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- Default-ON with a buried toggle fails: consent must be opt-IN, informed, easily withdrawn.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.