7.7 Marketing ethics

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

KEY WORDS informed consent • dark patterns

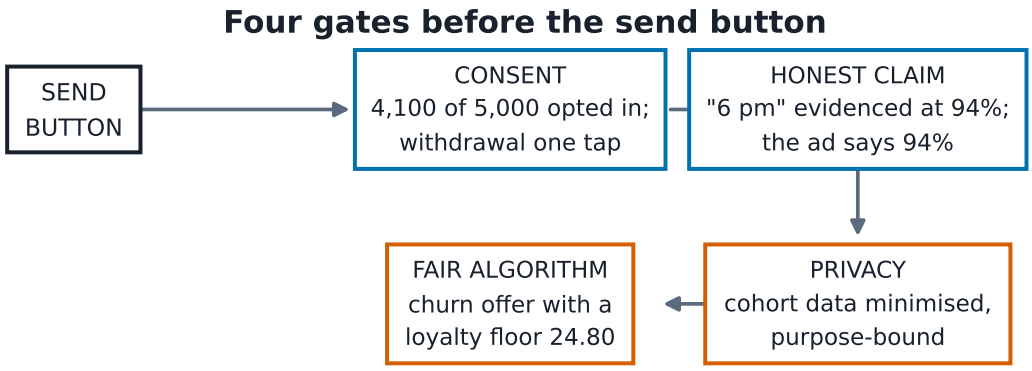
Objective

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.

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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]