



**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.

# National Partners

ADT Corporation, The	Foley Hoag, LLP	McGuireWoods LLP
AIEn USA, LLC	Ford Motor Company	Melaleuca, Inc.
Alticor	Frankfurt, Kurnit, Klein & Selz PC	Meta
American Advertising Federation (AAF)	GameFam	Mondelēz International, LLC
American Association of Advertising Agencies (4A's)	General Mills, Inc.	Munck Wilson Mandala LLC
American Optometric Association	Georgia-Pacific LLC	National Basketball Association (NBA)
Arbonne International, LLC	Google, Inc.	National Confectioners Association (NCA)
Arent Fox LLP	Great HealthWorks	Naver Z USA
Arnold & Porter Kaye Scholer LLP	Haleon	Nestlé USA, Inc.
Association of National Advertisers (ANA)	Hasbro, Inc.	Nissan North America, Inc.
BakerHostetler	Haynes and Boone, LLP	Nu Skin Enterprises, Inc.
Bayer Healthcare, LLC	Henkel North America	Olshan Frome Wolosky LLP
Bazooka Companies, Inc., The	Hershey Company, The	Oral Essentials, Inc.
BIC Corporation	Hormel Foods Corporation	Osano, Inc.
BISSELL	Hostess Brands, LLC	Overstock.com
Boston Beer Company, The	Hyundai Motor America	Paramount
Burger King Corporation	Inspire Brands	Patterson Belknap Webb & Tyler LLP
Campbell Soup Company	Interactive Advertising Bureau (IAB)	PepsiCo, Inc.
Capital One	JP Morgan Chase Credit Card	Perkins Coie LLP
Church & Dwight Co, Inc.	Kao USA Inc.	Plexus Worldwide
Clorox Company, The	Katten Muchin Rosenman LLP	Pokemon Company International
Coca-Cola Company, The	Kellanova	Post Consumer Brands, LLC
Colgate-Palmolive Company	Keller and Heckman LLP	Procter & Gamble Company, The
Conagra Brands, Inc.	Kelley Drye & Warren LLP	Proskauer Rose LLP
Coty, Inc.	Keurig Dr Pepper, Inc.	Purdy Smith
Council for Responsible Nutrition (CRN)	Kilpatrick Townsend & Stockton LLP	Reckitt Benckiser LLC
Covington & Burlington LLP	Kimberly-Clark Corporation	Reed Smith
Creative Consumer Concepts (C3)	Kirkland & Ellis LLP	S.C. Johnson & Son, Inc.
Crowell & Moring LLP	Kraft Heinz Company, The	SafeGuard Privacy, Inc.
Danone North America, PBC	Kramer Levin Naftalis & Frankel LLP	Sharkninja Operating LLC
Davis & Gilbert LLP	LEGO Systems, Inc.	Simpson Thacher & Bartlett LLP
Davis Wright Tremaine LLP	Lindt & Sprungli USA, Inc. (+ Ghiradelli)	Spin Master, Ltd.
Decisions Software, Inc.	Livewire Group	SuperAwesome, Inc.
Direct Selling Association (DSA)	Loeb & Loeb, LLP	Tempur Sealy International, Inc.
DLA Piper LLP	L'Oreal USA, Inc.	T-Mobile USA, Inc.
Dyson, Inc.	Lucid Group, Inc.	Unilever United States, Inc.
Expedia, Inc.	Manatt, Phelps & Phillips, LLP	Venable LLP
Faegre Drinker Biddle & Reath LLP	Market America Worldwide	Verizon Communications, Inc.
Ferrara Candy Company	Mars, Inc.	Vesync
Ferrero USA, Inc.	MATTEL, Inc.	Walt Disney Company, The
Finnegan, Henderson, Farabow, Garrett & Dunner, LLP	Mazda North American Operations	Warner Bros. Discovery Inc.
Foley & Lardner LLP	McDermott Will & Emory, LLP	White & Case LLP
	McDonald's USA	Wilson Sonsini Goodrich & Rosati

## 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

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

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

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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