Introduction to the TAG Self-Attested Digital Advertising Assurance Provider (SA DAAP) Program

What is a Self-Attested Digital Advertising Assurance Provider (DAAP)?

What is a TAG launched its Brand Integrity Program Against Piracy (Anti-Piracy Program) to help advertisers and ad 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.

TAG's "Core Criteria for Effective Digital Advertising Assurance" establish a framework for combatting the distribution of pirated content and counterfeit products as part of the Brand Integrity Program Against Piracy.

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, companies must show they can provide other advertising companies with tools to limit their exposure to undesirable websites or other properties by effectively meeting one or more criteria.

Entities that have the in-house capability to limit their own exposure may wish to self-attest to adherence to one or more of the Core Criteria. The Self-Attestation Program allows such entities to attest to compliance with one or more of the Core Criteria and to receive from TAG a "Certified Against Piracy" Seal signifying the entity as a Self-Attesting DAAP.

Important Notes for Self-Attesting DAAPs

- Adherence to the Core Criteria requires commercially reasonable efforts.

- SAs are not expected to submit specific evidence of methodology which discloses proprietary information, but should submit an overview and summary of such methodology and include enough detail to allow TAG to assess the adequacy of the SA's procedures.

- Assessments of noncompliance at any level, including what constitutes "credible evidence of a pattern or practice of non-compliance by a Self-Attesting DAAP," are made based on the Key Performance Indicators, which are set forth in a separate document. It is expected that the KPIs will be periodically updated by TAG and the Self-Attestation Working Group.

Still Have Questions?

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