February 2018

Dear Editor,

Please see enclosed our Essay, *Differentiated Regulation across People and Situations: A Behavioral Ethics Perspective to Personalized Law* (17,320 words including footnotes).

This paper is the first to bring together two recent strands of study: the research on behavioral ethics and the personalized law approach. The paper proposes a novel regulatory scheme, utilizing Big Data analysis in order to tailor regulation to specific scenarios. The proposed system is designed to combat the problem of unaware misconduct, highlighted by behavioral ethics research.

Drawing on the expertise of its two others, this paper brings the insights of behavioral ethics into the area of private law, particularly contract law, fiduciary law, consumer law and employment law.

Yuval Feldman is the leading figure in the area of behavioral ethics and the law, and has published more than 40 scholarly papers on the behavioral analysis of law, ethical decision-making, regulatory impact and compliance, empirical legal studies, and enforcement and social norms. His works on these subjects have been published in *N.Y.U Law Review*, *Northwestern Law Review*, *The Georgetown Law Journal*, *Texas Law Review* and *Cardozo Law Review*, among many others. He has a forthcoming book (in preparation) from Cambridge University Press 2018 on The Law of Good People: Challenging State Ability to Regulate Human Behavior.

Yotam Kaplan in an expert in the fields of private law theory, contract law, and the law of remedies. His most recent work on apologies by wrongdoers and repeat litigants was published in the *Southern California Law Review*.

Additional summary information appears in the abstract and introduction to the paper. We hope you find interest in this work, and look forward to hearing from you.

Sincerely,

Yuval Feldman Yotam Kaplan

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