



**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.

Our Current



National Partners

The ADT Corporation

AIEn USA, LLC

Alticor

American Advertising Federation (AAF)

American Association of
Advertising Agencies (4A's)

American Optometric Association

Arbonne International, LLC

Arent Fox LLP

Arnold & Porter Kaye Scholer LLP

Association of National Advertisers (ANA)

Baker Botts LLP

BakerHostetler

Ballard Spahr LLP

Bayer Healthcare, LLC

The Bazoooka Companies, Inc.

BIC Corporation

The Boston Beer Company

Burger King Corporation

Campbell Soup Company

Capital One

Church & Dwight Co, Inc.

The Clorox Company

The Coca-Cola Company

Colgate-Palmolive Company

Conagra Brands, Inc.

Consumer Healthcare Products Association

Coty, Inc.

Council for Responsible Nutrition (CRN)

Creative Consumer Concepts (C3)

Crowell & Moring LLP

Danone North America, PBC

Davis & Gilbert LLP

Decisions Software, Inc.

Direct Selling Association (DSA)

DLA Piper LLP

Dyson, Inc.

Epic Games

Expedia, Inc.

Faegre Drinker Biddle & Reath LLP

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

Goli Nutrition

Google, Inc.

Haleon

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

Keller and Heckman LLP

Kelley Drye & Warren LLP

Kellogg Company

Keurig Dr Pepper, Inc.

Kilpatrick Townsend & Stockton LLP

Kimberly-Clark Corporation

Kirkland & Ellis LLP

The Kraft Heinz Company

Kramer Levin Naftalis & Frankel LLP

L'Oreal USA, Inc.

LEGO Systems, Inc.

Lindt & Sprungli USA, Inc.

Loeb & Loeb, LLP

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

McGuireWoods LLP

Melaleuca, Inc.

Microsoft Corporation

Mondelēz International, LLC

National Association of Ticket Brokers

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 Pep Boys - Manny, Moe & Jack

PepsiCo, Inc.

Perkins Coie LLP

Plexus Worldwide

Pokemon Company International

Post Consumer Brands, LLC

The Procter & Gamble Company

Proskauer Rose LLP

Reckitt Benckiser LLC

Roblox Corporation

S.C. Johnson & Son, Inc.

SafeGuard Privacy, Inc.

Sharkninja Operating LLC

Simpson Thacher & Bartlett LLP

SmileDirectClub, LLC

Spin Master, Ltd.

SuperAwesome

T-Mobile USA, Inc.

Tempur Sealy International, 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

WireWheel

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

nationalpartners@bbbnp.org

BBB National Programs Headquarters

1676 International Drive, Suite 550
McLean, VA 22102

BBB National Programs New York Office

7 Times Square, Suite 1705
New York, NY 10036