

ACM Conference

Fair Design in E-commerce

Program booklet



ACM Conference

Fair Design in E-commerce, April 5th 2023

Timetable

Times in CET	Topic	Speakers
15.00-15.10	Welcome and opening address	Cateautje Hijmans Van den Bergh – ACM Board Member
15.10-15.30	An interview on dark patterns in e-commerce	Colin Gray – Assistant Professor at Purdue University
15.30-16.15	Creating fair design for consumers – what is needed? A debate between stakeholders	Olof King – Director of Advocacy at the Dutch Consumers Union (Consumentenbond) Vincent Romviel – Head of Legal & Compliance at Thuiswinkel Egelyn Braun – Teamleader DG Justice at the European Commission
16.15-16.35	<i>Break</i>	
16.35-17.25	Workshop on integrating fair design into business operations	Trine Falbe – Consultant Ethical Design
17.25-17.30	Closing remarks	Edwin van Houten – Director Consumer Division ACM
17.30-end	Drinks	

Speakers

Dr. Colin M. Gray

Colin M. Gray is an Associate Professor at Purdue University in the Department of Computer Graphics Technology. They have consulted on multiple legal cases relating to dark patterns and data protection and work with regulatory bodies and non-profit organizations to increase awareness and action relating to deceptive and manipulative design practices. Colin's research and engagement activities cross multiple disciplines, including human-computer interaction, instructional design and technology, law and policy, design theory and education, and engineering and technology education.

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Egelyn Braun

Egelyn Braun is an EU official at the European Commission. She has worked on EU consumer protection in DG Justice since 2016, including on initiatives such as the EU class action mechanism, the Commission's guidelines on consumer law and the behavioural study on dark patterns. She is responsible for the 'Fitness Check of EU consumer law on digital fairness' and the Unfair Commercial Practices Directive 2005/29/EC. She is an Estonian national with law degrees from Maastricht University in the Netherlands and the European University Institute in Italy.

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Olof King

Olof King is director of advocacy at the Dutch Consumers' Association, as well as a board member of BEUC, the European umbrella organisation of consumer organisations. He is also director of the Consumentenbond Claimservice. Olof's previous positions include director of the Dutch Diabetes Association and manager at trade union De Unie. He is a historian (Leiden, American Studies) and obtained an MBA in England (Portsmouth).

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Trine Falbe

Trine Falbe is an expert and thought leader on ethical design. She's worked in the digital space for more than 20 years in UX and as an entrepreneur and independent consultant. Her clients come to her for her expertise in ethical design, responsible innovation and UX. As the co-author of The Ethical Design Handbook (ethicaldesignhandbook.com) and the founder of the Ethical Design Network (ethicaldesignnetwork.com), she continues to push and promote ethical design as a way forward for the digital industry.

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Vincent Romviel

Vincent Romviel is head of legal affairs and has worked for 8 years at Thuiswinkel.org, the interest group for e-commerce in the Netherlands. Vincent specialises in consumer law and has knowledge of all legal aspects within e-commerce. He is responsible for compliance, advice and advocacy. Vincent also chairs Thuiswinkel.org's Consumer Law and Privacy Committee. This includes lawyers from the 50 largest online sellers and service providers. In Brussels, he participates in the Eregulations committee of Ecommerce Europe in which new European legislation is analysed and assessed.

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