



Collaborative Interactive  
**Webinar**

# AI Amplifying Deception: Exposing Dark Patterns

Tuesday, June 25

12:00 – 1:00 PM EST

Click here to

**Register**

## Upcoming Webinar

Don't miss this interactive webinar teaching brands and marketers how to use consumer-facing applications of Artificial Intelligence responsibly while still creating extraordinary campaigns and effective digital experiences.

Through **dynamic visuals**, **real-world use cases** and **actionable insights**, legal professional and innovation by design leader, **Marie Potel-Saville**, Founder of FairPatterns and CEO of Amurabi, and **Paavana Kumar**, Partner in Davis+Gilbert's Advertising + Marketing Practice Group, will shed light on the "dark patterns" that cross the line from marketing to manipulation in the digital world – and AI's potential to make them even darker.

Register now for a high-powered session where you'll learn to deftly avoid deceptive online practices and protect your brand in today's ethical trouble spots, using these key concepts:

- **Understanding:** Analysis of dark patterns and AI use cases
- **Compliance:** Review of US and EU regulatory framework, including key considerations under the EU AI Act
- **Issue Spotting:** Identifying potential consumer harm that online companies should be aware of when using AI, such as privacy concerns, non-traditional issues and regulatory considerations that may arise when harnessing consumer reviews, influencers and other marketing practices;
- **Best Practices:** Practical tips for compliant, ethical and impactful use
- **Q&A:** Pose your burning questions and get real-time answers

### Legal CLE Credit Available

This program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of **1 credit hour** in the area of Professional Practice. (Note: The content of this course is appropriate for both newly admitted and experienced attorneys.)

### Speakers



**Marie Potel-Saville**  
FOUNDER and CEO  
Fairpatterns



**Paavana Kumar**  
PARTNER  
Advertising + Marketing;  
E-Commerce and  
Retail Sales  
DAVIS + GILBERT

### Questions

Should you have any questions, please contact:

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