

## What Is the Better Business Bureau (BBB)?

### Better Business Bureau

The **Better Business Bureau (BBB)** is a private organization that provides the public with information on businesses and charities. It also handles consumer complaints about firms. The nonprofit bureau has developed a rating system for businesses based on a scale of A+ to F. Each rating is determined according to specific criteria relating to a company's ethics and performance. The BBB offers guidance to companies on proper practices. Firms that follow these policies and pay annual dues can become accredited through the bureau. To obtain accreditation, a business must be operate with transparency, be appropriately licensed, adhere to BBB advertising codes, and have no unresolved consumer complaints.

A Better Business Bureau definition can include its mission of improving the trust between businesses and communities. The public uses BBB business profiles to find out more about company backgrounds, brands and charities. Local bureaus in the United States, Canada, and Mexico fall under the Council of Better Business Bureaus—a self-regulatory organization.

### Related Capabilities

Advertising Litigation

Class Actions & Group Litigation

Commercial Litigation & Disputes

Food & Beverage