

The Advertising Incident Reporting System (AIRS) is an industry learning system that captures, analyzes, and shares lessons from advertising incidents and near-misses. Its purpose is to identify emerging risks, strengthen governance, and advance accountability through education, transparency, and continuous improvement.

This Week At A Glance (6/15 - 6/21)

Metric	Count
Total Incidents Reviewed	16
AI-Related	3
Influencer Disclosure	1
Privacy / Data	1
Platform Integrity	5
Other	6

Educational Notice

AIRS is an educational resource. Inclusion of an incident does not imply wrongdoing or legal liability but is intended to promote professional learning and continuous improvement.

This Week's Incidents

Incident	Date	IAE Principle(s)	AIRS Tags
Anthropic sued over Claude Max usage limits	6/15	P1 Truth; P3 Fairness; P5 Disclosure; P6 Transparency	Subscription Claims; Usage Limits; AI Services
Danone sued Chobani over "20G Protein" advertising	6/15	P1 Truth; P2 Substantiation; P6 Transparency; P10 Lawfulness	Food Labeling; Protein Claims; Comparative Advertising
Paramount rejected an advocacy ad criticizing its ownership	6/16	P3 Fairness; P6 Transparency; P8 Internal Processes; P9 Commercial Relationships	Advocacy Advertising; Media Integrity; Conflicts
FTC challenged Genesis subscription network	6/17	P1 Truth; P3 Fairness; P5 Disclosure; P6 Transparency; P10 Lawfulness	Dark Patterns; Recurring Charges; Cancellation
HealthTracker app implied a phone could measure blood pressure	6/17	P1 Truth; P2 Substantiation; P4 Social Responsibility; P8 Internal Processes	AI Creative; Health Claims; App Functionality

Hume Health made unsupported medical claims	6/17	P1 Truth; P2 Substantiation; P3 Fairness; P4 Social Responsibility; P10 Lawfulness	Health Claims; Medical Devices; Vulnerable Consumers
P&L Studio app claimed phone-based health measurements	6/17	P1 Truth; P2 Substantiation; P4 Social Responsibility; P11 Self-Regulation	Health Claims; App Functionality; Non-Cooperation
BetterYou used survey results to support Vitamin D absorption claims	6/17	P1 Truth; P2 Substantiation; P4 Social Responsibility; P8 Internal Processes	Supplement Claims; Survey Evidence; Health Advertising
StudySmarter posted unauthorized or nonexistent jobs	6/17	P1 Truth; P3 Fairness; P5 Disclosure; P6 Transparency; P7 Privacy	Fake Jobs; Lead Generation; Data Collection
MN2S falsely claimed to represent a photographer	6/17	P1 Truth; P6 Transparency; P9 Commercial Relationships; P11 Self-Regulation	False Affiliation; Talent Representation; Non-Cooperation
Pure Cremation obscured that its standard service was unattended	6/17	P1 Truth; P3 Fairness; P5 Disclosure; P6 Transparency	Material Omission; Funeral Services; Vulnerable Consumers
SoulTalk used sexualized AI-generated imagery	6/17	P3 Fairness; P4 Social Responsibility; P8 Internal Processes	Generative AI; Objectification; Harmful Stereotypes
StudySmarter posted unauthorized or nonexistent jobs	6/17	P1 Truth; P3 Fairness; P5 Disclosure; P6 Transparency; P7 Privacy	Fake Jobs; Lead Generation; Data Collection
Sexual-assault DNA kit ads made unsupported legal claims	6/17	P1 Truth; P2 Substantiation; P3 Fairness; P4 Social Responsibility	Legal Claims; Vulnerable Consumers; Evidence Preservation
Tide campaign impact claims questioned	6/19	P1 Truth; P2 Substantiation; P4 Social Responsibility; P6 Transparency; P11 Self-Regulation	Environmental Claims; Awards Integrity; Impact Measurement
AI-generated influencers presented as real consumers	6/21	P1 Truth; P5 Disclosure; P6 Transparency; P8 Internal Processes	Synthetic Influencers; AI Disclosure; Testimonials

IAE Principles & Practices for Advertising Ethics

Reference Framework

AIRS uses the IAE principles for advertising ethics as an educational framework for identifying the ethical considerations raised by reported incidents. Principle references do not constitute legal findings or determinations of wrongdoing.

P1 Truthful and Non-Misleading Communications	Ensure communications are truthful, not misleading, and do not conceal material information needed for informed choices.
P2 Substantiation	Support express and implied claims with reasonable evidence before publication.
P3 Fairness	Treat consumers fairly, avoid manipulative practices, and apply greater care where harm or vulnerability is greater.
P4 Social Responsibility	Respect human dignity and consider advertising's foreseeable effects on consumers, markets, and society.
P5 Disclosure	Present necessary material terms clearly, conspicuously, and in language the intended audience can understand.
P6 Transparency	Make advertising and sponsored content clearly identifiable, including when automated or algorithmic systems materially shape it.
P7 Privacy	Use privacy by design, collect and retain only necessary data, provide meaningful choices, and guard against foreseeable misuse.
P8 Internal Processes	Maintain effective review and reporting processes that address ethical concerns promptly, seriously, accountably, and without retaliation.
P9 Commercial Relationships	Conduct commercial relationships honestly and transparently, free from undisclosed conflicts of interest.
P10 Lawfulness	Comply with applicable law while recognizing that ethical practice requires more than minimum legal compliance.
P11 Accountable Self-Regulation	Participate in credible self-regulation in good faith and help strengthen or develop effective mechanisms where needed.

AIRS applies the IAE Principles & Practices for Advertising Ethics as an educational framework for identifying and organizing the ethical considerations raised by reported incidents. The principle references assigned to each incident indicate the issues most directly implicated by the reported conduct.

The IAE Principles & Practices for Advertising Ethics are designed to help advertising, marketing, public relations, media, technology, and related professionals recognize ethical risks and make responsible decisions across the advertising ecosystem.