



INSTITUTE  
OF LAW,  
POLITICS AND  
DEVELOPMENT



**Sant'Anna**  
School of Advanced Studies – Pisa



# “Regulating Personalization: Insights at the crossroads of contract law and consumer protection”

**Sant'Anna School of Advanced Studies| Pisa**  
**Room 10, 14:00**  
**12th of July 2022**

[Click here to attend online](#)

password:

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**(Universiteit van Amsterdam)**

## Abstract:

In e-Commerce, companies increasingly employ data-driven technologies for the allocation and display of offers and advertising. Tailored and targeted commercial strategies incorporate data mining from artificial intelligence, self-tuning algorithms, social network and neuroscience analyses to achieve different degrees of personalization. These innovations provide companies with new ways to gain market advantage, as it is possible to study consumers broadly and personalize every aspect of the consumption experience.

Consumers exposed to such practices could fail to recognize the manipulation of their set of choices, as they may be unaware of the way in which product offers and advertisements use their habits, mental models, and biases to influence their behaviours. The result of these and related trends is not only that firms may take advantage of consumers' lack of understanding due to cognitive limitations, but also that consumer frailty at an individual level could be revealed and triggered.

Against this backdrop, the research investigates the role of existing and perspective regulatory strategies to incorporate emerging findings on personalized practices and operate as viable instruments for the modernization of consumer protection.

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