

Advertising Incident Reporting System

Weekly Report

Governance Intelligence
August 3, 2026
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Monday, 7/27– Sunday, 8/2

The **Advertising Incident Reporting System (AIRS)** is an industry learning system that captures, analyzes, and shares lessons from advertising incidents and near-misses. AIRS identifies emerging risks, and strengthens governance through education, transparency, and continuous improvement.

This Week At A Glance (7/27 - 8/2)

Metric	Count
Total Incidents Reviewed	6
Formal Rulings, Penalties, Notices, or Charges	5
Disclosure or Transparency Implicated	5
Developing or Alleged Matters	2
Children, Youth or Vulnerable-Audience Incidents	2
Internal Governance or Oversight Implicated	5
Geographic Reach	United States, United Kingdom, and Australia

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.

Collection Method: AIRS combines LLM-assisted monitoring with human review across regulatory, self-regulatory, legal, industry, watchdog, and news sources. Technology supports discovery and organization; human review determines inclusion, verifies sources, distinguishes allegations from findings, and assigns the relevant IAE Principles and AIRS classifications.

This Week's Incident Register (7/27 - 8/2)

Incident No.	Incident	Region	Date	IAE Principle(s)	AIRS Tags
2026072801	<u>Australia's Federal Court ordered Harvey Norman and Latitude Finance Australia to pay combined penalties of AUD 55 million after finding their nationwide "60 months interest free" campaign misleadingly obscured the required credit card, fees, and ongoing obligations.</u>	Australia	7/28	P1 Truth; P5 Disclosure; P6 Transparency; P8 Internal Processes; P9 Commercial Relationships; P10 Lawfulness	Hidden Fees; Financial Advertising; Material Omissions; Commercial Relationships; Internal Controls
2026072901	<u>The ASA upheld a complaint against Bolt Pharmacy because paid Facebook ads promoted prescription-only weight-loss medicines to the public.</u>	United Kingdom	7/29	P4 Social Responsibility; P8 Internal Processes; P10 Lawfulness; P11 Accountable Self-Regulation	Health Claims; Prescription Medicines; Paid Social; Regulatory Compliance
2026072903	<u>The ASA upheld complaints against Airbrush UK after ads implied unverified fashion-publication endorsements, used content showing other brands' products, and presented unsubstantiated testimonials as genuine.</u>	United Kingdom	7/29	P1 Truth; P2 Substantiation; P5 Disclosure; P8 Internal Processes; P11 Accountable Self-Regulation	Endorsements; Testimonials; False Association; Product Performance; Internal Controls

2026072904	<u>The ASA partially upheld a complaint against Utility Warehouse, finding that its “unlimited” mobile-data advertising did not clearly present the 500 GB fair-use restriction alongside the headline claim.</u>	United Kingdom	7/29	P1 Truth; P5 Disclosure; P6 Transparency; P11 Accountable Self-Regulation	Material Omissions; Qualification; Telecommunications; Website Advertising
2026072905	<u>The ASA upheld a complaint against BoyleSports, finding that a promotion rewarding betting on four to seven days per week encouraged frequent and repetitive gambling that could lead to financial harm.</u>	United Kingdom	7/29	P3 Fairness; P4 Social Responsibility; P10 Lawfulness; P11 Accountable Self-Regulation	Gambling Advertising; Vulnerable Audiences; Financial Harm; Promotions
2026072906	<u>The FTC, Utah, and Los Angeles County filed a complaint alleging that Hims & Hers obscured subscription charges and cancellation, contradicted privacy assurances, and shared sensitive health information with advertising platforms; Hims & Hers denied the allegations.</u>	United States	7/29	P1 Truth; P3 Fairness; P5 Disclosure; P6 Transparency; P7 Privacy; P8 Internal Processes; P9 Commercial Relationships; P10 Lawfulness	Dark Patterns; Subscriptions; Health Data; Privacy; Ad Technology; Vulnerable Audiences
2026073101	<u>Consumers filed a proposed class action alleging that Amazon used unsubstantiated or materially misleading sustainability labels, including “dolphin safe,” “responsibly sourced,” and “wild caught” for seafood sold on its platform; the allegations remain pending.</u>	United States / Global Platform	7/31	P1 Truth; P2 Substantiation; P5 Disclosure; P6 Transparency; P9 Commercial Relationships; P10 Lawfulness	Environmental Claims; Sustainable Sourcing; Product Labeling; Platform Governance; Commercial Relationships

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.

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. **[READ THE FULL IAE PRINCIPLES & PRACTICES →](#)**