediation with fair patterns, from their award-winning legal design portfolio

As a startup that sits at the intersection of law, technology, design and neurosciences, Fairpatterns empowers digital players to avoid legal risks while creating high value products. They also supercharge law firms with AI, to translate their legal advice into easily implementable design solutions.

“Our solution represents a pivotal step forward in the fight against dark patterns,” said Marie Potel-Saville, CEO of Fair patterns. *“We’re eager to introduce it at Web Summit and demonstrate how it can redefine ethical digital practices for businesses worldwide.”*

“Without AI assistance, this sort of audit is very manual and incredibly time consuming. There’s also a scarcity of expertise both in UI and legal analysis. FairPatterns’ new tool could completely change the game. It’s great to see AI being used in such a positive way” - Dr. Harry Brignull, PhD, **expert witness** in lawsuits that involve deceptive patterns, author of **Deceptive Patterns**.

Marie will be talking about *“Dark Patterns vs Fairness by Design in an AI-Driven World”* taking place on November 14th at 2:35 - 2:55PM, Stage 15 Pavilion 5. Mariana Barbosa will facilitate the discussion with Celia Hodent, PhD, an expert in game UX and cognitive psychology and Ines Portela, Legal Tech entrepreneur and co-founder of the WebSummit Lisbon.

Join the audience for an exciting discussion with practical insights on the digital landscape, the impact of dark patterns, and what a sustainable digital market should look like.

Less risks, more trust: digital where both businesses and humans can thrive.

FairPatterns: the Future of Tech is Fair.

For press inquiries or to schedule a demo at Web Summit, please contact:

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