



**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	GameFam	Munk Wilson Mandala
AIEn USA, LLC	General Mills, Inc.	National Association of Ticket Brokers
Alticor	Georgia-Pacific LLC	National Basketball Association (NBA)
American Advertising Federation (AAF)	Goli Nutrition	National Confectioners Association (NCA)
American Association of Advertising Agencies (4A's)	Google, Inc.	Naver Z USA
American Optometric Association	Haleon	Nestlé USA, Inc.
Arbonne International, LLC	Hasbro, Inc.	Nissan North America, Inc.
Arent Fox LLP	Haynes and Boone, LLP	Nu Skin Enterprises, Inc.
Arnold & Porter Kaye Scholer LLP	Henkel North America	Olshan Frome Wolosky LLP
Association of National Advertisers (ANA)	The Hershey Company	Oral Essentials, Inc.
BakerHostetler	Hormel Foods Corporation	Osano, Inc.
Bayer Healthcare, LLC	Hostess Brands, LLC	Overstock.com
The Bazooka Companies, Inc.	Hyundai Motor America	Patterson Belknap Webb & Tyler LLP
BIC Corporation	Inspire Brands	PepsiCo, Inc.
The Boston Beer Company	Interactive Advertising Bureau (IAB)	Perkins Coie LLP
Burger King Corporation	JP Morgan Chase Credit Card	Plexus Worldwide
Campbell Soup Company	Kao USA Inc.	Pokemon Company International
Capital One	Katten Muchin Rosenman LLP	Post Consumer Brands, LLC
Church & Dwight Co, Inc.	Keller and Heckman LLP	The Procter & Gamble Company
The Clorox Company	Kelley Drye & Warren LLP	Proskauer Rose LLP
The Coca-Cola Company	Kellogg Company	Purdy Smith
Colgate-Palmolive Company	Keurig Dr Pepper, Inc.	Reckitt Benckiser LLC
Conagra Brands, Inc.	Kilpatrick Townsend & Stockton LLP	Roblox Corporation
Consumer Healthcare Products Association	Kimberly-Clark Corporation	S.C. Johnson & Son, Inc.
Coty, Inc.	Kirkland & Ellis LLP	SafeGuard Privacy, Inc.
Council for Responsible Nutrition (CRN)	The Kraft Heinz Company	Sharkninja Operating LLC
Creative Consumer Concepts (C3)	Kramer Levin Naftalis & Frankel LLP	Simpson Thacher & Bartlett LLP
Crowell & Moring LLP	L'Oreal USA, Inc.	SmileDirectClub, LLC
Danone North America, PBC	LEGO Systems, Inc.	Spin Master, Ltd.
Davis & Gilbert LLP	Lindt & Sprungli USA, Inc.	T-Mobile USA, Inc.
Decisions Software, Inc.	Loeb & Loeb, LLP	Tempur Sealy International, Inc.
Direct Selling Association (DSA)	Lucid Group, Inc.	Unilever United States, Inc.
DLA Piper LLP	Manatt, Phelps & Phillips, LLP	Venable LLP
Dyson, Inc.	Market America Worldwide	Verizon Communications, Inc.
Expedia, Inc.	Mars, Inc.	ViacomCBS Inc.
Faegre Drinker Biddle & Reath LLP	MATTEL, Inc.	The Walt Disney Company
Ferrero USA, Inc.	Mazda North American Operations	Warner Bros. Discovery Inc.
Finnegan, Henderson, Farabow, Garrett & Dunner, LLP	McDermott Will & Emory, LLP	White & Case LLP
Foley & Lardner LLP	McDonald's USA	Wilson Sonsini Goodrich & Rosati
Foley Hoag, LLP	McGuireWoods LLP	WireWheel
Ford Motor Company	Melaleuca, Inc.	
Frankfurt, Kurnit, Klein & Selz PC	Microsoft Corporation	
	Mondelēz International, LLC	

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

One-on-one consultations with **our leadership** and subject matter experts

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

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