**International overview on complaints handling mechanism for member and non-member companies**

Last update: August 2024

**Background:**

EASA and ICAS members have responded to a request for information from The Advertising Standards Council of India ([ASCI](https://www.ascionline.in/)).

**Questions:**

The ASCI is evaluating their complaints handling mechanism for member and non-member companies and would like to know:

1) If SRO's apply a processing fee to resolve any complaints? This could be applicable to member or non-member companies.

2) The structure and mechanism followed, in case this is applicable.

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| Country | SRO | Response |
| Australia | [**ABAC**](https://www.abac.org.au/) | No ABAC don't apply a processing fee to complaints, the complaints system is fully funded by the alcohol industry |
| Canada | [**Ad Standards**](http://www.adstandards.com/) | We do not charge any fee for resolving complaints from the general public.  We do, however, charge a fee in the case of disputes between advertisers.  Our fee chart is available here: <https://adstandards.ca/wp-content/uploads/2019/02/Fee-Schedule.pdf> |
| Chile | **Consejo de Autorregulación y Ética Publicitaria**  [**CONAR**](http://www.conar.cl/) | 1) If SRO's apply a processing fee to resolve any complaints? This could be applicable to member or non-member companies. **YES**  2) The structure and mechanism followed, in case this is applicable.  **People/consumer can send to CONAR complaints, and we resolve it, free of any fee.**  **CONAR members, pay a standard fee, lower than the fee we charge to non CONAR members** |
| Paraguay | [**CONAR**](https://www.cerneco.org.py/conar/) | CONAR Paraguay does not apply a processing fee to resolve complaints.  However, it is entitled to request complainant to deposit a bond just in case of bad faith. |
| South Africa | **The Advertising Regulatory Board**  [**ARB**](http://arb.org.za/) | 1. If SRO's apply a processing fee to resolve any complaints? This could be applicable to member or non-member companies.   We charge for competitor complaints.  2) The structure and mechanism followed, in case this is applicable.  All the information is on our website here:  <https://www.arb.org.za/complaints.html>    We only start work on the complaint once the filing fee is paid. |
| USA | [**BBB National Programs**](http://asrcreviews.org/) | BBB National Programs charges a fee for complaints filed with our National Advertising Division and appeals of NAD decisions to the National Advertising Review Board. The fee varies in a number of ways: lower fees for our National Partners (fees for non-National Partners are 25% more than for National Partners); tiered according to the challenger’s revenue; and tiered according to case track (standard track; complex track; Fast-track SWIFT; and Fast-track SWIFT Disclosures).    See below:    Standard Track Filing Fees:  (1) National Partner Filing Fees.  (a) $8,000 if the challenger’s gross annual revenue is less than $250 million;  (b) $28,000 if the challenger’s gross annual revenue is between $250 million and $5 billion;  (c) $36,000 if the challenger’s gross annual revenue is $5 billion or more.  (2) Non-National Partner Filing Fees.  (a) $10,000 if the challenger’s gross annual revenue is less than $250 million;  (b) $35,000 if the challenger’s gross annual revenue is between $250 million and $5 billion;  (c) $45,000 if the challenger’s gross annual revenue is $5 billion or more.    Complex Track Filing Fees:  (1) National Partner Filing Fees.  (a) $24,000, if the challenger’s gross annual revenue is less than $250 million;  (b) $40,000, if the challenger’s gross annual revenue is between $250 million and $5 billion; or  (c) $60,000, if the challenger’s gross annual revenue is $5 billion or more.  (2) Non-National Partner Filing Fees.  (a) $30,000, if the challenger’s gross annual revenue is less than $250 million;  (b) $50,000, if the challenger’s gross annual revenue is between $250 million and $5 billion; or  (c) $75,000, if the challenger’s gross annual revenue is $5 billion or more.    Fast-Track SWIFT Filing Fees:  (1) National Partners:  (a) $12,000, if the challenger’s gross annual revenue is less than $250 million;  (b) $32,000, if the challenger’s gross annual revenue is between $250 million and $5 billion;  (c) $40,000, if the challenger’s gross annual revenue is $5 billion or more.  (2) Non-National Partners:  (a) $15,000, if the challenger’s gross annual revenue is less than $250 million;  (b) $40,000, if the challenger’s gross annual revenue is between $250 million and $5 billion;  (c) $50,000, if the challenger’s gross annual revenue is $5 billion or more.    Fast-Track SWIFT-Disclosure Filing Fees:  National Partners: $10,000.  Non-National Partners: $12,500.    Fees for appeals to the National Advertising Review Board are as follows:  (a) $27,000 for a Standard Track Appeal if the advertiser is a National Partner;  (b) $33,750 for a Standard Track Appeal if the advertiser is not a National Partner;  (c) $30,800 for a Complex Track Appeal if the advertiser is a National Partner;  (d) $38,500 for a Complex Track Appeal if the advertiser is not a National Partner;  (e) $27,000 for a Fast-Track SWIFT Appeal if the advertiser is a National Partner;  (f) $33,750 for a Fast-Track SWIFT Appeal if the advertiser is not a National Partner.    Please note that a challenger may seek a *waiver or reduction* of the filing fee on the basis of economic hardship. |