



Help Create a More Trustworthy Marketplace.

**Where businesses turn
to enhance consumer trust
and consumers are heard.**

Working with Business to Grow Consumer Trust

BBB National Programs is a non-profit organization that enhances trust, innovation, and competition in the U.S. economy through the development and delivery of effective self-regulatory and dispute resolution programs. We oversee more than a dozen programs in arenas such as advertising, privacy, and child-directed content to create a better, more trustworthy experience for consumers and a fairer playing field for businesses.

BBB National Programs continues to evolve its work and grow its impact by providing guidance to businesses to encourage them to make responsible decisions with proven results. Our programs set adoptable standards that industries can use to navigate the regulatory landscape and create a marketplace that benefits all stakeholders.

In the marketplace...

Competitors value the self-regulatory process, the careful consideration of our experienced employees, as well as the guidance we publish as a result of the process.

Regulators appreciate the expanding adoption of best practices in areas like advertising, privacy, and child-directed marketing, which hold businesses of all sizes accountable to the promises they make.

Consumers benefit when businesses hold themselves to higher standards and can feel more confident about the purchasing decisions they make.

Areas of Expertise



Advertising

Promoting truthful, transparent, responsible advertising through self-regulation, monitoring, and enforcement.

Businesses that advertise and market their products and services need to commit to truthful and responsible advertising. Our advertising programs uphold standards for truthful and responsible advertising and responsible targeted advertising data collection practices.



Privacy

Helping businesses navigate privacy issues through self-regulation, monitoring, and safe harbors.

Businesses need to show their partners and customers that they put privacy first, no matter where they operate. Our programs serve as key elements of frameworks like Cross-Border Privacy Rules and Privacy Shield, bridging gaps between divergent privacy and data protection regimes.



Dispute Resolution

Providing solutions and support for dispute resolution programs and compliance needs.

Our fair, neutral, and impartial dispute resolution services provide businesses and consumers with due process that is voluntary and focuses on conciliation.



Emerging

Developing innovative programs to address business needs.

As we look to the future, BBB National Programs addresses new issues by leading individual company- or industry-wide efforts to create enforceable standards to address issues of consumer concern. BBB National Programs is at the forefront of developing programs to protect consumers from emerging harms and maintain a fair and ethical marketplace for businesses.

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 and teen'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 watchdog 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 with accountability and dispute resolution mechanisms 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

Executive Leadership

BBB National Programs leadership are deeply familiar with the industries they engage with and monitor, earning them the respect of both regulators and the industries they serve.

Their self-regulatory efforts have been commended by regulatory authorities, leading corporations (big and small), and attorneys at the forefront of their fields.



Eric D. Reicin
President & Chief Executive Officer

Prior to joining BBB National Programs as President and CEO, Eric served as a senior corporate and legal executive with over 25 years of experience assisting publicly traded and private companies and other organizations grow, manage transformational change, and weather regulatory and public scrutiny. Most recently, Eric served as Vice President, General Counsel, and Corporate Secretary for MorganFranklin Consulting, LLC and MorganFranklin, LLC, a global management consulting firm and government contractor (DOD and civilian) and previously served as Senior Vice President and Deputy General Counsel at Sallie Mae, then a Fortune 500 diversified financial services company (NASDAQ: SLM). Eric served a six-year term on the global board of the Association of Corporate Counsel, which has a presence in 85 countries. Eric previously served as president of the Association of Corporate Counsel - National Capital Region, the largest regional in-house bar association.



Mary K. Engle
Executive Vice President, Policy

Before joining BBB National Programs as Executive Vice President, Policy, Mary directed the Federal Trade Commission (FTC)'s Division of Advertising Practices for three decades, enforcing truth-in-advertising principles for national advertising matters, including claims about food, dietary supplements, medical devices, alcohol, tobacco, and broadband. She also examined social media and digital technology marketing practices. Her investigations and law enforcement actions in this area helped create new policy and standards that are now used to govern influencer marketing, native advertising, and privacy cases. Mary held several management positions at the FTC and served as an advisor to a commissioner and two directors of the Bureau of Consumer Protection. During her government career, she received several awards for her work including the Meritorious Executive Rank Award from President Obama for accomplishments in the management of U.S. government programs and the FTC Chairman's Award for the Commission's 2000 Media Violence Study and Report.



Dona J. Fraser

Senior Vice President—Privacy Initiatives

Dona J. Fraser is a leading privacy expert with a passion for building creative solutions to business problems. As the Vice President of the BBB National Programs Children's Advertising Review Unit (CARU), Dona draws on her extensive experience in the self-regulation space to provide a deep understanding of the marketplace challenges facing advertisers. Before joining BBB National Programs, Dona served as Vice President, Privacy Certified for the Entertainment Software Rating Board (ESRB), where she was responsible for helping companies develop data collection and privacy practices and crafting privacy best practices. Prior to ESRB, Dona served as a Director of Business and Legal Affairs for misc labels at BMG/Sony Music in New York.



Laura Brett

Vice President—National Advertising Division & New York Office Leader

Laura Brett began leading the BBB National Programs National Advertising Division (NAD) in August of 2017, after serving as an NAD staff attorney and Assistant Director. Ms. Brett has helped develop NAD's body of guidance, including in the evolving areas of transparency in digital media advertising, and the adequacy of disclosures in influencer marketing. Prior to joining BBB National Programs, Ms. Brett was a litigator in private practice and an attorney in commercial litigation at Willkie Farr & Gallagher. Ms. Brett also was elected to her local city council and served as Deputy Mayor.



Maureen Enright

Vice President—Children's Food and Beverage Advertising Initiative and Children's Confection Advertising Initiative

Maureen Enright leads the advertising self-regulation efforts of these programs, working with participants—some of the nation's largest food and beverage companies—to set standards for responsible food advertising to children. Before joining BBB National Programs, Ms. Enright served as counsel at Collier Shannon Scott. She also spent 10 years at the Federal Trade Commission (FTC), where she held several positions, including serving as a lead staff attorney on the FTC's Enforcement Policy Statement on Food Advertising.



Peter C. Marinello

Vice President—Direct Selling Self-Regulatory Council

Peter C. Marinello serves as Director of BBB National Programs' Direct Selling Self-Regulatory Council (DSSRC), a national advertising self-regulation program for the direct selling industry. Mr. Marinello has over 25 years of experience in advertising self-regulation, starting as a staff attorney at BBB National Programs' National Advertising Division (NAD) in March of 1993, and later becoming NAD Associate Director in 1998. Prior to joining BBB National Programs, Mr. Marinello practiced law for six years at a general litigation firm in New York City.



Juan Herrera

Vice President—Dispute Resolution Programs

A veteran of the U.S. Navy, Juan Herrera currently serves as Vice President of Dispute Resolution Programs for BBB National Programs where he oversees BBB AUTO LINE®—the largest automotive warranty dispute resolution program in the United States and one of BBB National Programs' flagship products—and is responsible for BBB National Programs' Dispute Resolution Division. He strives to deliver continual improvement of the division's existing programs and also leads in the design and development of new programs for industries or manufacturers in need of a neutral, cost-effective, and efficient out-of-court dispute resolution process. This includes working with manufacturers to analyze and identify areas where dispute resolution will be beneficial for their businesses and their customers.



Mamie Kresses

Vice President—Children's Advertising Review Unit

Mamie Kresses leads BBB National Programs' Children's Advertising Review Unit (CARU). In this role, Ms. Kresses oversees CARU's ongoing efforts to help companies ensure their advertising and data collection practices regarding children comply with existing laws and guidelines, as well as CARU's ongoing development of strategic policy and initiatives to enhance these goals. Before joining BBB National Programs, Ms. Kresses was a senior attorney in the Federal Trade Commission (FTC)'s Division of Advertising Practices, where she co-lead of the COPPA program from 2002-2012 and led consumer protection and regulatory law enforcement actions, rulemaking, and business outreach efforts addressing children's online privacy, general privacy, social media and digital technology marketing practices, and deceptive advertising claims for food, dietary supplements, and other products.



Andrea T. Shandell

Vice President—Privacy Initiatives, Operations

Andrea T. Shandell serves as BBB National Programs' Vice President, Privacy Initiatives, Operations. In this role she develops and leads operations of data privacy and accountability programs to ensure exceptional quality and financially sound performance. Prior to joining BBB National Programs, Ms. Shandell provided legal, counseling, compliance, and training services to Gannett Co., Inc. on behalf of the Law Department in the areas of privacy, data security, consumer protection, litigation, ethics, compliance and circulation law, most recently as Gannett's Associate General Counsel and Chief Ethics and Privacy Officer. Ms. Shandell regularly speaks at continuing education events on topics of privacy, data security, litigation management, and marketing compliance.

Our Programs

Our programs are designed to resolve marketplace issues and address a wide range of business practices in a myriad of industries.



National Advertising Division

The National Advertising Division (NAD) provides independent self-regulation and dispute resolution services for advertisers, guiding the truthfulness of advertising across the United States. NAD reviews national advertising in all media and its decisions set consistent standards for advertising truth and accuracy, delivering meaningful protection to consumers and leveling the playing field for business.

National Advertising Review Board

The National Advertising Review Board (NARB) is the appellate body for BBB National Programs' advertising self-regulatory programs. NARB's panel members include 87 distinguished volunteer professionals from the national advertising industry, agencies, and public members, such as academics and former members of the public sector. NARB serves as a layer of independent industry peer review that helps engender trust and compliance in NAD, CARU, and DSSRC matters.

Children's Advertising Review Unit

The Children's Advertising Review Unit (CARU), the nation's first Safe Harbor Program under the Children's Online Privacy Protection Act (COPPA), helps companies comply with laws and guidelines that protect children from deceptive or inappropriate advertising and ensure that, in an online environment, children's data is collected and handled responsibly. When advertising or data collection practices are misleading, inappropriate, or inconsistent with laws and guidelines, CARU seeks change through the voluntary cooperation of companies and where relevant, enforcement action.

Children's Food and Beverage Advertising Initiative

The Children's Food and Beverage Advertising Initiative (CFBAI) is a self-regulation program created to improve the landscape of food advertising to children. CFBAI works with leading food, beverage, and quick service restaurant companies to set and implement Uniform Nutrition Standards, which specify the science-based nutritional criteria for foods and beverages that can be advertised to children under age 12.

Children's Confection Advertising Initiative

The Children's Confection Advertising Initiative (CCAI), modeled after CFBAI, is a self-regulation program for small- and medium-sized confectionary companies created in partnership with the National Confectioners Association (NCA) to help improve the landscape of food advertising to children. CCAI companies commit to not advertise confections to children under age 12.

Direct Selling Self-Regulatory Council

The Direct Selling Self-Regulatory Council (DSSRC) provides independent, impartial monitoring, dispute resolution, and enforcement of false product claims and income representations made by direct selling companies and their salesforce members across digital platforms. The DSSRC seeks to establish high standards of integrity and business ethics for all direct selling companies in the marketplace.

Digital Advertising Accountability Program

The Digital Advertising Accountability Program (DAAP) was developed by the Digital Advertising Alliance (DAA) to enforce industry self-regulation principles for data privacy in online and mobile advertising, holding companies accountable to the DAA's Privacy Principles. DAAP provides guidance to companies looking to comply with industry principles and responds to complaints filed by consumers about online privacy.

Global Privacy Division

The BBB National Programs Global Privacy Division helps businesses show their partners and customers that they put privacy first, no matter where they operate. Our programs serve as key elements of the Cross-Border Privacy Rules and Privacy Shield frameworks, bridging gaps between divergent privacy and data protection regimes. By embracing our independent accountability mechanisms, participating businesses strengthen standards for data privacy and enhance consumer trust in the digital marketplace.

APEC Certification Programs

The APEC Cross-Border Privacy Rules (CBPR) and Privacy Recognition for Processors (PRP) systems are internationally recognized data privacy certifications available to U.S. organizations and their global subsidiaries. As an approved Accountability Agent, BBB National Programs works one-on-one with your business to demonstrate compliance with established data privacy standards. Both certifications (CBPR for data controllers and PRP for data processors or vendors) are backed by BBB National Programs' commitment to delivering independent accountability for your privacy promises.

BBB EU Privacy Shield

The BBB EU Privacy Shield operates an independent, third-party dispute resolution program that enables U.S. businesses to demonstrate that their transatlantic data transfers are consistent with European data protection rules. BBB EU Privacy Shield is a necessary component of a co-regulatory framework that enables trans-Atlantic trade and is a recognized Independent Recourse Mechanism under Privacy Shield.

Coalition for Better Advertising Dispute Resolution Program

The Coalition for Better Advertising Dispute Resolution Program is an independent dispute resolution program for participants in the Better Ads Experience Program, an initiative of the Coalition for Better Ads (CBA) to improve the online advertising experience for consumers. The program helps enforce the Better Ads Standards, which identify optimal online advertising formats to create a better experience for consumers.

BBB AUTO LINE®

BBB AUTO LINE is a voluntary dispute resolution program that offers both mediation and arbitration to resolve business-to-consumer automotive warranty, lemon law, class action, and dealer manufacturer disputes.

Dispute Resolution Program for Verizon Wireless Customers

BBB National Programs' Dispute Resolution Program supports Verizon Wireless customers who need arbitration services for a dispute with Verizon Wireless of \$10,000 or less. Before a customer can request arbitration, they must provide Verizon Wireless with written notice at least 30 days before arbitration is requested.

TeenAge Privacy Program

The TeenAge Privacy Program (TAPP) is one of our emerging programs under development in our Center for Industry Self-Regulation (CISR) and is designed to help companies responsibly collect and manage data from teenagers. In recent years, lawmakers and the FTC have taken renewed focus on the privacy space, and until now there has been no guidance specifically for the highly impressionable teen audience. TAPP aims to solve that problem by ensuring companies engaging teens in an online environment are collecting data in a responsible manner and that their data privacy and security practices comply with applicable laws, including but not limited to the California Consumer Privacy Act (CCPA).

The Center for Industry Self-Regulation

The Center for Industry Self-Regulation (CISR), a 501(c)(3) non-profit, was created to harness the historic power of self-regulation in the United States in order to empower business accountability. CISR is dedicated to education and research that supports responsible business leaders developing fair, future-proof best practices, and to the education of the general public on the conditions necessary for industry self-regulation.

Becoming a National Partner

BBB National Programs National Partners influence the future of regulation in their industry, demonstrating to stakeholders their commitment to accountable, industry-led standards and dispute resolution programs that protect consumers and keep the playing field level for business.



Partner Benefits

National Partners are champions of industry self-regulation, data privacy, consumer protection, and truth and accuracy in advertising and support our work as the leading voice for industry self-regulation. In turn, they receive the following benefits:

● Access

Interact directly with our subject matter experts through curated events and workshops with expansive networking opportunities and have access to regular members-only updates on our initiatives, case decisions, and program developments before the rest of the industry.

● Influence

Help shape the future of industry self-regulation through your participation in one or more of BBB National Programs' seven issue-specific program committees. Join us as we continue to develop and evolve industry self-regulation programs to create solutions to meet future industry needs.

● Value

Receive BBB National Program services, subscriptions, sponsorships, and event access for discounted member pricing, including the Online Archive, advertising challenge filing fees, pre-screening services, and preferred pricing for sponsorships and registrations at all our events.

● Community

Network with more than 100 companies committed to advancing marketplace trust and influencing industry behaviors by engaging in exclusive curated events throughout the year and program-shaping workshop opportunities to influence the future of our work.

Our Current

National Partners

Our national partners make up an exclusive network of corporations and law firms committed to developing self-regulatory standards, practices, and programs to resolve business issues and advance shared industry objectives.

The ADT Corporation
 AlEn USA, LLC
 Alticor
 American Advertising Federation (AAF)
 American Association of Advertising Agencies (4A's)
 American Licorice Company
 American Optometric Association (AOA)
 Arbonne International, LLC
 Arent Fox LLP
 Arnold & Porter Kaye Scholer LLP
 Association of National Advertisers (ANA)
 BakerHostetler
 Bayer Healthcare, LLC
 BIC Corporation
 The Boston Beer Company
 Burger King Corporation
 Campbell Soup Company
 Capital One
 Cartoon Network
 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
 Covington & Burling LLP
 The Cramer-Krasselt Company
 Creative Consumer Concepts (C3)
 Crowell & Moring LLP
 Danone US, LLC
 Davis & Gilbert LLP
 Davis Wright Tremaine LLP
 Direct Selling Association (DSA)
 Discovery Communications
 DLA Piper LLP
 Dyson, Inc.
 Expedia, Inc.

Ferrero USA, Inc.
 Finnegan, Henderson, Farabow, Garrett & Dunner, LLP
 Foley & Lardner LLP
 Ford Motor Company
 Frankfurt, Kurnit, Klein & Selz PC
 General Mills, Inc.
 Georgia-Pacific LLC
 GlaxoSmithKline Consumer Healthcare
 Google, Inc.
 The Gorilla Glue Company
 Hasbro, Inc.
 Henkel North America
 The Hershey Company
 Hogan Lovells US LLP
 Hormel Foods Corporation
 Hunton Andrews Kurth LLP
 Hyundai Motor America
 iRobot Corporation
 JPMorgan 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
 LEGO Systems, Inc.
 Loeb & Loeb, LLP
 L'Oréal USA, Inc.
 Lucid Group, Inc.
 Manatt, Phelps & Phillips, LLP
 Manhattan Advertising and Media Law, Inc.
 Mars, Inc.
 MATTEL, Inc.
 Mazda North American Operations

McDonald's Corporation
 McGuireWoods LLP
 Melaleuca, Inc.
 Mondelez Global LLC
 Morrison & Foerster LLP
 National Association of Ticket Brokers
 National Basketball Association
 National Confectioners Association
 Nestlé USA, Inc.
 Nissan North America, Inc.
 Nu Skin Enterprises, Inc.
 Olshan Frome Wolosky LLP
 Overstock.com
 Patterson Belknap Webb & Tyler LLP
 The Pep Boys - Manny, Moe & Jack
 PepsiCo, Inc.
 Perkins Coie LLP
 Playwire Media
 Pokémon Company International
 Post Consumer Brands, LLC
 The Procter & Gamble Company
 Proskauer Rose LLP
 Reckitt Benckiser LLC
 S.C. Johnson & Son, Inc.
 Sharkninja Operating LLC
 Simpson Thacher & Bartlett LLP
 SmileDirectClub, LLC
 Spin Master
 SuperAwesome
 Tempur Sealy International, Inc.
 The Topps Company, Inc.
 Unilever United States, Inc.
 Venable LLP
 Verizon Communications, Inc.
 ViacomCBS
 The Walt Disney Company
 Wilson Sonsini Goodrich & Rosati
 WireWheel
 Zoom, Inc.



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