Major corporations and leading law firms join BBB National Programs as National Partners to demonstrate their commitment to an accountable, transparent, and fair marketplace for consumers.

Play fair. Be accountable.

Become a BBB National Programs National Partner.
A BBB National Programs National Partner:

What It Means

BBB National Programs, an independent non-profit organization home to more than a dozen industry self-regulation programs, sets high standards for businesses and provides third-party accountability and dispute resolution services that help ensure a fair marketplace for consumers.

Through the depth and breadth of their support, our National Partners demonstrate to stakeholders a commitment to transparency, accountability, and marketplace trust.

Here’s how we:

Set 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.

Implement Accountability
Together, we put those standards into practice through the development and execution of self-regulatory programs that include built-in accountability mechanisms.

Support Dispute Resolution
Where necessary, we support businesses and consumers with efficient and effective dispute resolution programs.
We Support What You Stand For

Our well-established network of National Partners is comprised of leading businesses and law firms. By becoming a BBB National Programs National Partner, you send a clear message.

Corporate Social Responsibility
You represent a business that believes in doing the right thing.

Team Players
You want to join like-minded major corporations and leading law firms committed to play fair and prioritize accountability.

Leadership & Influence
You want to play a key role in the future of business accountability and industry self-regulation.

Our Promise to Each Other

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.

In turn, you promise to take that seat and our partnership seriously, providing us your honest input and valued expertise as to how your business and your industry can take tangible and meaningful steps to enhance accountability and to create a more trustworthy marketplace.
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

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.
Our Current National Partners

The ADT Corporation
AlEn USA, LLC
Alticor
American Advertising Federation (AAF)
American Association of Advertising Agencies (4A’s)
American Licorice Company
Arbonne International, LLC
Arent Fox LLP
Arnold & Porter Kaye Scholer LLP
Association of National Advertisers (ANA)
BakerHostetler
Bayer Healthcare, LLC
BIC Corporation
BISSELL Homecare, Inc.
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, Kumit, Klein & Selz PC
General Mills, Inc.
Georgia-Pacific LLC
GlaxoSmithKline Consumer Healthcare
Google, Inc.
Hasbro, Inc.
Henkel North America
The Hershey Company
Hogan Lovells US LLP
Hormel Foods Corporation
Hunton Andrews Kurth LLP
Hyman, Phelps & McNamara, P.C.
Hyundai Motor America
iRobot Corporation
JPMorgan Chase Credit Card
Kabillion
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’Oreal USA, Inc.
Manatt, Phelps & Phillips, LLP
Manhattan Advertising and Media Law, Inc.
Mars, Inc.
MATTEL, Inc.
Mazda North American Operations
McDonald’s Corporation
McGuireWoods, LLP
Mondelez Global LLC
Morrison & Foerster LLP
National Association of Ticket Brokers
National Basketball Association
National Confectioners Association
Nestle 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.
Patterson Belknap Webb & Tyler LLP
Patterson Belknap Webb & Tyler LLP
Patterson Belknap Webb & Tyler LLP
Patterson Belknap Webb & Tyler LLP
Patterson Belknap Webb & Tyler LLP
Patterson Belknap Webb & Tyler 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
Zoom, Inc.
Added-Value Benefits

By becoming a BBB National Programs National Partner, you are not only sending a message, you are receiving tangible benefits. You will have access to programs, services, and resources designed to help you stay on the leading edge of regulatory developments, influence industry behaviors, and 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 Outside Counsel Committee
- The Children’s Issues Committee
- The National Advertising Committee
- The Privacy Committee
- The Consumer Sales Committee
- The Consumer Dispute Resolution Committee
- The Emerging Programs 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

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

Major corporations and leading law firms join BBB National Programs as National Partners because they are ready to go from words to action, demonstrating their commitment to an accountable, transparent, and fair marketplace for consumers.

BBB National Programs is where businesses turn to enhance consumer trust and consumers are heard.

If your company is ready to make this commitment too, we invite you to apply to be a BBB National Programs National Partner.

Contact our Team at
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