



**National
Programs**

Businesses Collaborating for

Truth, Transparency, & Consumer Trust

Exceed Expectations.
Cultivate Growth.

Become a BBB National

Programs National Partner.

Working Together

Our goal? To enhance consumer trust in business. Major corporations and leading law firms join us in that mission as National Partners to demonstrate their commitment to consumer protection, corporate accountability, truth-in-advertising, responsible marketing to children, and data privacy compliance.

The independent self-regulatory environment that we harness, develop, and grow helps foster industry-wide best practices that create a fair marketplace for business and a better experience for consumers.

Our National Partners demonstrate to stakeholders their commitment to transparency and accountability in the marketplace through:



Setting Best Practices

With National Partner input, we establish industry best practices tailored to enhance marketplace trust without the need for top-down new—or additional—regulations.



Implementing Accountability

Together, we put those standards into practice through the development and execution of self-regulatory programs that include built-in accountability mechanisms.



Supporting Dispute Resolution

Where necessary, we support businesses and consumers with efficient and effective dispute resolution programs.

Our Collective Impact

Working together, we send a clear message that we believe in:

Corporate Social Responsibility

Doing the right thing is paramount to your business and your customers.

Being a Team Player

Progress is only made through collaboration, commitment, and accountability.

Fostering Leadership & Influence

Industry growth and accountability takes leadership in industry self-regulation.

Let's Stand Together

As a BBB National Programs National Partner, we promise you a seat at the table to discuss steps to grow existing self-regulatory programs, develop new programs to meet marketplace demand, and engage in policy and guideline discussions that will shape the future.

Five Decades of Impact

While BBB National Programs was established as an independent non-profit entity in 2019, our program teams have worked with industry leaders and government regulatory agencies since 1971 to establish the standards that guide best practices in advertising, privacy, consumer warranty issues, children's marketing, and dispute resolution.

Our Programs:

- ▶ Monitor and enforce truth in national advertising
- ▶ Demonstrate respect for a consumer's privacy preferences through data privacy accountability programs
- ▶ Manage corporate international data transfer compliance through monitoring, independent recourse mechanisms, and dispute resolution services
- ▶ Ensure consumer disputes are heard and addressed through the largest vehicle warranty dispute resolution program in the United States
- ▶ Strengthen the direct selling industry through a dispute resolution mechanism established with a leading industry association
- ▶ Protect young children from inappropriate child-directed advertising and improper online data collection practices and (coming soon) work to foster teen privacy protection practices
- ▶ Deliver arbitration services for customers of a leading telecommunications provider
- ▶ Address children's nutrition and advertising challenges through self-regulatory pledge programs with leading food, confectionary, beverage, and quick-service restaurants

Our Programs

Shaping the Future for Industry

Our unique and valuable programs exist because responsible business leaders are ready to go from words to action, demonstrating transparency and independent accountability.



In addition, our 501(c)(3) foundation, the Center for Industry Self-Regulation, incubates new programs.

Our Current



National Partners

ADT Corporation, The
AIEn USA, LLC
Altacor
American Advertising Federation (AAF)
American Association of
Advertising Agencies (4A's)
Arbonne International, LLC
Arent Fox LLP
Arnold & Porter Kaye Scholer LLP
Association of National Advertisers (ANA)
BakerHostetler
Bayer Healthcare, LLC
Bazooka Companies, Inc., The
BIC Corporation
BISSELL
Boston Beer Company, The
Burger King Corporation
Campbell Soup Company
Capital One
Church & Dwight Co, Inc.
Clorox Company, The
Coca-Cola Company, The
Colgate-Palmolive Company
Conagra Brands, Inc.
Consumer Healthcare
Products Association
Coty, Inc.
Council for Responsible Nutrition (CRN)
Covington & Burlington LLP
Creative Consumer Concepts (C3)
Crowell & Moring LLP
Danone North America, PBC
Davis & Gilbert LLP
Davis Wright Tremaine LLP
Decisions Software, Inc.
Direct Selling Association (DSA)
DLA Piper LLP
Dyson, Inc.
Expedia, Inc.
Faegre Drinker Biddle & Reath LLP
Ferrara Candy Company
Ferrero USA, Inc.

Foley & Lardner LLP
Foley Hoag, LLP
Ford Motor Company
Frankfurt, Kurnit, Klein & Selz PC
GameFam
General Mills, Inc.
Georgia-Pacific LLC
Google, Inc.
Great HealthWorks
GuruNanda LLC
Haleon
Hasbro, Inc.
Haynes and Boone, LLP
Henkel North America
Hershey Company, The
Hormel Foods Corporation
Hostess Brands, LLC
HSF Kramer
Hyundai Motor America
Inspire Brands
Interactive Advertising Bureau (IAB)
JP Morgan Chase Credit Card
Kao USA Inc.
Katten Muchin Rosenman LLP
Kellanova
Keller and Heckman LLP
Kelley Drye & Warren LLP
Keurig Dr Pepper, Inc.
Kilpatrick Townsend & Stockton LLP
Kimberly-Clark Corporation
Kirkland & Ellis LLP
Kraft Heinz Company, The
LEGO Systems, Inc.
Lindt & Sprungli USA, Inc.
Livewire Group
Loeb & Loeb, LLP
L'Oreal USA, Inc.
Lucid Group, Inc.
Manatt, Phelps & Phillips, LLP
Market America Worldwide
Mars, Inc.
MATTEL, Inc.

Mazda North American Operations
McDonald's USA
McGuireWoods LLP
Melaleuca, Inc.
Meta
Mondelēz International, LLC
National Basketball Association (NBA)
National Confectioners Association (NCA)
Nestlé USA, Inc.
Nissan North America, Inc.
Nu Skin Enterprises, Inc.
Olshan Frome Wolosky LLP
Oral Essentials, Inc.
Osana, Inc
Overstock.com
Paramount
Patterson Belknap Webb & Tyler LLP
PepsiCo, Inc.
Perkins Coie LLP
Plexus Worldwide
Pokemon Company International
Post Consumer Brands, LLC
Procter & Gamble Company, The
Proskauer Rose LLP
Purdy Smith
Reckitt Benckiser LLC
Reed Smith
S.C. Johnson & Son, Inc.
SafeGuard Privacy, Inc.
Sharkninja Operating LLC
Simpson Thacher & Bartlett LLP
Spin Master, Ltd.
SuperAwesome
Tempur Sealy International, Inc.
T-Mobile USA, Inc.
Unilever United States, Inc.
Venable LLP
Verizon Communications, Inc.
Vesync
Walt Disney Company, The
Warner Bros. Discovery Inc.
White & Case LLP

Added-Value Benefits

As a National Partner you will have access to programs, services, and resources that keep them on the leading edge of regulatory developments. With this advantage, you have the ability to influence industry behaviors and successfully achieve strategic business goals.

National Partners-Only Events and Resources

Program committees that shape our self-regulatory and dispute resolution programs and services

- ♦ The Membership Committee
- ♦ The Children's Issues Committee
- ♦ The National Advertising Committee
- ♦ The Privacy Committee
- ♦ The Consumer Sales Committee
- ♦ The Consumer Dispute Resolution Committee
- ♦ The Outside Counsel Committee

Exclusive networking opportunities with industry and policy leaders

Communications with insights and guidance on industry, regulatory, and programmatic developments

Participation in the design and planning of conferences and coalition activities

One-on-one consultations with our leadership and subject matter experts

Select Case Report Digests covering the latest decisions of our respected dispute resolution programs

National Partner Discounts

National Partners receive a 20% discount on services, resources, and events to educate employees, generate new business, and meet business objectives. **These include:**

- » Conference registrations and sponsorships
- » National Advertising Division advertising challenges (Fast-Track SWIFT, Standard Track, and Complex Track)
- » Children's Advertising Review Unit (CARU) COPPA Safe Harbor program fees
- » CARU advertising prescreen services
- » Online Archive subscriptions
- » Case Report orders

Demonstrate Your Commitment

We invite you to join BBB National Programs as a National Partner where together, we can demonstrate industry's commitment to an accountable, transparent, and fair marketplace for consumers.

**Keeping advertising honest.
Protecting children online.
Achieving privacy compliance.
Resolving business-consumer disputes.**

Contact our Team at

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