

BBB NATIONAL PROGRAMS

DIGITAL ADVERTISING ACCOUNTABILITY PROGRAM

ADMINISTRATIVE CLOSURE

Case No. 146-2025

Date: 12/22/2025

Summary

The Digital Advertising Accountability Program (Accountability Program) has exercised its discretion to close a review of a Multinational Consumer Goods Company. The advertising practices of the Consumer Goods Company came to the Accountability Program's attention due to evidence of third-party web traffic from companies known to participate in interest-based advertising (IBA), discovered during regular activities monitoring for compliance with the Digital Advertising Alliance (DAA) Self-Regulatory Principles for Online Behavioral Advertising (OBA Principles). Specifically, the Consumer Goods Company's website: 1) did not meet the DAA requirements for clear, meaningful, and prominent Enhanced Notice of IBA collection; 2) did not include direct access to an easy-to-use mechanism for exercising choice with respect to the collection and transfer of personal data to a non-Affiliate for IBA; and 3) did not include a statement of adherence to the DAA's OBA Principles. Additionally, there were concerns that some mobile browsers did not display elements of Enhanced Notice that were available on the desktop website. However, upon meeting with the Consumer Goods Company, the Accountability Program found the Company was already working to remediate these issues. Actions included revising the Company's IBA-related webpage and consent management platform to provide internet users with additional IBA information, as recommended by the Accountability Program. Subsequent testing by the Accountability Program revealed that the Consumer Goods Company resolved these concerns and now provides website visitors (via desktop and mobile browsers) with enhanced notice of IBA, the choice to effectively opt out of third-party IBA collection, and a statement of adherence with the DAA Principles, in conformance with the OBA Principles.

Disposition

Administratively closed.