

# Do It Right

## Quiz Packet & Answer Key

Use this packet for offline study, team training, or classroom handouts. Each module quiz requires 80% to pass.

**Disclaimer:** Educational only; not legal advice.

# Module 1: Disclosures quiz

## 1.1. A creator receives a free product and posts about it. Do they need to disclose?

- ☐ Yes, because free products are a form of compensation.
- ☐ No, because no money changed hands.
- ☐ Only if the brand asked them to post.
- ☐ Only if the post has a purchase link.

## 1.2. Where should a disclosure appear in a social caption?

- ☐ At the very end after all hashtags
- ☐ In the first few lines, before any affiliate link
- ☐ Only in the bio or profile
- ☐ In the comments section

## 1.3. Which disclosure wording is clearest?

- ☐ #sp
- ☐ #partner
- ☐ Ad
- ☐ thanks brand

## 1.4. For a YouTube video, a disclosure in the description alone is sufficient.

- ☐ True
- ☐ False

## 1.5. A disclosure in an Instagram Story should be:

- ☐ On the final slide only
- ☐ On the same slide as the product mention
- ☐ In the direct-message inbox
- ☐ Only in the caption, not on screen

### **1.6. During a live stream, the creator should disclose the partnership:**

- Only at the very start
- Repeatedly, especially when new viewers may join
- In the chat once
- Only when directly asked

### **1.7. A creator's sibling owns a supplement brand. The creator promotes it without mentioning the relationship. Is this compliant?**

- Yes, if the creator truly likes the product
- No, family ties are material connections
- Only if the creator is paid
- Only if sales are tracked

### **1.8. Which is a compliant affiliate disclosure?**

- Link in bio #ad
- I may earn a small commission if you buy through my link
- #aff
- Partner

# Module 2: Claims You Can Prove quiz

## 2.1. Before making an objective marketing claim, you must have:

- A good feeling it is true
- Competent and reliable evidence
- Permission from the brand
- A disclaimer in small print

## 2.2. If you show a testimonial with an exceptional result, you must:

- Delete it
- Disclose the typical result as well
- Get a lawyer to review it
- Use it only in Stories

## 2.3. A supplement can legally claim it cures a disease if the testimonials are positive.

- True
- False

## 2.4. Which earnings claim is most compliant?

- Make \$10K in your first week!
- Top earners make \$10K/week
- Typical participants earn \$200–\$500/month; some earn nothing
- Everyone who joins makes money

## 2.5. A 'only 3 left' badge is okay when:

- It resets every hour
- It is always shown to create urgency
- Inventory is actually low
- It is shown only to new visitors

## **2.6. Before/after photos must:**

- Be dramatic to sell better
- Be genuine and typical, or clearly labeled if results are not typical
- Come from stock photo sites
- Show results within 24 hours

## **2.7. Which pricing practice is deceptive?**

- Showing the full checkout total before payment
- Advertising a low trial price without clearly disclosing the full subscription cost
- Listing a one-time fee for a one-time product
- Including shipping in the final total

## **2.8. A 'results not typical' disclaimer can fix any testimonial.**

- True
- False

# Module 3: Reviews & Endorsements quiz

## 3.1. Review gating means:

- Asking every customer for a review
- Directing happy customers to public reviews and unhappy ones elsewhere
- Reading reviews before they are published
- Replying to negative reviews

## 3.2. It is legal to pay customers for five-star reviews as long as they are real people.

- True
- False

## 3.3. An employee reviews their own company's product. What must they do?

- Nothing, if the review is honest
- Disclose their employment relationship
- Use a fake name
- Only post on the company website

## 3.4. Which is allowed when soliciting reviews?

- Offering a discount only after a 5-star review is posted
- Asking all customers for honest feedback and disclosing any incentive
- Removing negative reviews to keep a high rating
- Buying reviews from a review broker

## 3.5. AI-generated reviews posted as if they came from real customers are:

- A clever marketing tactic
- Legal if labeled 'AI-generated'
- Banned under the FTC consumer review rule
- Only illegal if they are negative

### **3.6. A brand sees a negative review and asks the platform to remove it because it is 'unfair.' Is this compliant?**

- Yes, if the brand disagrees
- No, unless the review is fake or violates platform rules
- Yes, for any review below three stars
- Only if the reviewer got a refund

### **3.7. Buying followers and engagement is:**

- A normal growth strategy
- Only a platform-policy issue
- Deceptive social proof and risky under FTC law
- Allowed if disclosed

### **3.8. If you give reviewers a free product, the review must disclose:**

- The product was free
- The reviewer's full name
- The brand's CEO
- Nothing, if the review is honest

# Module 4: Ads, Data & Billing quiz

## 4.1. Negative-option billing means:

- A customer must opt in each month
- A customer's silence or failure to cancel is treated as agreement to keep billing
- A one-time purchase
- A free product with no payment

## 4.2. Under the click-to-cancel rule, cancellation should be:

- Harder than signing up to reduce churn
- As easy as signing up
- Available only by phone
- Possible only after the next charge

## 4.3. Hidden fees are acceptable if they are disclosed in the terms of service.

- True
- False

## 4.4. For email marketing under CAN-SPAM, you must:

- Buy targeted lists to grow fast
- Provide a working unsubscribe and honor it within 10 business days
- Only email people who opened past emails
- Use a misleading subject line to boost opens

## 4.5. For SMS marketing, the required consent is:

- Implied from any phone number you have
- Express written consent for promotional texts
- Only needed for texts over 160 characters
- Not needed for existing customers

#### **4.6. COPPA applies to:**

- All online advertising
- Data collection from children under 13
- Email subject lines
- Affiliate disclosures

#### **4.7. A dark pattern is:**

- A visually appealing design
- A user-interface trick that manipulates people into unwanted choices
- A high-contrast color scheme
- An accessible navigation menu

#### **4.8. Your privacy policy can promise less protection than you actually provide.**

- True
- False

# Final exam

**F1. A creator gets a 50% discount code to share with followers and earns a commission on each sale. What must they do?**

- Disclose the affiliate relationship
- Only disclose if asked
- Disclose only the discount
- Nothing, because the discount benefits followers

**F2. Which claim needs substantiation before it is published?**

- I love this product
- This serum reduces wrinkles by 40% in two weeks
- Thanks for the support
- Here is my morning routine

**F3. A company sends a survey after purchase. Happy customers get a link to Trustpilot; unhappy customers get an internal feedback form. This is:**

- Good customer service
- Review gating
- A neutral survey
- Required by law

**F4. A free-trial offer must disclose:**

- Only the trial length
- The full price, billing frequency, and how to cancel
- Nothing if the trial is free
- Only the brand name

**F5. An employee posts a glowing review under a fake name. What is missing?**

- A better photo
- Disclosure of the employment relationship
- A hashtag
- A five-star rating

**F6. For a YouTube sponsorship, the disclosure should appear:**

- Only in the pinned comment
- In the video and in the description near the top
- Only in the video tags
- Only at the end of the video

**F7. A brand buys followers and likes to appear popular. This is:**

- A normal launch strategy
- Deceptive social proof
- Only against platform terms
- Allowed if disclosed in the bio

**F8. Before making a health claim about a supplement, you generally need:**

- A celebrity testimonial
- Competent and reliable scientific evidence
- A nice label
- A large Instagram following

**F9. A checkout page adds a \$9.99 'convenience fee' only on the final payment screen. This is:**

- Good UX
- A hidden fee and likely deceptive
- Required for credit cards
- Only unfair if over \$10

**F10. For SMS marketing, the safest practice is:**

- Text anyone in your CRM
- Get express written consent and provide an opt-out
- Text only during business hours
- Use messages under 160 characters

**F11. A testimonial shows a customer who lost 50 pounds in 30 days. The typical customer loses 5 pounds. What should the ad do?**

- Use the testimonial alone
- Disclose the typical result clearly
- Remove all testimonials
- Only show it in print

**F12. COPPA requires verifiable parental consent before collecting data from:**

- Anyone under 18
- Children under 13
- Teenagers under 16
- All social media users

# Answer key

## Module 1: Disclosures

1. **Yes, because free products are a form of compensation.** — Free products, discounts, and other gifts count as material connections under the FTC Endorsement Guides.
2. **In the first few lines, before any affiliate link** — Disclosures must come before the recommendation or link so consumers see them before acting.
3. **Ad** — 'Ad' is plain and unmistakable. Abbreviations and vague thanks do not clearly communicate the relationship.
4. **False** — Disclosures should also be in the video itself and early in the description, because many viewers never open the description.
5. **On the same slide as the product mention** — The disclosure must appear on the same Story slide where the product is shown so viewers do not miss it.
6. **Repeatedly, especially when new viewers may join** — Live audiences turn over, so the relationship should be restated when the product is discussed.
7. **No, family ties are material connections** — Family, employment, and financial ties are material connections and must be disclosed.
8. **I may earn a small commission if you buy through my link** — It explains the financial relationship in plain language a consumer can understand.

## Module 2: Claims You Can Prove

1. **Competent and reliable evidence** — The FTC requires substantiation before publication, not after the fact.
2. **Disclose the typical result as well** — Exceptional testimonials are misleading unless consumers also learn what is typical.
3. **False** — Disease claims for supplements require FDA approval and rigorous evidence; testimonials cannot substitute.
4. **Typical participants earn \$200–\$500/month; some earn nothing** — It centers the typical result and acknowledges that some earn nothing.
5. **Inventory is actually low** — False scarcity is deceptive. The claim must reflect real inventory.
6. **Be genuine and typical, or clearly labeled if results are not typical** — Visual claims must be truthful and representative, or carry a clear typicality disclosure.
7. **Advertising a low trial price without clearly disclosing the full subscription cost** — Hiding the real ongoing cost behind a low trial price misleads consumers about what they will pay.
8. **False** — Disclaimers help, but the overall message must still be truthful and not misleading.

## Module 3: Reviews & Endorsements

1. **Directing happy customers to public reviews and unhappy ones elsewhere** — Gating distorts the average rating by hiding dissatisfied customers.
2. **False** — Paying for positive reviews is deceptive and violates FTC rules.
3. **Disclose their employment relationship** — Insider reviews must disclose the relationship so readers can judge bias.
4. **Asking all customers for honest feedback and disclosing any incentive** — Honest feedback from all customers, with disclosed incentives, is the compliant path.
5. **Banned under the FTC consumer review rule** — The FTC rule prohibits fake consumer reviews, including AI-generated ones presented as real.
6. **No, unless the review is fake or violates platform rules** — Removing truthful negative reviews to inflate ratings is review suppression.
7. **Deceptive social proof and risky under FTC law** — Fake popularity misleads consumers about a brand's real reputation.
8. **The product was free** — Free products are incentives that must be disclosed.

## Module 4: Ads, Data & Billing

1. **A customer's silence or failure to cancel is treated as agreement to keep billing** — Auto-renewals and continuity plans rely on the customer's failure to cancel.
2. **As easy as signing up** — The FTC requires cancellation to be as simple as the sign-up process.
3. **False** — Mandatory fees should be clear on the first pricing screen, not buried in legal text.
4. **Provide a working unsubscribe and honor it within 10 business days** — CAN-SPAM requires a clear opt-out mechanism and timely honoring of opt-outs.
5. **Express written consent for promotional texts** — TCPA requires express written consent before sending promotional text messages.
6. **Data collection from children under 13** — COPPA protects children under 13 and requires parental consent for data collection.
7. **A user-interface trick that manipulates people into unwanted choices** — Dark patterns include hidden costs, forced continuity, and confusing opt-out flows.
8. **False** — Privacy policies must be accurate. Promising less protection than you deliver can still mislead, and promising more than you deliver is a deceptive practice.

## Final exam

1. **Disclose the affiliate relationship** — Commission-based discount codes are material connections that must be disclosed.

2. **This serum reduces wrinkles by 40% in two weeks** — Objective performance claims require competent and reliable evidence.
3. **Review gating** — Steering satisfied customers to public reviews while hiding dissatisfied ones is review gating.
4. **The full price, billing frequency, and how to cancel** — Consumers must know the real cost and cancellation method before signing up.
5. **Disclosure of the employment relationship** — Insider reviews must disclose the relationship; fake names make it worse.
6. **In the video and in the description near the top** — Disclosures should be in both the video and an easy-to-find place in the description.
7. **Deceptive social proof** — Fake engagement misleads consumers about real popularity.
8. **Competent and reliable scientific evidence** — Health claims require rigorous evidence, not testimonials or popularity.
9. **A hidden fee and likely deceptive** — Mandatory fees should be shown on the first pricing screen, not at the last step.
10. **Get express written consent and provide an opt-out** — TCPA requires express written consent and a clear opt-out for promotional texts.
11. **Disclose the typical result clearly** — Exceptional results must be accompanied by a clear typical-result disclosure.
12. **Children under 13** — COPPA protects children under 13 and requires parental consent for their data.