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CERTIFIED AGAINST FRAUD

Guidelines

Version 11

ABOUT THE TAG CERTIFIED AGAINST FRAUD PROGRAM

The mission of the TAG Certified Against Fraud Program is to combat fraudulent, invalid traffic in the digital advertising supply chain.

To guide companies in fighting fraud effectively, the TAG Anti-Fraud Working Group developed and maintains the *Certified Against Fraud Guidelines*, as well as a suite of anti-fraud tools to aid in compliance with those guidelines.

Companies that are shown to abide by the *Certified Against Fraud Guidelines* can achieve the Certified Against Fraud Seal and use the seal to publicly communicate their commitment to combating invalid traffic in the digital advertising supply chain.

ABOUT TAG

TAG (the Trustworthy Accountability Group) is the leading global initiative dedicated to fighting criminal activity and increasing trust in digital advertising. TAG works toward these goals by setting industry standards, sharing threat intelligence, and fostering cross-industry dialogue to spur collaboration and innovation.

TAG Certification Programs raise the bar on industry efforts to reduce fraudulent traffic, strengthen brand safety, increase transparency, and share information on new and emerging threats. TAG's compliance tools support companies in meeting the industry's rigorous standards, while its threat intelligence efforts deliver actionable insights to fortify the digital ad industry's collective defenses.

By uniting the expertise and thought leadership of the hundreds of companies in the TAG Community, TAG helps the industry confront rapidly changing challenges and protect the integrity of the advertising ecosystem worldwide.

To learn more about the TAG, please visit www.tagtoday.net.

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EXECUTIVE **SUMMARY**

Advertisers expect their content will be viewed by legitimate consumers with the potential to buy their products and services; however, criminal organizations have attacked the digital ad ecosystem with malware and other methods that generate invalid traffic and defraud legitimate participants in the supply chain. As a result, advertisers may end up paying a material portion of their campaign dollars to criminals who generate ad impressions that are never seen by legitimate consumers.

TAG launched its Certified Against Fraud Program in 2016 to combat invalid traffic in the digital advertising supply chain. Companies that are shown to abide by **the Certified Against Fraud Guidelines** receive the Certified Against Fraud Seal and use the seal to publicly communicate their commitment to combating fraud.

By encouraging legitimate participants in the digital advertising supply chain to meet these standards, the TAG Certified Against Fraud Program has been shown to be an effective tool for reducing fraudulent invalid traffic, thanks to anti-fraud initiatives and widespread adoption of standards:

- IVT rates in TAG Certified Channels remained below 1% compared to Non-Certified Channels globally,
- the U.S. and Europe saw almost $11 billion saved and €3.45 billion from ad fraud.

CERTIFICATION **PROCESS**

The TAG Certified Against Fraud Program is voluntary and represents the ongoing process of defining and maintaining guidelines for effectively combating fraudulent invalid traffic in the digital advertising supply chain.

TAG certifies companies at the entity level, rather than certifying a specific product or business line within a legal entity. To achieve the TAG Certified Against Fraud Seal, companies must show that all of its material operations related to ad monetization services within a particular geographic market are in compliance with the relevant requirements of the **Certified Against Fraud Guideline**s.

2.1. APPLICATION

Before a company can apply for the Certified Against Fraud Seal, that company must first become a TAG member, completing the process of becoming "TAG Registered" and enrolling in the Verified by TAG Program. Companies can learn more and apply for TAG Registration by contacting TAG at info@tagtoday.net or visiting www.tagtoday.net.

Once a company has been approved as "TAG Registered" and enrolled in the Verified by TAG Program, the company's designated TAG Compliance Officer may contact TAG directly to request enrollment in the Certified Against Fraud Program to begin the process for that company to achieve the Certified Against Fraud Seal. To participate in the Certified Against Fraud Program, a company's TAG membership must include access to that program.

2.1.a. Participation Fee

There is an annual fee, which is encompassed in annual membership dues, for participation in the Certified Against Fraud Program.

2.2. QUALIFICATION

Any TAG member company in good standing that has been enrolled in the Verified by TAG Program and whose TAG membership includes participation in the Certified Against Fraud Program can participate and apply for the Certified Against Fraud Seal. A TAG member company is considered in good standing if their TAG membership is active.

Additionally, TAG member companies must not be disqualified from TAG certification due to a finding of non-compliance, pursuant to TAG's Due Process for Non-Compliance and Appeal Section 1.5.

Requirements to achieve the TAG Certified Against Fraud Seal differ according to a company's role in the digital advertising supply chain. These roles and requirements are outlined in Sections 3 and 4 of this document.

2.3. GEOGRAPHIC APPLICABILITY OF CERTIFICATION

The Certified Against Fraud Seal can be achieved in any geographic market. However, upon achieving certification, a company is only permitted to use the Certified Against Fraud Seal in the specific geographic markets in which TAG has found the company's operations to be in full compliance with the *Certified Against Fraud Guidelines*. Additionally, any use of the seal must identify the geographic markets to which it applies.

Companies can choose to certify operations either by country (e.g.: Brazil), by region (e.g.: South America), or globally. Companies must clearly state the markets – either by country, by region, or

globally – in which it is applying for certification in its application for the Certified Against Fraud Seal.

Companies choosing to certify operations for The People's Republic of China or Special Administrative Regions of China, one or more country/countries in Europe, the geographic region of Europe, or globally, must apply to achieve the Certified Against Fraud Seal through independent validation rather than self-attestation.

2.4. METHOD OF CERTIFICATION

Companies can apply to achieve the Certified Against Fraud Seal using one of two methods: self-attestation or independent validation.

A company has the option to choose either method, except in cases noted in Section 2.3 of the *Certified Against Fraud Guidelines* and in Section 1.5 of TAG's Due Process for Allegations of Non-Compliance and Appeal; both documents are available on www.tagtoday.net. In cases when a company chooses to certify its operations in any of the countries and/or geographic regions listed below, the company must apply for the Certified Against Fraud Seal via independent validation:

- Global
- One or more countries in Europe, or the geographic region of Europe
- People's Republic of China
- Special Administrative Regions of the People's Republic of China
- United Kingdom

The certification method is recorded and displayed on www.tagtoday.net.

Certification through self-attestation is obtained with a series of binding attestations from the company in which it attests to having achieved full compliance with the *Certified Against Fraud Guidelines* and that it will maintain compliance throughout the certification period, as well as a detailed description of the means by which a company is complying with each relevant requirement.

Certification through independent validation is obtained by the company inviting an independent auditor to review and validate that the company has achieved full compliance with the Certified Against Fraud Guidelines, as well as a series of binding attestations from the company in which it attests to having achieved full compliance with the Certified Against Fraud Guidelines and that it will maintain compliance throughout the certification period. A validating company may be any auditing company that includes a specialty in digital media audits.

The certification processes for self-attestation and independent validation are parallel except that through independent validation, the independent auditor submits required attestation paperwork and reports to TAG, in addition to the paperwork submitted by the company itself.

Since the internal processes for both self-attestation and independent validation certification are the same, a company that has achieved the Certified Against Fraud Seal through a self-attestation can move to an independent validation certification at any time by providing the additional paperwork and reports required from the independent auditor.

2.4.a. Certification Through Self-Attestation

Certification through self-attestation is obtained through a series of attestations from the company that it is complying with the Certified Against Fraud Guidelines.

A company has the option to choose self-attestation except in cases noted in Section 4.5 of the Certified Against Fraud Guidelines and in Section 1.5 of TAG's Due Process for Allegations of Non-Compliance and Appeal, available on www.tagtoday.net. Companies wishing to apply for the

Certified Against Fraud Seal and have the seal be applicable in the countries and/or geographic regions listed below may not apply for the Certified Against Fraud Seal via self-attestation, and must apply via independent validation.

- Global
- One or more countries in Europe, or the geographic region of Europe
- People's Republic of China
- Special Administrative Regions of the People's Republic of China
- United Kingdom

Entities that wish to achieve the TAG Certified Against Fraud Seal through self-attestation should submit to TAG a completed Certified Against Fraud Self-Attestation Checklist and supporting materials for each of the relevant certification requirements, as well as a signed TAG Compliance Officer Attestation and Business Executive Attestation.

Following examination of the self-attestation application materials, TAG will notify the company as to whether they have met the relevant requirements of the Certified Against Fraud Guidelines, or whether additional information is needed to confirm compliance.

2.4.b. Certification Through Independent Validation

To achieve certification through independent validation, a company must invite an independent auditor to validate that the company is compliant with the Certified Against Fraud Guidelines. A validating company may be any auditing company that includes a specialty in digital media audits.

Companies choosing to certify operations for the following countries and/or regions must apply for the Certified Against Fraud seal through independent validation.

- Global
- One or more countries in Europe, or the geographic region of Europe
- People's Republic of China
- Special Administrative Regions of the People's Republic of China
- United Kingdom

While independent validation is designed to provide limited assurance, ensuring that all Certified Against Fraud Guidelines are being met within the company's operations, technology and supporting documentation may take some time to examine. Examination time depends on several factors such as company operations maturity level, organization size and complexity and technology.

Independent validation will include examination of, but is not limited to, the following:

- Job description of the compliance officer.
- Training policy and procedures.
- Internal quarterly reviews, including policies and procedures for conducting internal quarterly reviews.
- Established policies and procedures related to internal control.
- Policies and procedures related to the requirements of the Certified Against Fraud Guidelines.
- Policies and procedures related to ensuring compliance with the Certified Against Fraud Guidelines.
- Testing performed by the company as part of the internal quarterly review process(es).

Entities that wish to achieve the TAG Certified Against Fraud Seal through independent validation should have the validating company submit to TAG: an Independent Validation Attestation and a quarterly audit report, as well as a signed TAG Compliance Officer Attestation and Business Executive Attestation.

2.5. PUBLICATION OF CERTIFICATION STATUS

With training and consistent monitoring procedures in practice, the company is certified when TAG determines the company to be in full compliance with the Certified Against Fraud Guidelines, based on the required documentation submitted. TAG notifies the company of its certification status, and that certification status is posted to the TAG Registry. Upon certification, TAG sends certification seal materials to the company's designated TAG Compliance Officer for use in promoting the company's Certified Against Fraud certification status.

2.5.a. Certified Against Fraud Seal

Companies that are shown to meet the Certified Against Fraud Guidelines receive the Certified Against Fraud Seal and can use the seal to publicly communicate their commitment to combating fraudulent, invalid traffic in the digital advertising supply chain.

2.6. CONTINUED COMPLIANCE

Companies that are shown to meet the *Certified Against Fraud Guidelines* and achieve the Certified Against Fraud Seal must maintain compliance throughout the certification period.

2.6.a. TAG Compliance Officer

Companies participating in the Certified Against Fraud program must designate a qualified TAG Compliance Officer. This is usually done in the process of the company's application for TAG Registration, prior to participation in the Certified Against Fraud Program.

The duties of a TAG Compliance Officer include:

- Serving as the primary point of contact between TAG and the company regarding all aspects of the company's TAG membership. This includes receipt of notice concerning any changes to TAG Certification program(s).
- Completing the required training modules for each TAG Certification program in which the company participates.
- Educating internal teams on the requirements of each TAG Certification program in which the company participates and notifying those internal teams of any changes.
- Overseeing the company's processes related to compliance with the requirements of each TAG Certification program in which the company participates.
- Facilitating quarterly internal reviews of the company's compliance with the requirements of each TAG certification program in which the company participates, including annual independent auditor review where appropriate or required.
- Taking on additional responsibilities applicable to each of the TAG programs in which the company participates (as appropriate).

The minimum qualifications for a TAG Compliance Officer include:

- Reporting relationships whereby compliance assessments are not influenced or biased by operations personnel being tested for compliance.
- Relevant technical training and proficiency in testing and assessing compliance.
- Relevant knowledge of the subject matter covered in each of the TAG Certification programs in which the company participates (i.e., advertising technology, various functions within the digital advertising supply chain, etc.).

- Relevant independence within the company to avoid conflicts of interest with regard to assessing compliance with TAG program requirements.

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.

The role of the TAG Compliance Officer is further described in the TAG *Compliance Officer Role Description*, available at www.tagtoday.net.

2.6.b. Compliance Team

While the only requirement to support compliance with the Certified Against Fraud Program is the designation of a TAG Compliance Officer, it is also recommended that a company have in place a Compliance Team to assist in meeting and maintaining compliance with the *Certified Against Fraud Guidelines*.

2.6.c. Training

Certified Against Fraud training is required for the company's designated TAG Compliance Officer. The Compliance Officer is encouraged to attend the first training available after a company is enrolled in the Certified Against Fraud Program and must complete training in order for the company to achieve the Certified Against Fraud Seal. Training must be renewed every 12 months in order for a company to maintain its Certified Against Fraud Seal from year to year.

2.6.d. Quarterly Internal Reviews

Quarterly internal reviews ensure that a company that has been awarded the Certified Against Fraud Seal maintains full compliance with the *Certified Against Fraud Guidelines* throughout the year.

The TAG Compliance Officer is responsible for overseeing quarterly internal reviews, which should ensure that:

- The *Certified Against Fraud Guidelines* are consistently and completely followed.
- Control activities discussed during Certified Against Fraud training are formally documented.
- *Relevant* internal staff are updated regarding any applicable changes to the *Certified Against Fraud Guidelines* since the last quarterly internal review.
- Potentially non-compliant activity is detected in a timely fashion.
- Appropriate corrective measures are taken in a timely fashion.

Internal reviews should also include a risk analysis of certain control functions to assess how much testing is needed to validate adherence. Also, actual testing of data, both quantitatively and qualitatively, should be used to validate that the existing control structure is designed correctly and operating effectively.

2.6.e. Recertification

Certification is an ongoing process and companies that achieve the Certified Against Fraud Seal must be recertified annually. Companies that achieve the Certified Against Fraud Seal must apply for recertification by January 31 each year to be considered for recertification in that calendar year. TAG sends recertification notifications to all certified companies prior to the start of the recertification submission period.

TAG reviews all applications for recertification and notifies companies whether they have achieved recertification by March 1.

COVERED
PARTIES

The Certified Against Fraud Program is applicable to several types of covered parties across the digital advertising supply chain:

- Direct Buyers,
- Direct Sellers,
- Intermediaries, and
- Anti-Fraud and Measurement Services.

Companies applying for the Certified Against Fraud Seal must apply for the Seal under all relevant covered party categories, meeting the requirements relevant to each category, as described in Section 4.1.

3.1. DIRECT BUYERS

Direct Buyers are advertisers who own advertisements for placement in inventory on the publisher's websites or other media properties, or advertising agencies that directly represent such advertisers.

The most Direct Buyer is an advertiser: a brand company represented in the advertisements that it wants to place in the publisher's inventory.

Many brands hire an advertising agency to manage their advertising campaigns. A brand-appointed agency is also a Direct Buyer, except in cases it operates as an Intermediary. To qualify as a direct buyer, the agency must directly represent the advertiser.

3.2. DIRECT SELLERS

The most Direct Seller is a publisher or content-creator that provides content to an audience. This type of Direct Seller sells ad space inventory on its websites or other media properties that offer value to advertisers depending on the size and demographics of the audience.

While a publisher may sell this inventory directly, larger publishers may appoint an agent to manage and sell this inventory. Such an agent is also a Direct Seller. To qualify as a Direct Seller, the agency must directly represent the publisher.

Podcast Creators are entities that create podcast content that may work with an agent to monetize that content. Such Podcast Creators are considered as Direct Sellers within TAG's Certified Against Fraud Guidelines.

3.3. INTERMEDIARIES

An Intermediary is a company that owns and/or operates a technology or service that allows for the purchase of digital inventory for the purpose of ad placement.

Intermediaries include both Indirect Sellers and Indirect Buyers.

- An Intermediary may be an Indirect Seller in that it sells a Direct Seller's inventory.
- An Intermediary may be an Indirect Buyer in that it is qualified to assign a Direct Buyer's advertisements to a Direct Seller's inventory.

Any covered party that connects a Direct Seller to a Direct Buyer or an Indirect Seller through an ad technology layer or redirect is also an Intermediary.

Podcast Distribution Players (Agents) are defined as entities which own and operate a technology layer which enables the monetization and distribution of podcast content. Such

agents are not required, and typically may not provide podcast player functionality. Such agents are considered as Intermediaries within TAG's Certified Against Fraud Guidelines.

3.4 ANTI-FRAUD & MEASUREMENT SERVICES

Anti-Fraud & Measurement Services are entities able to assist Direct Buyers, Direct Sellers and/or Intermediaries in the detection, measurement and/or filtering of invalid traffic from the digital advertising supply chain.

These entities do not transact inventory but may be able to append to the creative payload or be declared in the campaign.

CERTIFICATION
REQUIREMENTS

Requirements to achieve the Certified Against Fraud Seal differ according to a company's role in the digital advertising supply chain. To achieve the Certified Against Fraud Seal, an entity must meet relevant criteria based on the types of functions it undertakes. To achieve the Certified Against Fraud Seal, a company must meet the requirements for all the categories in which it operates, according to the table below.

4.1. REQUIREMENTS TABLES

Requirement	Scope	Direct Buyer	Direct Seller	Intermediary	Anti-Fraud & Measurement Services
Complete TAG Registration and be a TAG Member in Good Standing	Administrative	✓	✓	✓	✓
Have a designated TAG Compliance Officer	Administrative	✓	✓	✓	✓
Attend a Certified Against Fraud Training Annually	Administrative	✓	✓	✓	✓
Employ Invalid Traffic (IVT) Detection and Removal	Anti-Fraud	✓	✓	✓	✓
Employ Domain Threat Filtering	Anti-Fraud	✓	✓	✓	✓
Employ Data Center IP Threat Filtering	Anti-Fraud	✓	✓	✓	✓
Employ App Threat Filtering	Anti-Fraud	✓	✓	✓	✓
Implement the Payment ID System	Transparency			✓	
Implement and Honor Ads.txt and App-Ads.txt Files	Transparency	✓	✓	✓	
Support Device Attestation	Anti-Fraud		✓*		✓*
Employ Header Information in SSAI Ad Tracking Requests	Anti-Fraud			✓	
Define and Identify Key Roles and Resources	Anti-Fraud	✓	✓	✓	✓

Employ User-Agent Structure for Podcasting Environments	Transparency		✓		✓
Implement Web Crawlers/Scrapers Transparency & Honor Robots.txt Files	Transparency			✓*	
Provide Demand and/or Supply Transparency	Transparency			✓	

** See the appropriate section for details on Covered Party applicability*

4.2. COMPLETE TAG REGISTRATION AND BE A TAG MEMBER IN GOOD STANDING

To achieve the Certified Against Fraud Seal, any participating company must first become a TAG member, completing the process of becoming "TAG Registered" and enrolling in the Verified by TAG Program. Companies can learn more and apply for TAG Registration by contacting TAG at info@tagtoday.net or visiting www.tagtoday.net.

Companies seeking the Certified Against Fraud Seal must also have active TAG memberships that include participation in the Certified Against Fraud Program, have a valid TAG membership agreement in place, be current on payment for all TAG membership fees, and/or not be restricted from certification under Section 1.5 of TAG's Due Process for Non-Compliance and Appeal.

4.3. HAVE A DESIGNATED TAG COMPLIANCE OFFICER

To achieve the Certified Against Fraud Seal, any participating company must designate a qualified TAG Compliance Officer. The role of the TAG Compliance Officer is described in Section 2.6.a of this document.

4.4. ATTEND A CERTIFIED AGAINST FRAUD TRAINING ANNUALLY

To achieve the Certified Against Fraud Seal, any participating company's designated TAG Compliance Officer is encouraged to attend the first training available after their company is enrolled in the Certified Against Fraud Program and must complete training in order for the company to achieve the Certified Against Fraud Seal. Training must be renewed every 12 months in order for a company to maintain its Certified Against Fraud Seal from year to year.

TAG provides training on a regular basis via streaming video so that TAG Compliance Officers can obtain training regardless of geographic location or time-of-day. TAG Compliance Officers can learn more about training sessions by visiting TAG's Member Portal, or by emailing TAG at info@tagtoday.net.

4.5. EMPLOY INVALID TRAFFIC (IVT) DETECTION AND REMOVAL

Required for all participating companies

To achieve the Certified Against Fraud Seal, any participating company must ensure that 100% of the monetizable transactions (including impressions, clicks, conversions, etc.) that it handles are filtered for both general invalid traffic (GIVT) and sophisticated invalid traffic (SIVT) in a manner compliant with a TAG-recognized standard for IVT detection and removal as referenced in Appendix A.

The best path to compliance with this requirement depends on a participating company's internal business practices, as well as the way it employs IVT detection and removal within its organization:

- If a participating company uses proprietary, in-house technology to filter for IVT, that company must be certified by an independent auditor that its GIVT and SIVT detection and removal capacities are compliant with a TAG-recognized standard for IVT detection and removal as referenced in Appendix A.
- If a participating company relies on one or more third-party vendor(s) for IVT measurement and filtration services – including fraud detection vendors, measurement services or third-party ad servers – that company must ensure that the relevant third-party vendor(s) are certified by an independent auditor that their GIVT and SIVT detection and removal capacities are compliant with a TAG-recognized standard for IVT detection and removal as referenced in Appendix A.
- If a participating company acting as a Direct Seller relies on one or more Intermediary partners for IVT detection and removal, that company must ensure that 100% of its direct and/or reseller Intermediary partners have been awarded, and continue to hold, TAG's Certified Against Fraud Seal. Alternatively, Direct Sellers may ensure that its direct and/or reseller Intermediary partners utilize proprietary in-house technology to filter for IVT, and that such proprietary in-house technology has been certified by an independent auditor that the GIVT and SIVT detection and removal capacities are compliant with a TAG-recognized standard for IVT detection and removal, as referenced in Appendix A.

All inventory handled by a participating company – including inventory on that company's owned and operated media properties as well as any inventory handled by that company on behalf of a third-party partner – must be filtered for GIVT and SIVT in a manner compliant with a TAG-recognized standard for IVT detection and removal as referenced in Appendix A.

4.5.a. Exception Process

In rare cases, a participating company may find that it is not possible to ensure that a portion of its monetized ad transactions and/or inventory is filtered for IVT in a manner compliant with a TAG-recognized standard for IVT detection and removal, as referenced in Appendix A.

In such instances, a participating company may seek an exception to this requirement solely for the portion of its monetized ad transactions and/or inventory for which it is not currently possible to filter for IVT in a manner compliant with a TAG-recognized standard for IVT detection and removal, as referenced in Appendix A.

To request such an exception, the participating company should provide an attestation on company letterhead signed by a business executive stating the scope of the requested exemption and the reason(s) why it is not currently possible to comply with the requirement.

4.5.b. Use of a Sampling Methodology in IVT Detection and Removal

Companies may seek to meet the requirement to comply with the GIVT and SIVT provisions of a TAG-recognized standard for IVT detection and removal, as referenced in Appendix A, using a sampling methodology in the following limited cases:

- If a participating company uses proprietary in-house technology to filter for IVT, that company must be certified by an independent auditor that its GIVT and SIVT detection and removal capacities are compliant with a TAG-recognized standard for IVT detection and removal, as referenced in Appendix A, using a sampling methodology accepted by the independent auditor in the course of certification or accreditation.
- If a participating company relies on one or more third-party vendor(s) for IVT measurement and filtration services – including fraud detection vendors, measurement services or third-party ad servers – that company must ensure that the relevant third-party vendor(s) are certified by an independent auditor that their GIVT and SIVT detection and removal capacities are compliant with a TAG-recognized standard for IVT detection and removal, as referenced in Appendix A, using a sampling methodology accepted by the auditor in the course of certification or accreditation.
- If a participating company acting as a Direct Seller relies on one or more Intermediary partners for IVT detection and removal, that company must ensure that 100% of its direct and/or reseller Intermediary partners have been awarded, and continue to hold, TAG's Certified Against Fraud Seal. Alternatively, Direct Sellers may ensure that its direct and/or reseller Intermediary partners utilize proprietary in-house technology to filter for IVT, and that such proprietary in-house technology has been certified by an independent auditor that the GIVT and SIVT detection and removal capacities are compliant with a TAG-recognized standard for IVT detection and removal, as referenced in Appendix A.

Companies must be able to provide documentation that the relevant certification or accreditation was achieved using a sampling methodology that was submitted to and approved by the independent auditor.

4.6. EMPLOY DOMAIN THREAT DETECTION AND REMOVAL

Required for all participating companies

To achieve the Certified Against Fraud Seal, any participating company must implement domain threat filtering across all monetizable transactions (including impressions, clicks, conversions, etc.) that it handles.

Domain threat filtering is the practice of filtering out domains that have been identified through business and technical means to have a high risk of being the origin and/or destination for invalid traffic, and therefore of generating invalid traffic. Domain threat filtering is accomplished by developing or subscribing to one or more list(s) of domain threats and by applying the list(s) to current and future transactions.

Participating companies may choose to employ domain threat filtering pre-bid or post-bid as long as all of the monetizable transactions (including impressions, clicks, conversions, etc.) that it handles are filtered for domain threats.

4.7. EMPLOY APP THREAT DETECTION AND REMOVAL

Required for all participating companies

To achieve the Certified Against Fraud Seal, any participating company must implement app threat filtering across all monetizable transactions (including impressions, clicks, conversions, etc.) that it handles.

App threat filtering is the practice of filtering out apps that have been identified through business and technical means to have a high risk of being the origin and/or destination for invalid traffic, and therefore of generating invalid traffic. App threat filtering is accomplished by developing or subscribing to one or more list(s) of app threats and by applying the list(s) to current and future transactions.

Participating companies may choose to employ app threat filtering pre-bid or post-bid as long as all of the monetizable transactions (including impressions, clicks, conversions, etc.) that it handles are filtered for app threats.

4.8. EMPLOY DATA CENTER IP THREAT DETECTION AND REMOVAL

Required for all participating companies

To achieve the Certified Against Fraud Seal, any participating company must implement data center IP threat filtering across all monetizable transactions (including impressions, clicks, conversions, etc.) that it handles.

Data center IP threat filtering is the practice of filtering out IP addresses that have been identified through business and technical means to have a high risk of being the origin of invalid traffic, and therefore of generating invalid ad traffic, and of applying this list to current and future transactions. Data center IP threat filtering is accomplished by developing or subscribing to a list of data center IP addresses and by applying this list to current and future transactions.

Companies may choose to employ data center IP threat filtering pre-bid or post-bid as long as all of the monetizable transactions (including impressions, clicks, conversions, etc.) that it handles are filtered for data center IP addresses.

4.8.a. Use of TAG Data Center IP List

The TAG Data Center IP List is available to assist companies in meeting this requirement. This tool is a common list of IP addresses with invalid traffic coming from data centers where human traffic is not expected to originate. This common list is not intended to include data center IP addresses where a mix of human and invalid traffic is expected to originate. The full process for utilizing the list is outlined in the *TAG Compliance Standard for the Data Center IP List*.[1]

The TAG Data Center IP List is intended to be employed in addition to the data center IP threat filtering operations that companies employ internally or through third-party vendors. While the TAG Data Center IP List is a powerful tool aggregated from qualified data contributors (QDC) across the industry, it does not include the proprietary insights that would be available through a company's in-house detection or that of a third-party fraud detection vendor. For that reason, companies whose only means of employing data center IP filtering is use of the TAG Data Center IP List will not be considered compliant with this requirement.

4.9. IMPLEMENT THE PAYMENT ID SYSTEM

Required for Intermediaries

To achieve the Certified Against Fraud Seal, any participating company acting as an Intermediary must implement TAG's Payment ID System. Companies must participate in the Payment ID System for all transactions using the OpenRTB protocol.

[1] Access to TAG's Data Center IP List and all onboarding material, including TAG's Compliance Standard for the Data Center IP List, is available to TAG Certified Against Fraud program participants or to TAG members as an ala carte option upon request.

The objective of the TAG Payment ID System is to reduce the volume of illegitimate ad inventory sold by enabling media buyers to avoid untrustworthy parties in the supply chain; and take effective remedial action if necessary.

For additional guidance on how to implement the Payment ID System, companies should reference the *TAG Product Specification for Payment ID System.*[2]

4.10. IMPLEMENT AND HONOR ADS.TXT AND APP-ADS.TXT FILES

Required for Direct Sellers and Intermediaries

To achieve the Certified Against Fraud Seal, any participating company must implement and honor ads.txt and app-ads.txt files as required for each covered party category in which that company falls, as defined in Section 3.0.

- If a participating company is acting as a Direct Seller, that company must publish and maintain an ads.txt file on every domain that it monetizes through digital advertising. If that company owns and operates properties in the app environment, it must also create a public record of its Authorized Sellers and Resellers by publishing an app-ads.txt file for every app that it monetizes through digital advertising.
- Direct Sellers must also utilize the Certification Authority field for each ads.txt and app-ads.txt file which the Direct Seller publishes. Where applicable, the Certification Authority field must include, at a minimum, the TAG ID for each Intermediary listed as having a DIRECT or RESELLER relationship with the Direct Seller. In instances where a DIRECT or RESELLER Intermediary partner is not a member of TAG and does not have a TAG ID, the Direct Seller may leave the related Certification Authority field blank.
- If a participating company is acting as a Direct Buyer and/or an Intermediary, that company must honor a Direct Seller's ads.txt file if one has been published, buying only from entities identified within the published ads.txt file. If that company is transacting with app inventory, it must also honor a Direct Seller's app-ads.txt file if one has been published, buying only from entities identified within the published app-ads.txt file.

4.11. SUPPORT DEVICE ATTESTATION

Required for Direct Sellers which monetize first-party owned and operated apps that are available for download through either Amazon's Fire TV App Store and/or Apple's App Store. Required for Anti-Fraud and Measurement Services acting as a Verifier within the Device Attestation Implementation Guidance.

To achieve the Certified Against Fraud Seal, Device Attestation support must be implemented by any company identifying as one of the roles below:

1. Direct Sellers that monetize owned and operated apps that are available through Amazon's Fire TV App Store and/or Apple's App Store
2. Anti-Fraud and Measurement Services that act as a Verifier per the Device Attestation Implementation Guidance

How a company complies with this requirement will depend on which role(s) the company fulfills within the Device Attestation Implementation Guidance.

- Direct Sellers that monetize owned and operated apps must support the Privacy Pass protocol to respond to Device Attestation challenges from Verifiers. Support can be implemented either directly or indirectly, in which case the Direct Seller would integrate

[2] Access to TAG's Product Specification for Payment ID System and corresponding implementation specs are available to all TAG members through their onboarding packets.

with an available Privacy Pass implementation, such as Open Measurement SDK. Privacy Pass support is required to successfully request and receive Privacy Pass tokens from Attesters, which in turn obtain those tokens by engaging with an Issuer.
In addition, so that they may respond to Device Attestation challenges issued from Verifiers, Direct Sellers must either:
    - Implement Open Measurement SDK version 1.6 or higher, or
    - Develop and implement their own equivalent methodology to respond to Device Attestation challenges issued from Verifiers

Anti-Fraud and Measurement Services acting as Verifiers per the Device Attestation Implementation Guidance must implement Open Measurement SDK version 1.6 or higher, and operate a Privacy Pass Origin service per the Privacy Pass protocol specification. Verifiers will use Privacy Pass to issue Device Attestation challenges to Direct Seller's apps, and to verify received Privacy Pass tokens for authenticity. Such Verifiers must be in compliance with the latest Device Attestation Implementation Guidance at the time of certification/recertification.

4.12. EMPLOY HEADER INFORMATION IN SSAI AD TRACKING REQUESTS

Required for Intermediaries acting as SSAI Vendors

To achieve the Certified Against Fraud Seal, any participating company acting as an SSAI vendor as defined in Section 4.11 who fires ad tracking requests from servers across Server-Side Ad Insertion environments must employ the following HTTP headers with their ad tracking requests as called out in Section 1.1.2 of the *IAB Tech Lab Video Ad Serving Template (VAST) Specification*[3]:

- `X-Forwarded-For or X-Device-IP` to indicate the IP address of the client device on behalf of which the notification is being sent.
- `X-Device-User-Agent` to indicate the User Agent of the client device on behalf of which the notification is being made

For additional guidance on how to implement headers in server-to-server ad tracking requests, companies should reference the *IAB Tech Lab Video Ad Serving Template (VAST) Specification*.

4.13. DEFINE AND IDENTIFY KEY ROLES AND RESOURCES

Required for all participating companies

To achieve the Certified Against Fraud Seal, any participating company acting as a Buyer, Seller, Vendor, or Intermediary must define and identify the internal resource(s) responsible for the response to ad fraud events on behalf of the company. Internal resources are considered the personnel and/or team(s) responsible for responding to ad fraud events, as well as tools utilized by those personnel and/or team(s) to identify, mitigate and/or manage ad fraud events.

Companies must also document the responsible external resource(s) responsible for the response of ad fraud events. External resources are considered the personnel and/or team(s) with whom the identified internal resources communicate with regarding ad fraud events. The list below defines which external resource(s) must be documented for each applicable Covered Party type the company fulfills:

- Direct Buyers must document the responsible resource(s) with each of their vendor companies.

[3] https://iabtechlab.com/wp-content/uploads/2019/06/VAST_4.2_final_june26.pdf

- Direct Sellers must document the responsible resource(s) with their direct intermediary companies in the supply chain.
- Intermediaries must document the responsible resource(s) with their buy-side and sell-side partners in the supply chain, as well as with their Anti-Fraud and Measurement Vendor(s).
- Vendors must document the responsible resource(s) for each client company for whom they are providing services as defined in Section 3.4.

Such responsible parties may include internal and external teams, provided that they demonstrate clear lines of communication across partners.

4.14. EMPLOY USER AGENT STRUCTURE FOR PODCASTING ENVIRONMENTS

Required for Direct Sellers identifying as Podcast Creators, and Intermediaries acting as Podcast Distribution Agents

To achieve the Certified Against Fraud Seal, any participating company identifying as a Podcast Distribution Agent and/or Podcast Creator must use the following user agent structure for all RSS feeds and audio files:

<app name>/<app version><device info> <osname>/<os version><other info>

Example: AppName/1.2.3 Device Brand Device Model OS Name/1.2.3 LibName/1.2.3

A User Agent is effectively an ID for any software that interacts with other software on behalf of an end user; each User Agent includes a string that is also shared with a server upon request for content, typically via request headers.

Podcast Creators are defined as entities which create Podcast content, and which may work with an agent to monetize Podcast content. Such Podcast Creators are considered as Direct Sellers within TAG's Certified Against Fraud Guidelines.

Podcast Distribution Players (Agents) are defined as entities which own and operate a technology layer which enables the monetization and distribution of podcast content. Such agents are not required, and typically may not provide podcast player functionality. Such agents are considered as Intermediaries within TAG's Certified Against Fraud Guidelines.

4.15. IMPLEMENT WEB CRAWLER/SCRAPER TRANSPARENCY AND HONOR ROBOTS.TXT FILES

Required for Intermediaries acting as a search engine and/or AI and/or LLM service
Web crawlers (sometimes referred to as spiders and/or bots) are software applications designed to index, categorize, and analyze digital content, and achieve this by downloading webpages and sites. Web scrapers operate in a similar fashion to web crawlers, but are used to extract and download specific data and/or content from a webpage or site.

Robots.txt files are machine-readable text files that Direct Sellers may implement in order to control which web crawlers and web scrapers are allowed access to their content, and for what purposes.

To achieve the Certified Against Fraud seal, any Intermediary acting as a search engine and/or artificial intelligence and/or large-language-model service(s), and which operate web crawler

and/or scraper technology in support of such service(s), and which monetize such service(s) through digital advertising, must:

- Provide accurate user-agent meta-data, to disclose the nature of the web crawler and/or scraper, and to disclose the purpose and function of the web crawler and/or scraper. At a minimum, such disclosure must differentiate between the following purposes and functions:
- Indexing and categorization of content for inclusion in search results
- Real-time response to a user-query
- Training of AI and/or LLM systems/models
- Actively maintain public transparency of such applicable user-agent meta-data on the Intermediary's web site
- Provide timely notice to TAG regarding any changes to how such applicable user-agent meta-data is structured and/or disclosed
- Read robots.txt files (if published) before accessing the content available at a digital media property and/or domain
- Honor any and all access restrictions implemented in a robots.txt file that apply to the web crawler and/or scraper technology operated by the Intermediary

Qualifying Intermediaries should refer to TAG's Best Practices for Robots.txt section #.## for technical implementation guidance for compliance with this requirement.

Direct Sellers are not required to implement a robots.txt file, although TAG strongly recommends that all Direct Sellers do so. Direct Sellers may refer to TAG's Best Practices for Robots.txt section #.## for guidance for the creation, structure, and implementation of robots.txt files.

4.16. PROVIDE DEMAND AND/OR SUPPLY TRANSPARENCY

To achieve the Certified Against Fraud Seal, any participating company acting as an Intermediary must provide demand and/or supply transparency. This may be accomplished by publishing a sellers.json file, a buyers.json file, or both, as applicable to the company's business operations.

If an Intermediary implements a sellers.json file, it must disclose to TAG its methodology for timely maintenance of that file. Intermediaries are also required to implement Identifier Names within their sellers.json file. Specifically, Intermediaries must use "TAG-ID" as the NAME and include their TAG-ID as the VALUE for that NAME within the IDENTIFIERS object. For example:

```
"identifiers": [
{ "name": "TAG-ID",
"value": "1234567890123456" }
```

If an Intermediary implements a buyers.json file, it must disclose to TAG its methodology for timely maintenance of that file. Intermediaries are also required to implement Identifier Names within their buyers.json file. Specifically, Intermediaries must use "TAG-ID" as the NAME and include their TAG-ID as the VALUE for that NAME within the IDENTIFIERS object. For example:

```
"identifiers": [
{ "name": "TAG-ID",
"value": "1234567890123456" }
```

Companies can find their TAG-ID within the company information section at the top of the TAG Member Portal homepage. Alternatively, a company may email info@tagtoday.net to request its TAG-ID.

For additional guidance on how to implement Supply Chain Object and Sellers.json, companies should reference the IAB Tech Lab OpenRTB Extension (SupplyChain) Object[4] and the *IAB Tech Lab Sellers.json Specification*[5].

For additional guidance on how to implement Demand Chain Object and Buyers.json, companies should reference the IAB Tech Lab OpenRTB Extension (DemandChain) Object and the *IAB Tech Lab Buyers.json Specification*.

[4] https://github.com/InteractiveAdvertisingBureau/openrtb/blob/master/supplychainobject.md

[5] https://iabtechlab.com/wp-content/uploads/2019/07/Sellers.json_Final.pdf

ALLEGATIONS OF
NON-COMPLIANCE AND APPEALS

Companies that achieve the Certified Against Fraud Seal must meet and maintain compliance with the relevant requirements set forth in the *Certified Against Fraud Guidelines* throughout the certification period. Failure to comply can result in consequences, including but not limited to the loss of certification and use of the Certified Against Fraud Seal. Certified companies are permitted to review allegations of non-compliance, submit rebuttal evidence, seek review of decisions of non-compliance and appeal any final decision.

The formal process governing non-compliance can be found in TAG's *Due Process for Allegations of Non-Compliance and Appeal*, available on www.tagtoday.net.

APPENDIX A:

TAG Recognized Standards for IVT Detection and Removal

A company choosing to comply with the requirement by accreditation to a TAG-Recognized standard must provide evidence of accreditation via the provisions of the following TAG-recognized standards as follows:

- *China Digital Advertising Delivery Monitoring and Verification Requirements T/CAAD 002-2020*
- Media Rating Council's (MRC*) Invalid Traffic (IVT) Detection and Filtration Guidelines Addendum*[6]

[6] http://mediaratingcouncil.org/IVT%20Addendum%20Update%20062520.pdf

APPENDIX B:

Change Log

Version	Date Released	Changes
11.0	July 2026	**Updates:** Section 4.9, updated to require that Intermediaries utilize PaymentID as the Follow-The-Money solution. Section 4.11, removed the previous requirement to implement SSAI Billing Notifications for CTV, and replaced with new Section 4.11 (below). **Additions:** Section 4.11 - Support Device Attestation Section 4.15 - Implement Web Crawler/Scraper Transparency and Honor Robots.txt Section 4.16 - Provide Demand and/or Supply Transparency
10.1	July 2025	Clarifications to language throughout the Certified Against Fraud Guidelines, but no material changes to the program requirements.
10.0	July 2024	Updates to Section 4.5, allowing Direct Sellers to fulfill the requirement through working exclusively with Intermediary partners that hold TAG's Certified Against Fraud Seal.
9.0	July 2023	V9.0 requires all parties to identify key roles and resources, utilize TAG-ID in sellers.json and ads.txt files, and employ header information in SSAI ad requests and tracking
8.0	July 2022	V8.0 requires ads.cert Authenticated Connections implementation for SSAI billing notifications and tracking
7.3	February 2022	V7.3 to add Appendix calling out TAG-recognized standards for IVT detection and removal
7.2	March 2021	V7.2 to update independent validation requirements to apply to China
7.1	October 2020	V7.1 to update IVT detection and removal to include callouts to MRC IVT Guidelines for compliance.
7.0	July 2020	V7.0 to update IVT detection and removal, approved Follow-the-Money solution, and add app-ads.txt requirements.
6.0	January 2020	V6.0 to remove Publisher Sourcing Disclosure requirements and best practices, adding Change Log, updating research references and clarifying training requirements.
5.0	July 2019	V5.0 requires app threat filtering for companies working within in-app environments and removes in-app exceptions for domain threat filtering.

4.0	January 2019	V4.0 requires entities be certified via independent validation when certifying for European or Global operations, and extends ads.txt requirements to Direct Buyers and Intermediaries
3.0	July 2018	V3.0 allows for sampling under limited circumstances to meet the MRC IVT Guidelines compliance requirement, and expands the definition of "paid traffic source" in the Publisher Sourcing Disclosure requirement
2.0	January 2018	V2.0 clarifies existing requirements and includes **new requirements for all types of covered parties**, including: • **All covered parties** will be required to attend a Certified Against Fraud Training annually. • **Direct Buyers** will be required to meet existing requirements to employ domain threat filtering and data center IP threat filtering. • **Direct Sellers** will be required to create a public record of their Authorized Digital Sellers by publishing an ads.txt file.
1.0	November 2016	Initial Release

tagtoday.net