Today’s petition wrongly asserts that CFBAI’s participating companies are not complying with their commitments to market responsibly. CFBAI’s participants are not purchasing advertisements on the YouTube Kids app, even for foods that meet CFBAI’s nutrition criteria. This app has a search function that is allowing users to draw in content from YouTube into the kids app without the companies’ participation or agreement. This is an issue with technology and is one that CFBAI and the participants have asked Google to fix with an engineering solution.

CFBAI participants are committed to complying with their voluntarily-assumed commitments to the Council of Better Business Bureaus to place ads only for foods that meet CFBAI’s nutrition criteria in advertising primarily directed to children under age 12. CFBAI extensively monitors child-directed media to assess and report on compliance, which has always been outstanding.