NAD Fast-Track SWIFT



PROCESS

NAD Fast-Track SWIFT challenges follow an expedited process that yields a decision in just 20 business days



Challenge is filed using the online Fast-Track SWIFT portal Items needed to file:

- Advertiser contact information
- The challenged advertising
- Letter explaining basis for Fast-Track SWIFT and arguments as to why the advertising is misleading
- Relevant exhibits and payment



NAD determines case can proceed in Fast-Track SWIFT and sends challenge to the advertiser



Advertiser may object to Fast-Track SWIFT process

If Advertiser objects to process, NAD will decide in 2 days



Advertiser's response Items needed in claim substantiation:

- Argument letter
- Exhibits



Party meetings

Meetings held at NAD's discretion and will not delay decision timing



NAD decision is made and sent to both parties

Time to comply (if applicable) starts when decision is sent Advertiser has 3 business days to notify NAD if they plan to appeal



Press release of decision outcome is distributed

An Advertiser's Statement may be submitted to be incorporated into the decision before the decision is public

for more details on this process.