Responses

Ariel Porat

In this short article I respond to four critics of "Personalizing Default Rules and Disclosure with Big Data" which I coauthored with Lior Strahilevitz. The critics focus on the consequences of the personalization of the law as regards weak parties, the right to privacy, the creation of stereotypes, consumer protection, and implementation errors. While these critics are not meritless, they do not justify rejecting personalized law altogether. Rather, the implementation of personalized law should be pursued cautiously, with due awareness of some risks which personalization might entail.