

Advertising Incident Reporting System

Weekly Report

Governance Intelligence
July 13, 2026
8:52am EST
Monday 7/6– Sunday 7/12

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 (7/6 - 7/12)

Metric	Count
Total Incidents Reviewed	7
Formal Rulings, Penalties, Notices, or Charges	6
Disclosure or Transparency Implicated	5
Internal Governance or Oversight Implicated	2
AI or Synthetic-Media Incidents	0
Environmental or Origin-Claim Incidents	1
Geographic Reach	United States, and United Kingdom

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 (7/6 - 7/12)

Incident No.	Incident	Region	Date	IAE Principle(s)	AIRS Tags
2026070601	<u>The FTC issued warning letters to eight companies over allegedly deceptive "Made in the USA" and "Made in Texas" advertising claims.</u>	United States	7/6	P1 Truth; P2 Substantiation; P6 Transparency; P10 Lawfulness	Origin Claims; Made in USA Claims; Warning Letter; False Advertising
2026070801	<u>The ASA upheld complaints that a whiskey cask and gold coin investment website made misleading investment-return claims, displayed an incorrect Trustpilot score, and failed to disclose key investment risks.</u>	United Kingdom	7/8	P1 Truth; P2 Substantiation; P6 Transparency; P10 Lawfulness	Investment Claims; Testimonials; Risk Disclosure; Financial Advertising
2026070802	<u>The FTC and five states announced a settlement with Deere & Company in a right-to-repair case.</u>	United States	7/8	P3 Fairness; P6 Transparency; P10 Lawfulness	Competition; Consumer Choice; Marketing Representations

2026070803	<u>The ASA upheld a complaint against a paid Instagram advertisement for M&M's after finding that the ad depicted an identifiable less healthy food (HFSS) product through the use of the yellow Peanut M&M's character.</u>	United Kingdom	7/8	P1 Truth; P4 Responsibility; P6 Transparency; P10 Lawfulness	Food Advertising; HFSS Advertising; Children & Youth Marketing; Brand Characters; Social Media Advertising; Regulatory Ruling
2026070804	<u>The ASA upheld a complaint against a marketing email sent by Grain Connect Ltd that claimed the planned acquisition of YouFibre and BRSK by Virgin Media would result in customers facing "price rise rip-offs" and implied they should switch providers.</u>	United Kingdom	7/8	P1 Truth; P2 Substantiation; P3 Fairness; P6 Transparency; P10 Lawfulness	Comparative Advertising; Competitor Claims; Telecommunications Advertising; Email Marketing; Price Claims; Misleading Advertising; Regulatory Ruling
2026070901	<u>Uber requiring both rider and driver complainants disclose funders and waive confidentiality, raising questions that its contractual design may impede credible challenges to Uber representations and produce reverse accountability.</u>	United States / Global Platform	7/9	P3 Fairness; P8 Internal Processes; P11 Accountable Self-Regulation	Contractual Design; Access to Redress; Platform Governance; Board Oversight, Concurrent FTC Litigation
2026070902	<u>RentGrow to Pay \$2.25 Million to Settle FTC Allegations the Company Violated the Fair Credit Reporting Act and FTC Act</u>	United States	7/9	P1 Truth; P6 Transparency; P10 Lawfulness	Consumer Disclosures; Fair Credit Reporting; Deceptive Practices

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 →](#)**