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.

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

The ADT Corporation
AiiEn USA, LLC
Alticor
American Advertising Federation (AAF)
American Association of Advertising Agencies (4A's)
American Licorice Company
American Optometric Association
Arbonne International, LLC
Arent Fox LLP
Arnold & Porter Kaye Scholer LLP
Association of National Advertisers (ANA)
Baker Botts LLP
BakerHostelter
Ballard Spahr LLP
Bayer Healthcare, LLC
The Bazooka Companies, Inc.
BIC Corporation
BISSELL
The Boston Beer Company
Burger King Corporation
Campbell Soup Company
Capital One
Church & Dwight Co, Inc.
The Clorox Company
Colgate-Palmolive Company
Conagra Brands, Inc.
Coty, Inc.
Council for Responsible Nutrition (CRN)
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.
Epic Games
Expedia, Inc.
Faegre Drinker Biddle & Reath LLP
Ferrara Candy Company
Ferrero USA, Inc.
Finnegan, Henderson, Farabow, Garrett & Dunner, LLP
Foley & Lardner LLP
Foley Hoag, LLP
Ford Motor Company
Frankfurt, Kurnit, Klein & Selz PC
GameFam
General Mills, Inc.
Georgia-Pacific LLC
Google, Inc.
Halcon (Formerly GlaxoSmithKline Consumer Healthcare)
Hasbro, Inc.
Haynes and Boone, LLP
Henkel North America
The Hershey Company
Hormel Foods Corporation
Hostess Brands, LLC
Hunton Andrews Kurth LLP
Hyundai Motor America
Inspire Brands
Interactive Advertising Bureau (IAB)
JP Morgan Chase Credit Card
Kao USA Inc.
Katten Muchin Rosenman LLP
Kelanova
Keller and Heckman LLP
Kelley Drye & Warren LLP
Keurig Dr Pepper, Inc.
Kilpatrick Townsend & Stockton LLP
Kimberly-Clark Corporation
Kirkland & Ellis LLP
The Kraft Heinz Company
Kramer Levin Naftalis & Frankel LLP
LEGO Systems, Inc.
Lindt & Sprungli USA, Inc. (+ Ghiradelli)
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
McDermott Will & Emory, LLP
McDonald's USA
McGurieWoods LLP
Melaleuca, Inc.
Meta
Mondelēz International, LLC
National Basketball Association (NBA)
National Confectioners Association (NCA)
Naver Z USA
Nestlé USA, Inc.
Nissan North America, Inc.
Nu Skin Enterprises, Inc.
Olshan Frome Wolosky LLP
Oral Essentials, Inc.
Overstock.com
Patterson Belknap Webb & Tyler LLP
The Pee Boys - Manny, Moe & Jack
PepsiCo, Inc.
Perkins Coie LLP
Plexus Worldwide
Pokemon Company International
Post Consumer Brands, LLC
The Proctor & Gamble Company
Proskauer Rose LLP
Reckitt Benckiser LLC
S.C. Johnson & Son, Inc.
SafeGuard Privacy, Inc.
Sharkninja Operating LLC
Simpson Thacher & Bartlett LLP
Spin Master, Ltd.
Tempur Sealy International, Inc.
T-Mobile USA, Inc.
Unilever United States, Inc.
Venable LLP
Verizon Communications, Inc.
ViacomCBS Inc.
The Walt Disney Company
Warner Bros. Discovery Inc.
White & Case LLP
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

- 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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