BBB NATIONAL PROGRAMS

DIGITAL ADVERTISING ACCOUNTABILITY PROGRAM

ADMINISTRATIVE CLOSURE

Case No. 126-2023

Date: April 10, 2023

In re Adtech Provider

Summary:

The Digital Advertising Accountability Program (Accountability Program) has exercised its discretion to close a review into a company that is an advertising technology provider.¹

The Accountability Program’s review was prompted by language on the provider’s website regarding COPPA compliance. Discussions with the provider clarified that the provider has administrative and contractual safeguards in place to ensure COPPA compliance. Upon review, the Accountability Program determined the provider’s statements were accurate. When a company’s response to the Accountability Program’s inquiry demonstrates that the company has not violated the DAA Principles, the Accountability Program will normally close the case administratively.

The Accountability Program retains the ability reopen this review at any time.

DISPOSITION:

Administratively closed.

¹ Accountability Program, Digital Advertising Accountability Program Procedures (Oct. 2019), https://bbbnpp-bbpstf-use1-01.s3.amazonaws.com/docs/default-source/bbb-national-programs/procedures/daap-procedures-rev-oct-20195e1d6826cb354a7ab53651ab326417da.pdf?sfvrsn=75c647bc_12 § 4.C.1. at 6 (“The Accountability Program shall have sole and exclusive authority and discretion to select, accept or reject matters with respect to which it will conduct reviews based upon criteria that include, but are not limited to, the following: the number of consumers potentially affected by the alleged violation of the Principles, the significance of the issues being raised, the availability of evidence, staff resources of the Accountability Program, and the need to resolve pending matters expeditiously.”)