

About Ad Complaints Reporting

Reporting on consumers' complaints about advertising is an integral part of the advertising industry's commitment to an objective and transparent consumer complaints process.

- The annual *Ad Complaints Report* informs industry and the public about the number and nature of consumer complaints submitted to ASC for review under the *Canadian Code of Advertising Standards (Code)*, as well as a snapshot of consumer concerns as reflected in their complaints to ASC over the past year.
- *Quarterly Consumer Complaint Case Summaries* contain case summaries of complaints about ads that Consumer Response Councils (Councils) have determined contravene the *Canadian Code of Advertising Standards*.
- In the time between publication of the *Quarterly Consumer Complaint Summaries*, ASC also posts *Current Consumer Complaint Case Summaries* of upheld consumer complaints about advertising after Councils have rendered their decisions and the appeal process has lapsed.

Through ad complaints reporting, ASC provides information about consumers' concerns about advertising and how Councils interpret and apply the *Code's* clauses.