

NAD Examines AI Claims

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As AI features proliferate in consumer products, the National Advertising Division is sharpening its focus on how those features are marketed. In a recent NAD decision involving Horizon Brands' Tiny Traveler AI Classic Baby Monitor, the NAD reviewed "AI-powered" claims and found that advertisers must have a real basis for AI assertions and clearly disclose technological limitations on emotion and motion detection to avoid misleading consumers. This episode highlights why substantiating AI-related claims matters now more than ever for legal, compliance, and marketing teams navigating AI marketing claims.

Hosted by Simone Roach. Based on a blog post by [Gonzalo E. Mon.](#)