

NEW GLOBAL PARTNERSHIP: Digital platforms and leading beer, wine, and spirits brands unite to enhance age assurance for online alcohol marketing

We the members of the International Alliance for Responsible Drinking (IARD), together with leading digital platforms, are working to set robust standards for the marketing of alcohol beverages.

As a global alliance of responsible businesses, we want to create positive experiences for adults who choose to interact with alcohol brands, while taking action to prevent those under legal purchase age inadvertently seeing alcohol advertising online*.

Since 2018, IARD members have actively strengthened marketing codes, embedded digital safeguards across online channels, and implemented industry-first standards for influencer marketing. Digital platforms, working alongside IARD members, have been enhancing age-screening mechanisms and introducing platform-specific technology**. As businesses, we do not want those underage seeing alcohol advertising and we recognize our joint responsibility.

As technology evolves, IARD members and digital platforms are collectively committed to further strengthening safeguards, where necessary, by 2025 so all stakeholders can be confident that age-assurance methodologies on digital platforms are robust, as we strive to ensure online advertising only reaches those above legal purchase age.

Although our businesses are diverse, what connects us is our commitment to prevent the sales, marketing, and advertising of age-restricted products to those underage. We call on others to join us in these efforts and demonstrate responsible leadership in raising online marketing standards across the globe.

* [Global study by Nielsen](#) (2021) using avatar technology found 0.82% of ads seen online are for alcohol.

** As set out in transparency reports provided by [Google](#), [Meta](#), [Pinterest](#), [Snap](#), [TikTok](#), and [X](#).



IARD
associate
members

