



Implementation Guidelines to become a Validated Digital Advertising Assurance Provider

What is a Validated Digital Advertising Assurance Provider (DAAP)?

TAG launched the Certified Against Piracy Program to help advertisers and agencies avoid damage to their brands from ad placement on websites and other media properties that facilitate the distribution of pirated content and counterfeit products. Under the Program, TAG works with authorized independent third-party validators to certify advertising technology companies as Digital Advertising Assurance Providers (DAAPs). To be validated as a DAAP, a company must show it can provide other advertising companies with tools to limit their exposure to undesirable websites or other properties by effectively meeting one or more criteria.

Steps to Become a Validated DAAP

Entities that wish to receive a TAG “Certified Against Piracy” Seal as a Validated DAAP should follow procedures set forth below:

1. Before a company can participate in any TAG certification programs, it must first be “TAG Registered.” If your company has not already completed this first step, please begin the process by submitting a Registration [application](#) on the TAG website [here](#).

As part of the registration process, you will be asked to identify an employee as the designated TAG Compliance Officer who will be the primary point of contact for your company’s participation in the Certified Against Piracy Program, as well as any other TAG certification programs in which you participate. You can learn more about the role of a TAG Compliance Officer [here](#).

There is an annual fee associated with becoming “TAG Registered,” which may be paid individually upon completing the registration process, or as a part of your company’s broader TAG membership package.

2. Once your company applies for TAG Registration, it can begin the process of becoming “Certified Against Piracy” concurrently. Your designated TAG Compliance Officer should contact TAG to begin that certification process. TAG will then provide your TAG Compliance Officer with additional information on the Validated DAAP Program, including compliance guidance.

Companies may choose to work with [any one of the authorized validators listed on TAG’s website](#) and should contact the chosen validator directly to begin the independent validation process. That validator will outline its full audit process for your company, which must be performed annually.

3. Your designated TAG Compliance Officer (and any other member of his/her team) must attend a “Certified Against Piracy” training at least once a year. There are at least four scheduled trainings per year, and the designated TAG Compliance Officer should look at the online calendar [here](#), choose the date that suits his/her schedule best and RSVP at info@tagtoday.net.
4. The validator will notify TAG when your company has been approved as a Validated DAAP and will submit a Validator’s Audit Report to TAG. The validator should provide an audit report including the specific Core Criteria for which your company has been approved.
5. Once the Validator’s Audit Report for your company is received, TAG will provide your company with a Validated DAAP Agreement as well as an invoice for the Certified Against Piracy Program annual fee, unless that fee has already been paid as part of your company’s broader TAG membership package. Your company must execute the agreement and submit payment before it can receive the TAG “Certified Against Piracy” Seal for use in showing compliance with the program requirements.

6. Following receipt of the executed agreement and Certified Against Piracy Program fee, TAG will provide your company the TAG “Certified Against Piracy” Seal assets, along with TAG brand guidelines for reasonable and adequate use of that seal.
7. TAG will also add the name of your company as a Validated DAAP to the list of participants in the Certified Against Piracy Program on its website [here](#).
8. The Certified Against Piracy Program is an annual certification program. Your chosen validator must evaluate your company at least annually in order to attest to your effectiveness as a Validated DAAP. The validator should provide an audit report including the specific Core Criteria for which your company has been approved. If your company continues to meet all requirements, and has renewed the associated annual fees (described above), TAG will confirm renewal of its “Certified Against Piracy” Seal.

Optional: Streamlined Onboarding for your Clients

While only TAG can award the “Certified Against Piracy” seal, Validated DAAPs have the option to work with TAG in setting up a streamlined process for its clients to complete TAG Registration and receive the seal.

1. Once your company has been approved as a Validated DAAP, you should contact TAG to set up a streamlined process for your clients.
2. After your company has discussed a process with TAG, you can begin filling out the TAG Registration Application for each client wishing to achieve the “Certified Against Piracy” Seal.
3. Either before or immediately after filling out the TAG Registration application for a client, your company should provide TAG with a list of its clients wishing to receive the “Certified Against Piracy” Seal. TAG will then flag your client list with the TAG Registration Manager in order to expedite verification of those registration applications.
4. TAG will notify your company when one of its client’s TAG Registration applications is approved, in addition to providing the approval notice to that client directly.
5. Your company must then provide TAG with documentation that the client has met the requirements for the “Certified Against Piracy” Seal (i.e., employing a Validated DAAP, etc.)
6. After receiving and reviewing the necessary documentation and receiving the associated fees, TAG will provide the “Certified Against Piracy” Seal assets to the client.
7. Your company must inform TAG immediately if the relationship with a client is terminated so that TAG can follow up directly with client to discuss whether it still meets the requirements of the “Certified Against Piracy” Seal Program in another way.

Still Have Questions?

Learn more at www.tagtoday.net, or reach out to TAG with your questions at info@tagtoday.net.