



Implementation Guidelines for Advertisers or Agencies to obtain a “Certified Against Piracy” Seal

What is the Certified Against Piracy Program?

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). TAG asks advertisers and agencies to take [TAG's Anti-Piracy Pledge](#) (“the Pledge”) to indicate that they are taking all commercially reasonable steps to minimize the inadvertent placement of digital advertising on illegal websites or other media properties.

Steps to Obtain the Certified Against Piracy Seal as an Advertiser or Agency

Advertisers or Agencies that wish to receive a TAG “Certified Against Piracy” Seal 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 Certified Against Piracy Program, including [the Pledge](#) and compliance guidance. TAG will also provide guidance about the means of operationalizing the Pledge. A company can:
 - a. directly employ the services of a validated Digital Advertising Assurance Provider;
 - b. directly employ advertising placement services that carry the TAG “Certified Against Piracy” logo; and/or
 - c. (for Advertisers) place online advertisements through Agencies that do business exclusively with advertising placement services that carry the TAG “Certified Against Piracy” logo.
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. Once the Advertiser or Agency is “TAG Registered,” TAG will provide your company with Certified Against Piracy Agreement indicating how company should use the “Certified Against Piracy” Seal and 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.

5. 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.
6. TAG will also add the name of your company to the list of participants in the Certified Against Piracy Program on its website [here](#).
7. The Certified Against Piracy Program is an annual certification program. 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.

Still Have Questions?

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