

NAD Addresses Hyperlinked Disclosures

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When a disclosure is necessary to prevent an ad from being misleading, the disclosure must be presented in a “clear and conspicuous” manner. Exactly what that means depends a lot on the context, but one question we get regularly is whether disclosures can be presented through a hyperlink. In a recent decision involving ads for a meal kit company, NAD looked at FTC guidance and considered just how much of a disclosure can appear on a separate page.