7.7 Marketing ethics

Name: _____ Class: _____ Date: _____ **Total: 10 marks**

KEY WORDS informed consent • dark patterns

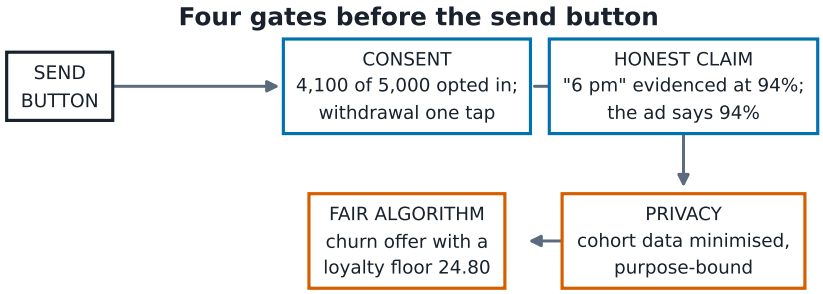
Objective

Apply consent, honest-claim, fairness and privacy standards to campaign decisions with the arithmetic of each gate.

1 Key knowledge and worked examples

■ Four gates

Consent (opt-in, withdrawable); honest claims (substantiable at their real rate); fair algorithms (loyalty floors, human review); privacy (minimisation, purpose limitation). The send waits for all four.



Four gates before the send button

■ Worked example. The 900 non-consented

Emailing all 5,000 buys ~59 extra paid subscribers (~£1,000 of cohort contribution) against the licence to operate. Trust compounds in the retention line.

2 Practice

A fitness app has 20,000 installs; 15,600 accepted marketing messages; the push list defaults to ON at signup with a buried toggle.

2.1 Compute the consent share and the non-consent share; state whether the default-ON design passes the consent gate, and why. [3]

2.2 The ad claims “users lose 5 kg in a month”; the trial median is 2.1 kg (top decile 5 kg). Rewrite the claim honestly. [2]

2.3 The win-back offer (3 months half price) goes only to the 2,400 churn-flagged accounts. State two fairness problems and one repair. [3]

2.4 The app stores full location history forever ”to improve features”. Which principle fails, and what does compliance look like? [2]

Solutions

2.1

- Consent = 15,600/20,000 = 78%; non-consent 22%.
- Default-ON with a buried toggle fails: consent must be opt-IN, informed, easily withdrawn.
- The 4,400 are not a rounding error – they are the licence.

2.2

- "The top 10% of users lose 5 kg in a month; the median is 2.1 kg" – the number the evidence carries.
- An absolute claim on a decile is false for 90% of buyers.

2.3

- Problems: punishes loyal users (they see no offer) and trains "threaten to leave = discount".
- Repair: a loyalty floor (never worse than new-user pricing) plus an open retention budget at some level.

2.4

- Purpose limitation and minimisation: indefinite location history is not needed by any stated purpose.
- Compliance: defined retention window, stated purpose, deletion on request – collect what the purpose needs.

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