

About Ad Complaints Reporting

Reporting on consumer complaints about advertising is an integral part of the advertising industry's commitment to an objective and transparent consumer complaint 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 *Ad Complaints Reports* contain case summaries of complaints about ads that Standards Councils have determined contravene the *Code*.
- In the time between publication of the Quarterly *Ad Complaints Reports*, ASC also posts Recent *Consumer Complaint Case Summaries* of upheld consumer complaints about advertising after Council has rendered its decisions and the appeal process has lapsed.

Through ad complaints reporting, ASC provides information about consumer concerns about advertising and how Council interprets and applies the *Code's* clauses.