

Advertising Incident Reporting System

Weekly Report

Governance Intelligence
August 10, 2026
8:52am ET
Monday, 8/3– Sunday, 8/9

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 (8/3 - 8/9)

Metric	Count
Total Incidents Reviewed	7
Formal Rulings, Penalties, Notices, or Charges	6
Disclosure or Transparency Implicated	4
Developing or Alleged Matters	2
Children, Youth or Vulnerable-Audience Incidents	4
Internal Governance or Oversight Implicated	7
Geographic Reach	United States, United Kingdom, and India

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 (8/3 - 8/9)

Incident No.	Incident	Region	Date	IAE Principle(s)	AIRS Tags
2026080501	<u>The UK ASA upheld one of four issues against Warner Bros, finding that outdoor posters for The Mummy were likely to distress young children in untargeted settings.</u>	United Kingdom	8/5	P3 Fairness; P4 Social Responsibility; P8 Internal Processes; P10 Lawfulness; P11 Accountable Self-Regulation	Children's Advertising; Vulnerable Audiences; Fear and Distress; Outdoor Advertising;
2026080502	<u>The UK ASA upheld a complaint against The Turmeric Co., finding that blurred testimonials and signposting to unedited Trustpilot reviews still implied its supplements could prevent, treat, or cure disease.</u>	United Kingdom	8/5	P1 Truth; P2 Substantiation; P4 Social Responsibility; P8 Internal Processes; P10 Lawfulness; P11 Accountable Self-Regulation	Health Claims; Disease Claims; Food Supplements; Testimonials; Vulnerable Audiences
2026080503	<u>The UK ASA partially upheld a complaint against Costcutter and Mondelez/Cadbury, concluding that a campaign webpage was a paid-for online ad depicting identifiable less-healthy products. It directed that the webpage not reappear in the same form.</u>	United Kingdom	8/5	P4 Social Responsibility; P5 Disclosure; P6 Transparency; P8 Internal Processes; P9 Commercial Relationships; P10 Lawfulness; P11 Accountable Self-Regulation	Less-Healthy Food; Paid Online Advertising; Product Identification; Commercial Relationships; Placement Controls

2026080504	<u>The UK ASA upheld a complaint against Jaded London, finding that a stylized fashion email associated an aspirational lifestyle with a lit cigarette and irresponsibly glamorized smoking.</u>	United Kingdom	8/5	P4 Social Responsibility; P8 Internal Processes; P10 Lawfulness; P11 Accountable Self-Regulation	Smoking; Social Responsibility; Email Marketing; Lifestyle Imagery; Creative Review
2026080505	<u>The U.S. National Advertising Division found several DUPIXENT claims supported but recommended that Sanofi modify or discontinue other consumer and prescriber claims about clearer skin and itch relief, including by adding clearer study context and result qualifications.</u>	United States	8/5	P1 Truth; P2 Substantiation; P5 Disclosure; P6 Transparency; P8 Internal Processes; P10 Lawfulness; P11 Accountable Self-Regulation	Pharmaceutical Advertising; Health Claims; Efficacy Claims; Material Qualifications; Vulnerable Audiences
2026080506	<u>WIRED reported that researchers found more than 50 paid ads across Meta platforms containing AI-generated child sexual abuse imagery or sexualized depictions of minors, including ads linked to nudity services. Meta removed the ads after inquiry and said it has zero tolerance for child exploitation.</u>	Multi-country	8/5	P3 Fairness; P4 Social Responsibility; P6 Transparency; P8 Internal Processes; P9 Commercial Relationships; P10 Lawfulness	AI-Generated Imagery; Child Safety; Vulnerable Audiences; Platform Governance; Ad Review; Harmful Content
2026080601	<u>The Bombay High Court issued an interim direction requiring Meta to remove fake accounts impersonating Delta Corp and an allegedly AI-generated video falsely associating the company with online gaming. The order arose while Delta challenged the suspension of its official accounts, and the matter remains pending.</u>	India	8/6	P1 Truth; P4 Social Responsibility; P5 Disclosure; P6 Transparency; P8 Internal Processes; P9 Commercial Relationships; P10 Lawfulness	Deepfakes; Impersonation; False Association; Platform Governance; Online Gaming; Interim Court Order

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 →](#)**