



Kate Crocker

Dark Patterns Presenter & Consultant

Kate Crocker is an Australian dark patterns consultant with more than twenty years' experience working as a workplace lawyer, a legal content creator, and a legal educator. Kate delivers customised workshops and presentations to help businesses identify and mitigate dark patterns, transforming websites into transparent, user-friendly experiences.

Her clients praise her ability to “illuminate” dark pattern concepts, making compliance both achievable and a marketing advantage.

Former lawyer
Legal content specialist
Legal design thinker
AI solution seeker

SIGNATURE TOPICS

- ✓ **Understanding dark patterns** (presentation for SMEs and larger organisations)
- ✓ **Dark patterns decoded** (presentation for copywriters, web developers and digital marketers)
- ✓ **Dark patterns website detox** (workshop for in-house teams and SMEs)



“Kate’s presentation was illuminating!” (Kate Toon)
“Highly recommend Kate to consult, train your marketing teams...” (Beck Cofrancesco)
“Her workshop on dark patterns was an eye-opener” (Diana Ioppolo)
“She’s a natural, animated and fun presenter” (Kate Merryweather)

[Read more testimonials](#)



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**GET IN
TOUCH**

Kate Crocker
copywriter

Why should I care about dark patterns?

Keeping up to date with legal and regulatory requirements is a headache for any business operator, but there are compelling reasons to understand and avoid dark patterns.

You'll find website dark patterns everywhere online. For example, a countdown clock that resets shortly after your "special" purchase. Or when you attempt to unsubscribe from a service without success. Or finding an extra item in your shopping cart as you're completing a purchase.

Dark patterns impact consumer rights and data protection, so they're increasingly subject to government crackdowns worldwide.

Now is the time to consider how visitors experience your business website and fix any lurking dark patterns. Get ahead of new laws, and harness an ethical marketing advantage.

That's what you call a win-win.

Get in touch to find out more about my services.

FEATURED IN



[AI in Business Podcast:](#)
[October 2024](#)



[Kate Toon's Digital Marketing Collective:](#)
[Masterclass Sept 2024](#)



[AiMEGOS:](#) AI automation and training agency



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