

# CROSS-BORDER COMPLAINT REPORT 2025

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## **EASA**

EASA – the European Advertising Standards Alliance – is the single authoritative voice on advertising self-regulation in Europe. EASA promotes high ethical standards in commercial communications by means of effective self-regulation, for the benefit of consumers and business in Europe and beyond. Effective advertising self-regulation helps ensure responsible advertising, meeting consumers’ demand for honesty and transparency, regulators’ demand for responsibility and engagement, and businesses’ demand for freedom to operate responsibly. EASA and its members have developed a robust and coherent system of advertising self-regulation that can respond effectively to new challenges.

EASA acts as a co-ordination point for best practice in the implementation of self-regulation, as well as operational standards for its national Self-Regulatory Organisation (SRO) members. Part of EASA’s role involves coordinating the cross-border complaint mechanism. EASA also collects and analyses top-line statistical data on received and resolved complaints, as well as on copy advice requests and pre-clearance from its SRO members each year.

EASA was set up in 1992 to represent national self-regulatory organisations in Europe. In 2004, it developed into a partnership between national advertising SROs and organisations representing the advertising industry. Today, EASA is a network of 41 entities committed to making sure advertising is legal, decent, honest, and truthful. EASA’s membership is made up of 28 SROs from 26 European countries, 14 advertising industry stakeholders, including advertisers, agencies, media associations, and 3 digital pure-play company. EASA is also a member of ICAS (International Council on Ad Self-Regulation) and through its membership additionally partners with SROs worldwide.

EASA is a not-for-profit organisation with a Brussels-based Secretariat. For further information, please visit [www.easa-alliance.org](http://www.easa-alliance.org).

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# 1 Key findings

**EASA’s Self-Regulatory Organisation (SRO) members ensure that all Cross-Border Complaints (CBCs) are handled effectively and efficiently with a thoroughly developed mechanism based on a network of independent, impartial, and recognised SROs that exchange constant flows of information.**

## 2025 Recap



**178 CBCs**

- EASA’s SROs Network handled 178 cross-border complaints during 2025.
- 26 fewer complaints than last year

**Plaintiffs**



- 82% of all the cross border complaints were lodged by UK plaintiffs
- 3 % less than last year

**Country of Origin**



- In 2025, the Dutch and Irish SROs handled half of all cross-border complaints

**Issues complained about**



- In 2025, misleading claims represented 85% of all complaints, continuing a long-standing trend.

**Media**



- Online advertising, or digital marketing communications, accounted for 85 % of cross-border complaints

**Products and services**



- Leisure services accounted for 26% of the complained-about advertisements, followed by clothing, footwear, and accessories at 10%

Cross-Border Complaints (CBCs) are consumer or competitor complaints lodged against advertisements that appear in media or originate from advertisers based in another country than that of the plaintiff.

The EASA Secretariat coordinates these types of complaints through a system that has been in operation since 1992, when it was set up in response to the creation of the European Single Market.

This mechanism was built to address issues whereby advertising originating from one EU Member State is circulating in media from another. SROs handle an average of around 179 complaints annually.<sup>1</sup>

In 2025, the number of cross-border complaints was 178. As can be seen in Figure 1, from 2024 to 2025, there was a 13% decrease, or 26 CBCs.

EASA’s CBC system covers **27 EASA SRO** members in **26 European countries** that handle complaints.<sup>2</sup> It also reaches out, on an ad hoc basis, to international SROs that are members of the International Council for Ad Self-Regulation (ICAS).

EASA has members **both inside and outside of the European Union** that participate in the CBC mechanism. Each CBC is assessed based on the rules, laws, and regulations of the SRO in the country of origin of the medium or the advertiser, depending on the type of ad.

<sup>1</sup> Over the past 5 years.

<sup>2</sup> As of February 2026

## 2 The total number of Cross-Border Complaints received

*In 2025 EASA's SROs transferred 178 complaints, 26 fewer than in 2024.*

Over the course of 2025, EASA was notified of a total of **178** cross-border complaints, which translates into a **13% decrease** in referred complaints in comparison with the preceding year.

2011 saw the lowest level of CBCs at 73 and 2012 the highest level ever on record at 414. Over the past 5 years, from 2021 to 2025, an average of around 179 cross-border complaints were treated annually by EASA's network.

The fluctuations in complaint numbers may be influenced by external factors and market dynamics. After an increase in 2024, when the number of complaints rose to 204, the figure fell back in 2025 to around 178, returning to a level similar to that of 2023.

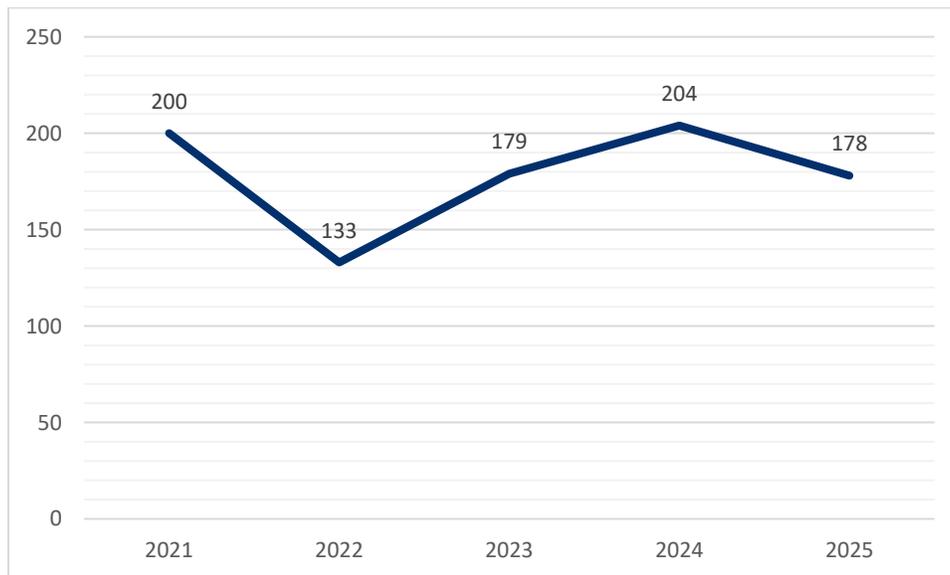


Figure 1: Cross-border complaints received between 2021 and 2025.

*Source: Annual Cross-Border Complaints Report 2024 & Online Database<sup>3</sup>*

<sup>3</sup>The "Online Database" refers to EASA's internal online cross-border complaints platform that member self-regulatory organisations use to register and send their complaints through to other SROs. EASA acts as a facilitator and caretaker of the platform, using the confidential data only for statistical purposes.

### 3 The origin of complainants

82 % of cross-border complaints were lodged by UK complainants.

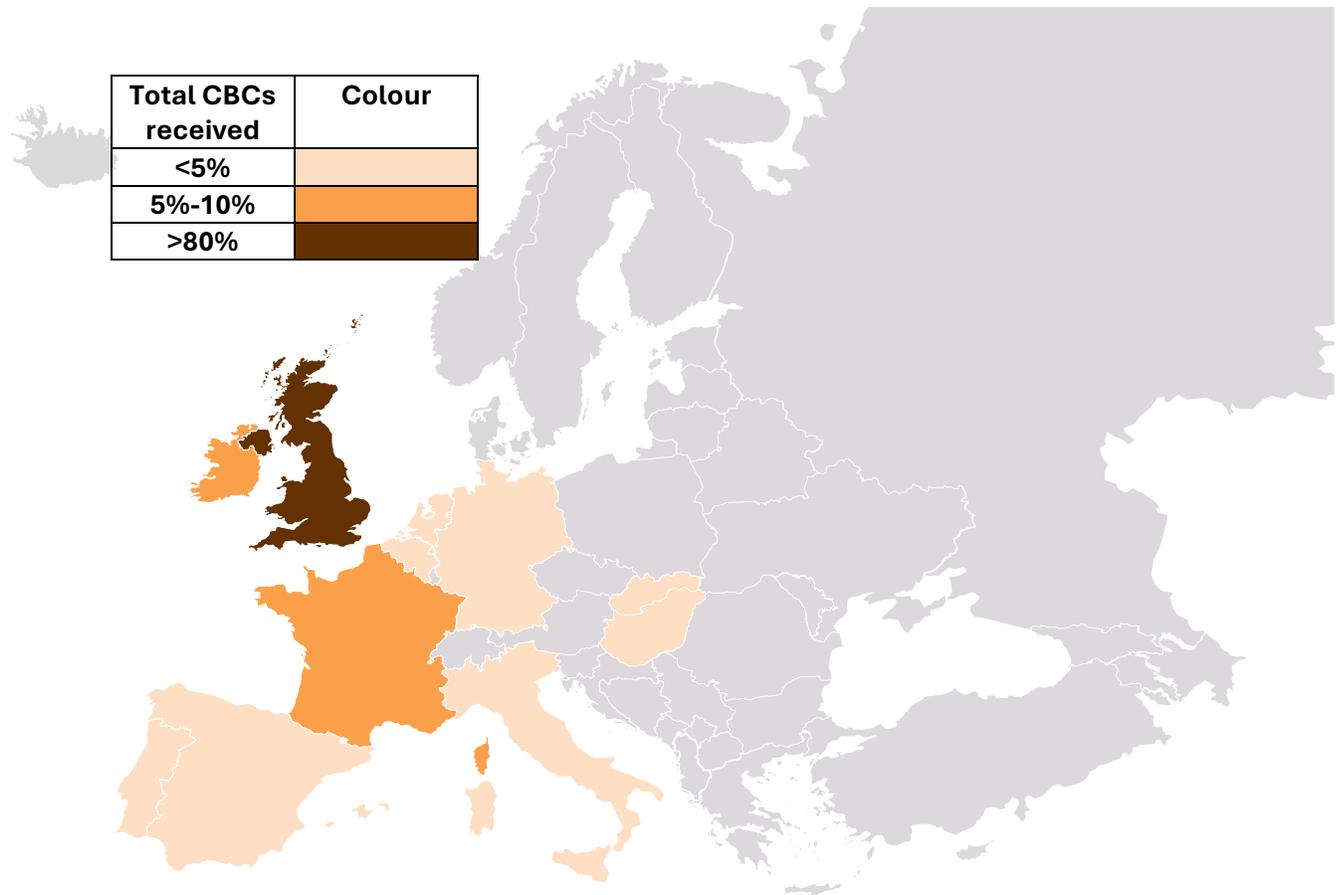


Figure 2: Advertisements complained about per country of the complainant in 2025  
 Source: Online Database

**UK plaintiffs remained the most active** in lodging cross-border complaints in 2025, having sent 147 (82 %) objections on ad content to the Advertising Standards Authority (ASA) in the UK. A small decrease can be noted with respect to the previous year, where UK plaintiffs lodged a total of 176 complaints in 2024.

Although cross-border complaints in 2024 were again mostly lodged in the UK, complaints from **Ireland** (7 %) and **France** (4 %) come next.

For the third consecutive year, only Ireland and the UK recorded at least 10 complaints (13 and 147 respectively in 2025) while all other SROs recorded far fewer.

The table below shows that, despite some changes in the number of complaints over the years, the majority of complaints almost always originate from the same countries.

Country	2025	2024	2023	2022	2021
United Kingdom	147	176	153	95	161
Ireland	13	13	10	18	22
France	8	6	5	10	5
Netherlands	1	3	2	1	1
Italy	1	1	1	1	0
Germany	1	1	0	1	3
Belgium	1	0	2	6	1
Spain	1	0	2	1	0
Bulgaria	0	0	1	0	0
Romania	0	0	1	0	0
Other	1*	1*	0	0	0

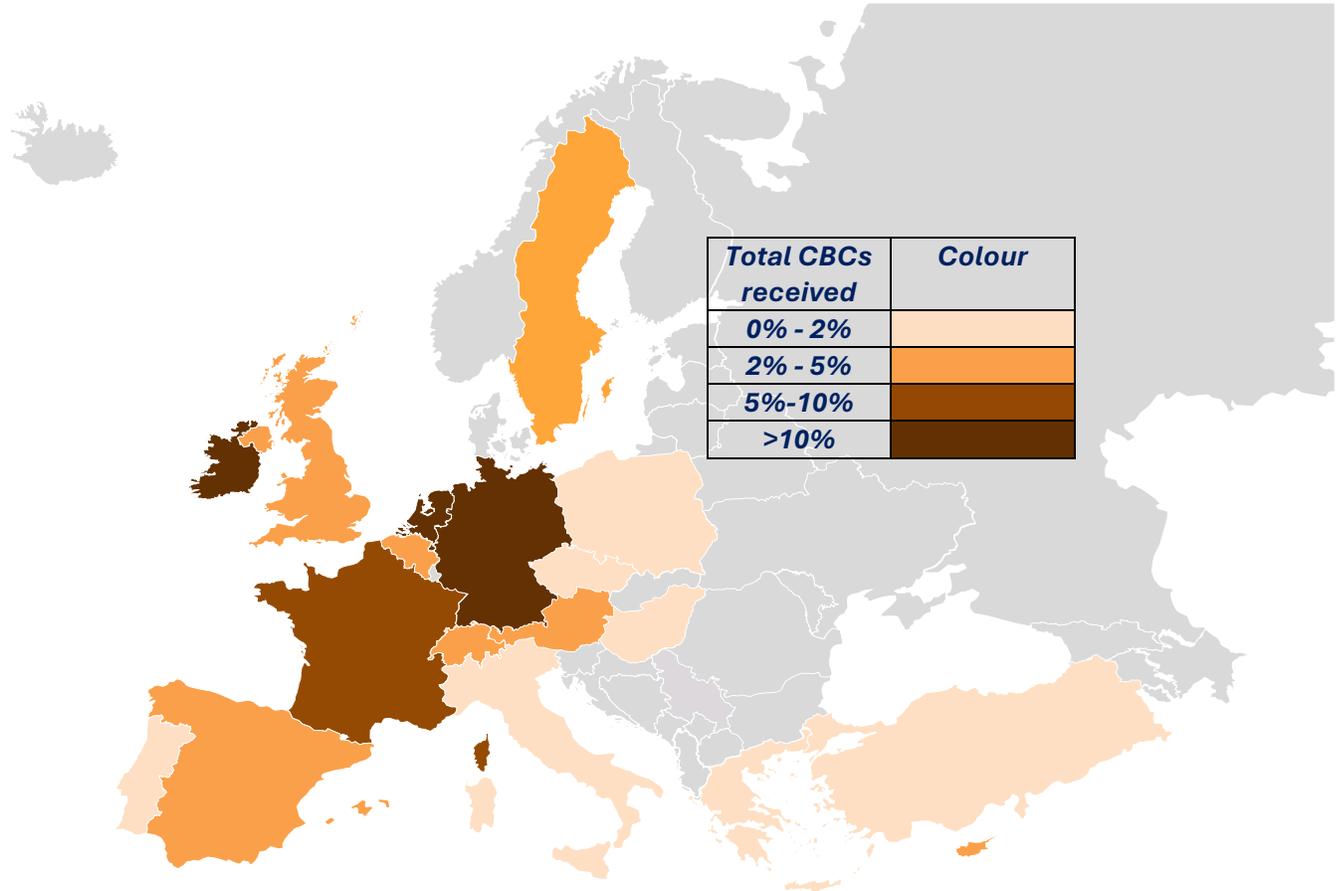
**Table 1: Cross-border complaints per country of complainant between 2021 and 2025**

*\*Other in 2024 and 2025 represents complaints lodged with SROs outside of Europe.*

*Source: Annual Cross-Border Complaints Report 2025 & Online Database*

## 4 The country of origin of advertisements or media

*In 2025, the majority of complaints were referred to the Netherlands, Ireland, and Germany.*



**Figure 3: Cross-border complaints per country of origin of the media/advertiser in 2025**

*Source: Online database*

EASA’s Cross-Border Complaints System requires that all advertisements comply with the advertising laws and advertising self-regulatory codes of the country wherein the medium carrying the advertisement is based. In the case of Direct Mail and Online Advertising, the SRO that is responsible for handling the complaint is the one wherein the advertiser is based.

In the case of complaints taking issue with Online Behavioural Advertising (OBA) rules, it is the country in which the principal decision-making authority is conducted that counts as the country of

origin.<sup>4</sup> The vast majority of CBCs relate to digital marketing communications. According to the EASA CBC system principles, this means that it is the SRO in the country of origin of the advertiser that is responsible for handling the complaint according to local rules and legislation.

In 2025, almost one third of complaints were aimed at advertisements originating in or circulating in media active in the **Netherlands** (31%). In second place, 20% of complaints are lodged against ads originating from or circulating in media active in **Ireland**. These two countries, with 56 complaints for the Netherlands and 35 for Ireland, generated the highest number of adverts subject to complaints.

In third place, **Germany** recorded 11% of complaints, with 20. Other countries where advertisements were subject to frequent complaints originated in **France** (14 complaints, 8%) and **Spain** (8 complaints, 4%).

The rest of the countries received fewer than six CBCs each. In addition, 3 complaints lodged in Europe were sent to ICAS global SROs in Singapore (ASAS) and Canada (Ad Standards Canada).

Annual statistics (presented in Table 1) show that despite some fluctuations over the past 5 years, the most-complained ads originated in the same 5 countries: the Netherlands, Ireland, Germany, France, and the UK.

Table 2: Cross-border complaints per country of origin between 2021 and 2025.

Country	2025	2024	2023	2022	2021
<b>Netherlands</b>	<b>56</b>	42	45	19	43
<b>Ireland</b>	<b>35</b>	32	40	36	57
<b>Germany</b>	<b>20</b>	19	25	9	16
<b>France</b>	<b>14</b>	18	15	11	17
<b>Spain</b>	<b>8</b>	9	10	11	12
<b>United Kingdom</b>	<b>7</b>	15	5	13	17
<b>Cyprus</b>	<b>6</b>	11	4	1	4
<b>Italy</b>	<b>5</b>	6	7	7	4
<b>Sweden</b>	<b>5</b>	4	1	1	2
<b>Belgium</b>	<b>4</b>	8	5	4	0

<sup>4</sup> Switzerland requires that advertisements addressed by Swiss-based marketers to consumers in other countries comply with the rules and laws of those countries (known as the “principle of the country of destination”). Consequently, in such cases, the Self-Regulatory Organisation (SRO) in the plaintiff’s country assesses the complaint based on its own national rules before passing it to the Swiss SRO, which communicates the decision to the advertiser. Similarly, some other SROs, in EU Member States, operate under different principles. However, SROs always share information and best practices to reach a swift and definitive decision for each CBC.

<b>Austria</b>	<b>4</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>5</b>
<b>Switzerland</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>Czech Republic</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>
<b>Poland</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>0</b>
<b>Hungary</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>3</b>
<b>Portugal</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0</b>
<b>Greece</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>
<b>Turkey</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>
<b>Finland</b>	<b>0</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>0</b>
<b>Slovakia</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>
<b>Bulgaria</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>
<b>Romania</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>
<b>Other<sup>5</sup></b>	<b>3</b>	<b>10</b>	<b>0</b>	<b>5</b>	<b>5</b>

<sup>5</sup> The 'Other' category in 2024 and 2025 includes Canada and Singapore, and 2021 includes Canada and United Arab Emirates.

## 5 Outcome of complaints

As of mid-February 2026, of the 178 complaints submitted in 2025, **65 (36%) remain open** and are registered as new complaints. Many may have been submitted in the later part of 2025. A total of **16 complaints (16%) have been formally closed**, having completed all procedural stages, including any appeals.

Regarding the cases that have already been processed, **SRO juries and committees upheld 2 complaints (1%) and did not uphold 18 (10%)**. A further **32 complaints (17%)** did not proceed to jury sessions because the SRO secretariats were unable to gather sufficient information to bring the cases before their committees or were about ads that have been discussed in other cases. This was typically due to unresponsive advertisers or insufficient information provided in the complaint. These cases were therefore classified as **“unable to pursue” or “no cause for investigation”**.

**Four complaints (2%) were resolved informally by SROs**. In these instances, the SRO secretariats successfully mediated between advertisers and complainants regarding the issues raised. This highlights the important mediating role SROs can play in certain cases.

**Complaints falling outside the SROs’ remit accounted for 10% of the total**. While the SRO in the complainant’s country may accept a complaint under its statutory rules, in cross-border cases it is the SRO in the country of origin of the media outlet or advertiser whose remit applies. Also, 1 complaint was withdrawn on behalf of the plaintiff.

The graph below analyses all complaints data, excluding those that remain open, under investigation, or just acknowledged by the SROs.

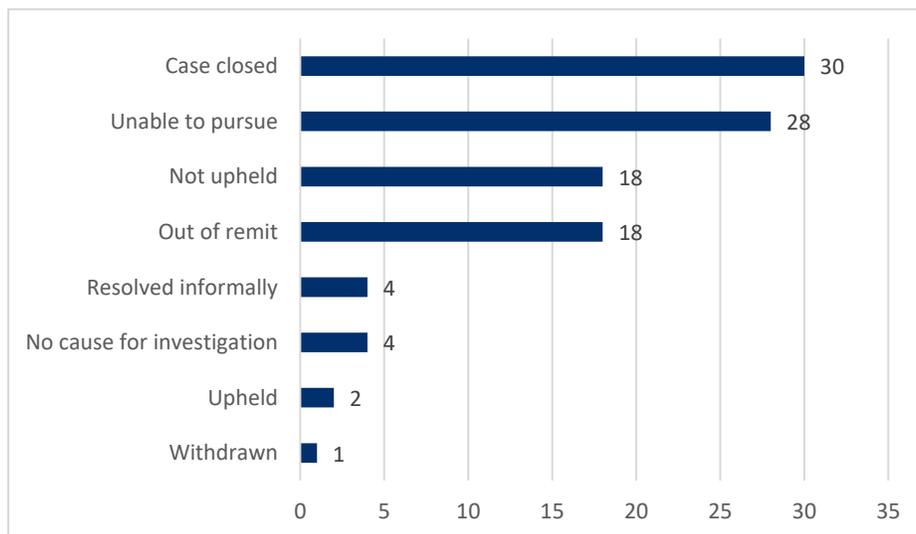


Figure 4: Cross-border complaints per outcome in 2025

Source: Online Database

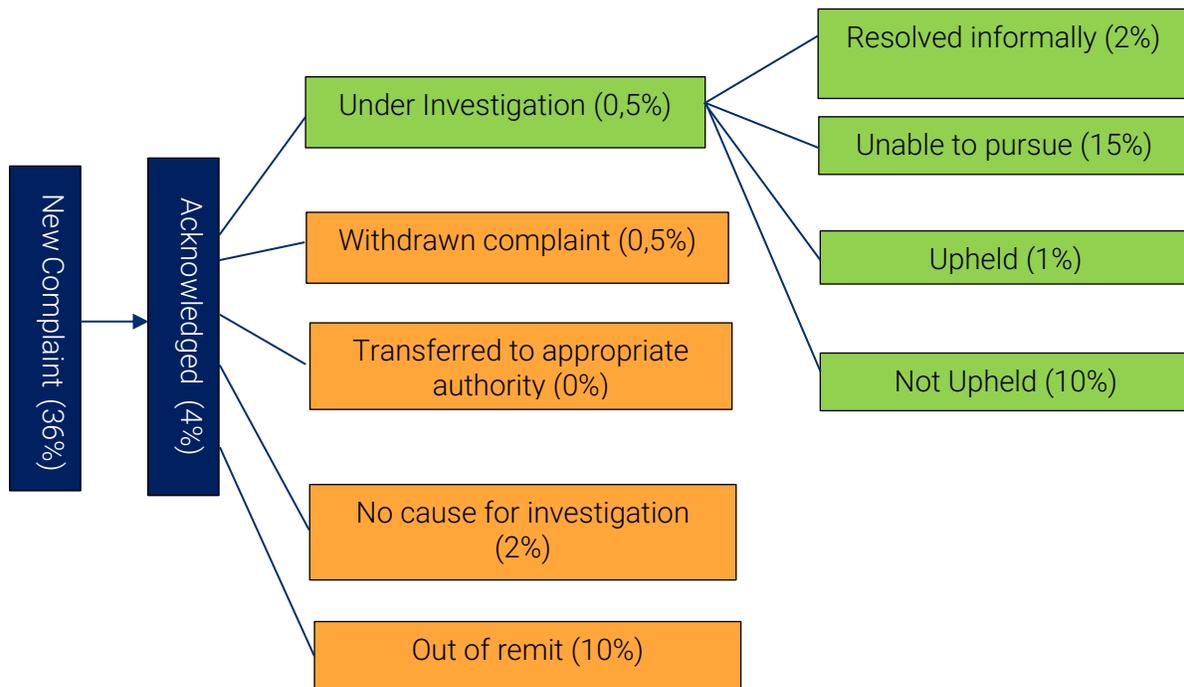


Figure 5: Cross-Border Complaints handling process and related share in 2025

Source: Online Database

For SROs that have a similar outcome structure, the outcomes of complaints submitted in 2025 are categorised accordingly in the graph above. SROs with a different outcome structure, as well as those that do not or cannot accept cross-border complaints, are listed separately above as simply “closed”.

The CBC mechanism operates as a dynamic system, influenced by factors such as emerging advertising trends, revised self-regulatory protocols, cultural shifts, and societal challenges that shape consumer expectations.

Self-regulatory organisations strive to keep ads compliant with high standards both with respect to well-accepted rules and laws but also to new events amid changing norms that current rules may not explicitly cover. Resolving complaints informally or transferring complaints to other better-suited organisations are ways SROs can navigate the ever-changing societal landscape, all the while keeping ads in line with their Codes. In this sense, SROs are best positioned as focal points in receiving, handling, and mediating consumers’ or other organisations’ complaints rapidly and decisively, especially in times of crises and upending circumstances.

## 6 Issues Complained About

*Misleading advertising continues to be the main issue complained about, at 86%*

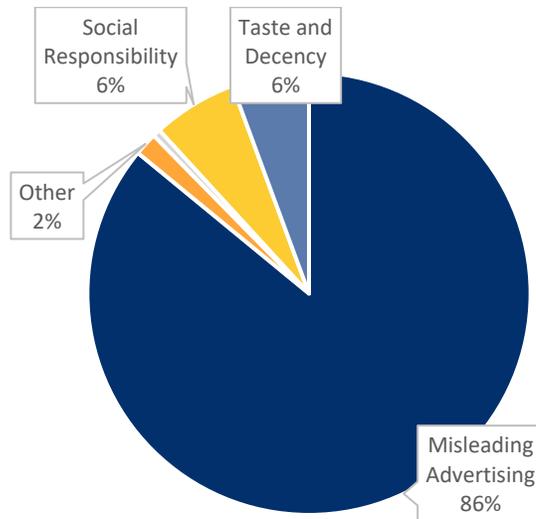


Figure 6: Cross-border complaints per issue in 2025

Source: Online Database

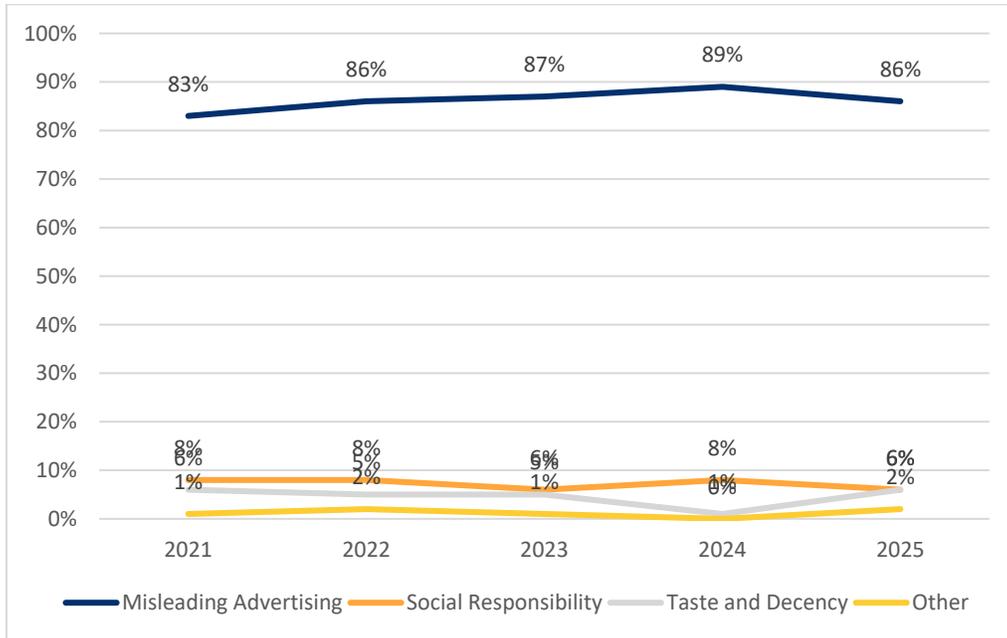
Continuing the trend set in previous years, the largest share of cross-border complaints in 2025 concerned **misleading advertisements**, with **86%** of complaints lodged on this issue. This focus on issues about misleading commercial advertising practices is not new. Consumers are mostly complaining about unclear advertisements that lead them to a purchase that they would have otherwise not conducted, had the advert been clearer or more honest in its promotion.

Within this category, consumers mainly objected to advertisements by companies operating in the **leisure services sector** (30%), such as airline companies, bus touring services, accommodation services, etc. The next largest industries receiving complaints about misleading marketing practices were **software and other IT products, transport services, and clothing, footwear, and accessories**, each accounting for approximately 7–8% of this type of complaints.

Beyond misleading advertising, consumers also complained about **social responsibility**, with **6%** of complaints, which relates to issues such as discrimination and the responsibility of advertisers in addressing some of the topical matters discussed at the societal level. The third biggest issue related to **taste and decency**, also at **6%**, this represents an important increase of 5 points compared to 2024. Taste and decency vary largely according to local sensitivities, cultural particularities, and community events.

Approximately 2% of complaints are classified under the “Other” category. This category encompasses a variety of issues, including allegations that companies continue to promote services previously shut down by a regulator due to regulatory breaches, as well as complaints related to Privacy and OBA.

**Figure 7: Cross-border complaints per issue between 2021 and 2025**  
 Source: Annual Cross-Border Complaints Report 2024 & Online Database



## 7 Media

*Digital marketing communications saw the most complaints among all media categories at 85%.*

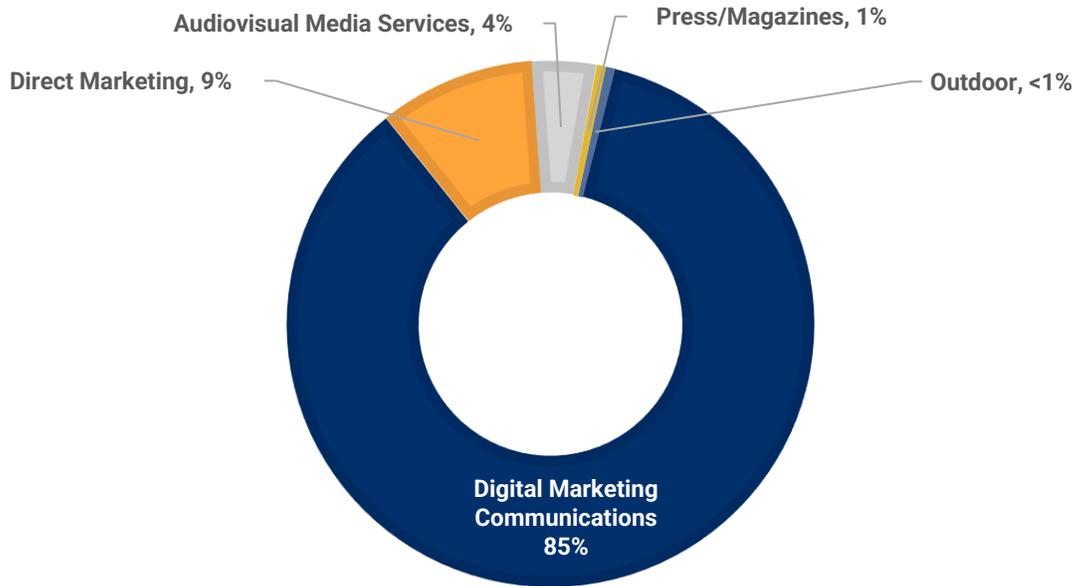


Figure 8: Cross-border complaints per medium type in 2025

Source: Online Database

**Online advertising**, or digital marketing communications, accounted for **85 %** of cross-border complaints, indicating consumers are more susceptible to complain about ads that feature in online feeds and digital platforms than in other media. However, it should be noted that in 2025, although this category continues to lead as in 2024, there has been a 4-point decrease, dropping from 89 % of the complaints in 2024.

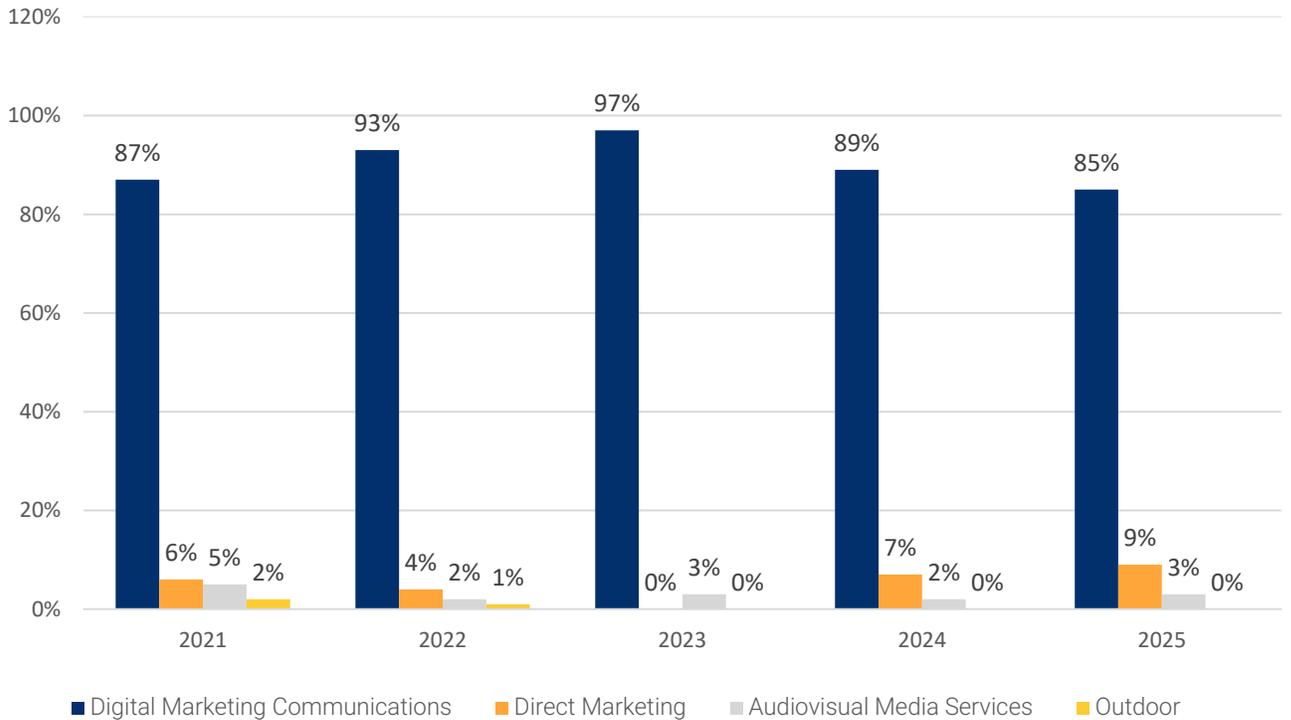
This is due to the rise of complaints related to **direct marketing media**, which saw a significant increase between 2024 and 2025: while in 2023 there were no complaints related to this media, approximately 7 % of complaints in 2024 concerned direct marketing, rising to around 9% in 2025. Direct marketing can consist of print or online newsletters, emails, mobile marketing, and more.

CBCs against advertisements appearing on Audio-visual Media Services (AVMS), such as television, prompted 3% of cross-border complaints, while outdoor and press/magazines advertising received each one less than 1% of the complaints during 2025.

This shows that television ads are comparatively rarely complained about. This is partly because, in countries such as the UK and France there is a national SRO – Clearcast and ARPP respectively – that clears every advertisement before airing it on TV. This enables the self-regulatory body to filter through a great deal of misleading or problematic ads that consumers would have otherwise flagged

after publication in a complaint. Moreover, analysing the data, we see that 87 % of all complaints in the Digital Marketing Communication category are against adverts that have been complained about for misleading content.

Annual statistics show that digital marketing communications have been generating by far the most cross-border complaints in recent years, with an average of 90.2% of complaints in the period from 2021 through 2025.



**Figure 9: Cross-border complaints per medium from 2021 to 2025**

Source: Annual Cross-Border Complaints Reports & Online Database

## 8 Complaints about Advertising for Products and Services

*CBCs were mostly concerning advertising of leisure services, clothing items and electronic goods.*

Figure 10: Cross-border complaints in terms of products and services in 2025



Source: Online Database

In 2025, **26 %** of all complaints concerned **leisure services**, including airline companies, hotels and holiday accommodations, travel and rental services, entertainment, sports, gaming activities, and dating services. Across Europe, consumers also raised complaints about alleged breaches of SR codes in marketing communications for **clothing, footwear, and accessories**, which accounted for **10%** of all complaints.

**Electronic goods** represented **8 %** of total complaints, making them one of the most frequently reported sectors, followed closely by **health and beauty services** (7 %), **transport services** (7 %), and **software and IT products** (6 %).

Other categories accounted for less than 6% of complaints each, including food (5%), telecommunications (3%), retail (3%), furnishing and household goods (3%), and toys (2%). Categories representing under 1% of complaints included alcoholic beverages, cars and other motorized vehicles, education services, employment services, financial services, gambling and lotteries, and house maintenance services.

Some sectors have experienced notable fluctuations over the years. In 2020, the food sector recorded more than twice as many CBCs as the previous year. Although there was a decline in 2021,

it remained the second-highest sector after leisure services. In 2022, complaints in this sector fell sharply, representing only 5% of the total. By 2023, however, the food sector rebounded to account for 8% of CBCs. In 2024, it dropped to sixth place, with complaints falling below 3%, reflecting a significant decline compared to previous years. In 2025, the sector rose again to 5%, corresponding to nine complaints.

Another category that has experienced notable fluctuations is clothing & accessories. After consistently holding second place behind leisure services since 2021, it fell to third position in 2024 following three consecutive years in second place, overtaken by software and other IT products. In 2025, however, it rebounded to reclaim the second spot.

The software and other IT products category recorded a total of 28 complaints in 2024, a relatively high figure not seen since 2020, when complaints in this category peaked at 37 during the COVID-19 period. All 28 complaints in 2024 were submitted by UK complainants. In 2025, the number of complaints decreased to 12.

Health and beauty services received a substantial number of complaints between 2020 and 2021, which dropped by more than half in 2022 and 2023. In 2021, the sector recorded 33 complaints, falling to 12 by 2023. However, in 2024, complaints increased again to 19, representing 9% and ranking fourth. In 2025, the number declined once more to 13 complaints, approximately 7%.

The graph below more clearly illustrates the differences between the previously mentioned categories that experienced the most significant variations over the past 5 years – leisure services are not represented as this category is always the largest year-on-year.

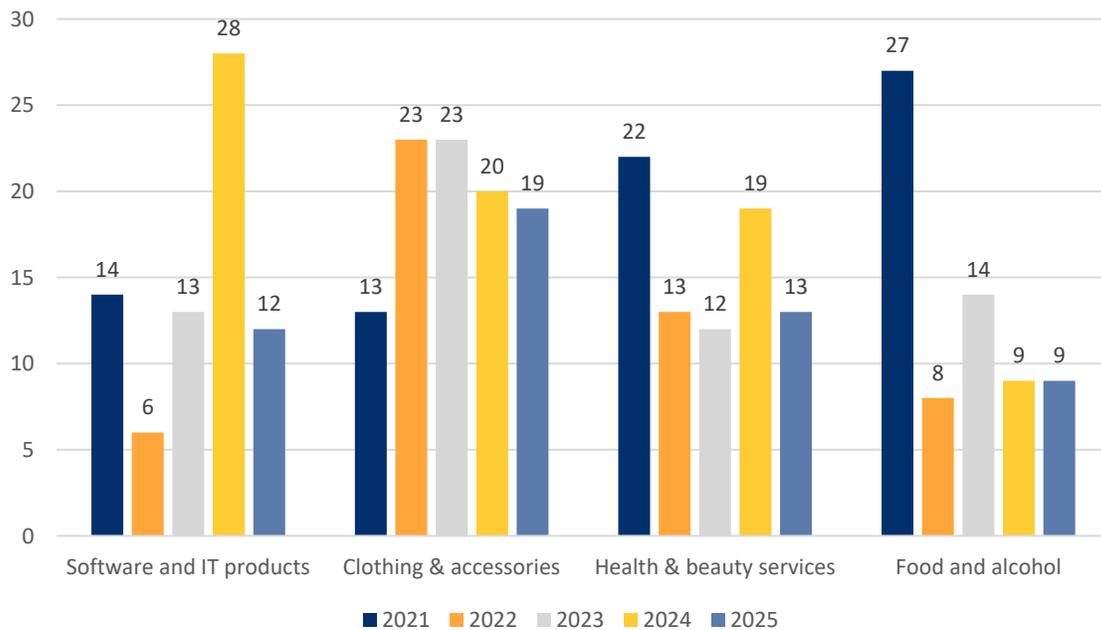


Figure 11 Cross-Border Complaint Trends: Categories with the most variation between 2021-2025, in effective numbers

Source: Online Database

A more detailed breakdown of complaints per products and services can be found below. It allows for a comparison of complaints throughout the past 5 years.

Products and services	2025	2024	2023	2022	2021
Leisure services	47	53	65	34	63
Electronic devices and IT hardware and software products	26	28	13	6	14
Clothing & Accessories	19	20	23	23	13
Other (products/services)	16	9	18	14	5
Health & Beauty services	13	19	12	13	22
Transport services	13	15	3	3	4
Food (and Alcohol)	9	9	14	8	27
Retail	6	7	7	2	3
Telecommunication	6	1	-	1	5
Furnishing and household goods	5	5	7	-	-
Toys	4	2	1	-	-
Gambling & Lotteries	3	8	6	2	2
Cars and motorized vehicles	3	6	5	5	8
Financial & Business services	3	5	1	4	1
Energy, water, and combustibles	-	5	2	-	-
Books and magazines	-	1	1	2	2

**Table 3: Cross-border complaints in terms of products and services between 2020 and 2024**

*Source: Annual Cross-Border Complaints Report 2021 & Online Database*

## 9 European CBCs data: wrap-up for 2025

*Slight decrease in total number of CBCs – online advertising remains dominant media, leisure remains the dominant sector, UK refers most complaints to the Netherlands and Ireland*

The analysis of the figures for 2025 shows that consumers in the UK made up most complaints transferred abroad. The 178 CBCs primarily raised concerns about misleading online and digital advertising materials related to leisure services, clothing, footwear and accessories, electronic goods, transportation, and health and beauty services. Most of the marketers responsible for these advertisements are headquartered in the Netherlands, Ireland, and Germany.

The data for 2025 also indicates that CBCs are still principally lodged against online adverts that allegedly contained misleading content – a trend similar to 2023 and 2024. New online technology and online marketing trends translate into year-on-year consistent high number of complaints against online ads. In 2025, we are also observing continued growth, for the second consecutive year, in complaints related to direct marketing, particularly those concerning newsletters, emails, and mobile notifications and communications.

These statistics and figures are a testimony to the successes and challenges for SROs to mediate between consumers rightfully expecting correct, transparent, and high-quality ads informing them of new products and services, and brands competing to capture audience attention. All in all, SROs filtered, handled, and assessed each of the 178 cross-border complaints to ensure that all ads in Europe were responsible and that they respected the local advertising standards.

Looking ahead, the data suggests a continued trend towards digital platforms as the focal point of consumer complaints, necessitating on-going adaptation and vigilance by SROs to maintain advertising integrity. As EASA continues to enhance cross-border cooperation among SROs, it remains committed to ensuring a fair and responsible advertising environment across Europe.

In conclusion, the 2025 report underscores SROs' pivotal role in promoting ethical advertising practices and helping protect consumers through effective self-regulation. By addressing the complexities of cross-border complaints and staying attuned to emerging advertising trends, EASA and SROs uphold their commitment to promote high standards and help foster consumer trust in the advertising industry.

## Annexe: How the Cross-Border Complaints (CBC) System Works

### EASA's Cross-Border Complaints System

EASA's Cross-Border Complaints (CBC) system has been **in operation since 1992**. With the increase of media travelling across borders, the CBC system was established to provide people who wished to make complaints against advertising featured in media or by advertisers originating from outside their home territory with the same redress available to consumers within the country of origin of the media or advertiser. Since 1992, EASA has coordinated around 3,400 cross-border complaints.

### The Basic Principles of the EASA Cross-Border Complaints System

The **first principle is the 'country of origin'**, a concept enshrined in EU law to facilitate the growth of the European Single Market. The CBC system is founded on the principle that an advertisement must abide by the rules of the country where the media is based that features the advertisement. However, in the case of Direct Marketing and Online Advertising, the advertisements will generally be expected to follow the rules of the country where the advertiser is based, whereas, in the case of Online Behavioural Advertising (OBA), the country of origin of the company will be based on the principal decision-making presence (headquarters' offices). The **second principle is 'mutual recognition'**. By this principle, EASA members agree to accept advertisements that comply with the self-regulatory rules in the country of origin of the media or advertiser, even if those rules are not identical to their own.

### The Competent Body

Once the advertisement's 'country of origin' has been established, the complaint will be assigned to the local self-regulatory organisation (SRO). It is not possible to assign a complaint to more than one SRO.

### Dealing with a Cross-Border Complaint

The complainant may not initially realise that their complaint lies outside the competence of their national SRO. Hence, the plaintiff's first point of contact will be the local, national SRO. Once the latter ascertains that a complaint is a cross-border issue, it will first inform the complainant of the Cross-Border Complaints system and the measures that will be taken to handle the complaint. The complaint, along with any other relevant details, is then passed on to the relevant self-regulatory organisation (SRO) present in the country of origin of the media or the advertiser for investigation. The EASA Secretariat is included in all correspondence related to the case and will closely monitor its progress. Furthermore, EASA may become involved in the process by, for instance, recommending the SRO to take certain actions, involving industry bodies where appropriate, and reporting on the outcome of cases once they have been closed.

### Ad-Alerts

If an ad shows evidence of deliberate unethical, dishonest, or criminal activity, the SRO will transfer the complaint to the relevant government authorities. In these circumstances, the EASA Secretariat may, after discussion with members involved, decide to issue an Ad-Alert, which notifies concerned parties of the advertisers' activities. Ad-Alerts are published on the EASA website: [www.easa-alliance.org](http://www.easa-alliance.org).