

Regulating User Experience Design, in the European Union, as a Way to Narrow Down the Gap Between Consumers' Protection and Algorithms Employment

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Abstract : The paper will show that, while the EU legislator tackled a series of UX patterns used in e-commerce to induce the consumers take actions that they would not normally undertake, it leaves out many other aspects related to misuse or poor UX design that adversely affect EU consumers. Further, the paper proposes a reevaluation of the regulatory addressability of the issue and hand and focuses on explaining why a joint strategy, based on the interplay between provisions aiming consumer protection and personal data protection is the key approach to this matter.

Keywords : algorithms, consumer protection, European Union, user experience design

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