Behavioural sciences provide a better understanding of human decision-making. Increasingly, governments around the world are keen to rely on these insights for reshaping public interventions in a wide range of policy areas such as energy, health, financial services and data protection. When policy-making meets behavioural sciences, effective, low-cost and choice preserving regulations can emerge in the form of default rules, smart disclosure and simplification requirements. While behaviourally-informed regulation has a huge potential, it also attracts legitimacy and practicability concerns. *Nudge and the Law* explores the legal implications of the emergent phenomenon of behavioural regulation by focusing on the challenges and opportunities it may offer to EU policy-making and beyond.

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