

Advertising Incident Reporting System

Weekly Report

Governance Intelligence
July 20, 2026
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Monday, 7/13– Sunday, 7/19

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 (7/13 - 7/19)

Metric	Count
Total Incidents Reviewed	12
Formal Rulings, Penalties, Notices, or Charges	9
Completed sector-wide compliance actions	2
Developing or alleged matters	1
Children, youth or vulnerable-audience incidents	3
Environmental or Origin-Claim Incidents	2
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 (7/13 - 7/19)

Incident No.	Incident	Region	Date	IAE Principle(s)	AIRS Tags
2026071401	<u>Polymarket became the subject of a U.S. congressional inquiry concerning paid influencer partnerships, election-denial content, disclosure practices, and platform safeguards related to election-betting markets.</u>	United States	7/14	P5 Disclosure; P6 Transparency; P9 Commercial Relationships; P10 Lawfulness	Influencer Disclosure; Political Advertising; Platform Governance
2026071501	<u>TruHeight (Vanilla Chip LLC) received a final FTC order requiring payment of \$750,000 and prohibiting deceptive and unsubstantiated claims that its supplements increase children's height.</u>	United States	7/15	P1 Truth; P2 Substantiation; P5 Disclosure; P6 Transparency; P10 Lawfulness	Health Claims; Testimonials; Consumer Reviews; Children's Advertising
2026071502	<u>Qatar Airways — The ASA upheld complaints concerning paid social-media ads that implied customers could fully offset emissions from particular flights, finding the environmental claims misleading and insufficiently substantiated.</u>	United Kingdom	7/15	P1 Truth; P2 Substantiation; P10 Lawfulness	Environmental Claims; Carbon Offsetting; Airline Advertising

2026071503	<u>Eurowings – The UK Advertising Standards Authority upheld complaints regarding paid search advertising after determining the ads were misleading.</u>	United Kingdom	7/15	P1 Truth; P2 Substantiation; P4 Social Responsibility	Environmental Claims; Carbon Offsetting; Airline Advertising
2026071504	<u>Kind Patches Ltd — The ASA upheld complaints against a paid Facebook ad that implied an unauthorized “GLP-1 Patch” had medicinal effects and irresponsibly targeted breastfeeding mothers using harmful postpartum body-image messaging.</u>	United Kingdom	7/15	P3 Fairness; P4 Social Responsibility; P8 Internal Processes; P10 Lawfulness	Health Claims; Weight-Loss Advertising; Vulnerable Audiences; Harmful Stereotypes; Affiliate Governance
2026071505	<u>Parker Products Ltd t/a ParkerBrand — The ASA upheld a complaint concerning an unsubstantiated “was” price and savings claim and referred the matter to CAP Compliance after the advertiser failed to respond.</u>	United Kingdom	7/15	P1 Truth; P2 Substantiation; P11 Accountable Self-Regulation	Reference Pricing; Savings Claims; Self-Regulation
2026071506	<u>EE — The ASA partially upheld complaints concerning a digital poster, finding that its comparative broadband-growth claims were substantiated and not misleading, but were not presented in a sufficiently verifiable manner.</u>	United Kingdom	7/15	P6 Transparency	Comparative Advertising; Claim Verifiability; Telecommunications
2026071507	<u>Origin Mattress – The UK Advertising Standards Authority upheld complaints concerning misleading reference prices, savings claims, and countdown timers in advertising.</u>	United Kingdom	7/15	P1 Truth; P3 Fairness; P6 Transparency; P10 Lawfulness	Pricing Claims; Reference Pricing; Dark Patterns
2026071508	<u>Phlo Technologies Ltd t/a Morrisons Clinic and Wm Morrison Supermarkets Ltd t/a Morrisons – The UK Advertising Standards Authority upheld complaints concerning advertising that promoted prescription-only weight-loss medicines to the public in breach of the CAP Code.</u>	United Kingdom	7/15	P4 Social Responsibility; P10 Lawfulness; P11 Accountable Self-Regulation	Health Claims; Prescription Medicines; Weight-Loss Advertising
2026071601	<u>PetIQ/PetArmor — NAD found certain PetArmor claims supported but recommended that other market-leadership, brand-growth, consumer-trust, comparative-performance and product-attribute claims be modified or discontinued.</u>	United States	7/16	P1 Truth; P2 Substantiation; P11 Accountable Self-Regulation	Product Performance; Comparative Advertising; Self-Regulation
2026071602	<u>UK regulators announced that 170 misleading car-finance claims-management advertisements had been removed or amended after identifying disguised commercial content, omitted information about free alternatives, and misleading implications of Financial Conduct Authority affiliation.</u>	United Kingdom	7/16	P1 Truth; P5 Disclosure; P6 Transparency; P10 Lawfulness	Financial Services; Hidden Advertising; False Affiliation
2026071603	<u>The UK Advertising Standards Authority removed 36 World Cup gambling advertisements after monitoring found the advertisements had strong appeal to audiences under 18, breaching rules designed to protect children.</u>	United Kingdom	7/16	P3 Fairness; P4 Social Responsibility; P10 Lawfulness	Gambling Advertising; Children's Advertising; Youth Appeal

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 →](#)**