



TAG Compliance Officer Role Description

What is a TAG Compliance Officer?

The Trustworthy Accountability Group (TAG) is a first-of-its-kind, cross-industry accountability program fighting criminal activity across the digital advertising supply chain. TAG works collaboratively with companies throughout the supply chain to eliminate fraud, combat malware, fight internet piracy and promote transparency in order to support the continued growth and development of the digital advertising industry:

To ensure that TAG Registered companies are compliant with the requirements of TAG certification programs, tools and other offerings, each company is required to appoint a TAG Compliance Officer. The TAG Compliance Officer serves as the primary point of contact for the company's engagement with all TAG programs, including:

- "Verified by TAG" Program (i.e., TAG Registration System & Payment ID Protocol)
- TAG "Certified Against Piracy" Seal Program
- TAG "Certified Against Fraud" Seal Program
- TAG "Certified Against Malware" Seal Program
- TAG "IQG Certified" Seal Program

Duties of a TAG Compliance Officer

- ✓ Completes the required training modules for each TAG Certification program in which the company participates.
- ✓ Educates internal teams on the requirements of each TAG Certification program in which the company participates, and notifying those internal teams of any changes.
- ✓ Oversees the company's processes related to compliance with the requirements of each TAG Certification program in which the company participates.
- ✓ Facilitates internal review of the company's compliance with the requirements of each TAG certification program in which the company participates, including independent auditor review where appropriate.
- ✓ Takes on additional responsibilities applicable to each of the TAG Certification programs (as appropriate).

Minimum Qualifications to Serve as a TAG Compliance Officer

- ✓ Has reporting relationships whereby compliance assessments are not influenced or biased by operations personnel being tested for compliance.
- ✓ Has adequate technical training and proficiency in testing and assessing compliance.
- ✓ Has adequate knowledge of the subject matter covered in TAG Certification program in which the company participates (i.e., advertising technology, various functions within the digital advertising supply chain, etc.).
- ✓ Has an independence in mental attitude with regard to assessing compliance with TAG program requirements. (Note: A TAG Compliance Officer does not need to hold a particular title or job description within the organization, as long as that individual has independence from sales and marketing functions.)