Solutions

Marking: **K** knowledge, **App** use of the case or data, **An** analysis (a chain of reasons: cause, then effect), **Ev** evaluation (a judgement with a reason). In calculations, **M1** is for the method and **A1** for the answer; **B1** is an independent mark.

Each answer shows the steps, then the **result**.

2.1

(a) dark pattern

(b) misleading claim; (c) no active consent

(d) targets a vulnerable group

2.2

$\frac{0.6}{2.0} = 30\%$: the claim is false

"30% less salt than [the rival]"

2.3

informed: it says clearly what the e-mail will be used for

active: the customer ticks an empty box; nothing is ticked in advance

2.4

children cannot easily tell adverts from content

they are more easily persuaded, and the health harm falls on them

3.1

(a) $1{,}000 \times 0.04 =$ **40**; $40 \times 12.60 =$ £**504** a week

(b) it keeps people who have decided to leave by tiring them out: a dark pattern; they keep paying for meals they do not want, so complaints, chargebacks and bad reviews follow; consumer law in many countries requires cancelling to be as easy as joining

(c) an easy "skip a week" or "pause" option; ask why they leave and fix it

3.2

(a) no: "eco-friendly" is vague and suggests the whole box is good for the environment; 70% is new material and the window is plastic

(b) e.g. "box made with 30% recycled cardboard"

(c) regulators can order the claim removed or fine the firm; customers who learn the truth trust all Nimbus's claims less

3.3

7–8: income $5{,}000 \times 0.50 =$ £2,500, about 6% of profit (App); a pre-ticked box is not active consent, so the sale is likely unlawful under data-protection law, with fines far above £2,500 (An); customers who start getting other firms' e-mails will blame Nimbus and cancel: losing just 40 subscribers for 5 weeks costs about £2,500 (An); trust is part of the subscription's value (K); judgement with a condition: reject; if data sharing is ever wanted, ask for active consent and share only with those who agree (Ev). **4–6**: sound analysis with limited use of the numbers or a weak judgement. **1–3**: relevant points, mostly descriptive.

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