



# Recertification Workbook 2019

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# Instructions for 2019 TAG Recertification

## Who Needs to Apply for Recertification?

2019 Recertification for TAG Certification Programs is required only for companies that fall into all of the following categories:

- Certified previously in a TAG Certification Program;
- Hold current certifications in that TAG Certification Program; and
- Achieved certification in that TAG Certification Program before October 1, 2018.

Recertification is required for all TAG Certification Programs in which a company is certified.

## Deadlines and Timeline for Recertification

Companies are invited to submit completed 2019 Recertification Applications beginning on January 1, 2019.

**In order to be considered for recertification in 2019, companies must submit completed 2019 Recertification Applications by January 31, 2019.**

Once the application period closes on January 31, 2019, TAG will review applications through the month of February 2019. Following examination of the application materials, TAG will notify the company as to whether they have met the relevant requirements for recertification, or whether additional information is needed in order to confirm compliance.

TAG will notify companies whether they have achieved recertification by March 1, 2019. TAG will make a public announcement regarding companies that have achieved recertification during the month of March 2019.

Only companies with active TAG memberships in good standing – with valid TAG membership agreements in place and be current on payment for all TAG membership fees – will be included in the TAG recertification announcement.

## Relevant Certification Requirements & Tool Implementation

When applying for 2019 Recertification, companies should be prepared to show full compliance with the relevant requirements described in the following TAG audit standards and versions of TAG tools:

### TAG Audit Standards

- Certified Against Fraud Guidelines v3.0 (July 2018)
- Certified Against Malware Guidelines v2.0 (July 2018)
- Certified Against Piracy Guidelines v2.0 (January 2018)
- Inventory Quality Guidelines v2.2 (February 2016)

### TAG Tools

- Best Practices for Publisher Sourcing Disclosures v2.0 (July 2018)
- Data Center IP List v3.0 (June 2018)
- Payment ID System v2.0 (June 2017)
- Pirate Mobile App List v1.0 (January 2017)

- Technical Best Practices Against Malware v2.0 (July 2018)

## Recertification Through Self-Attestation

Recertification through self-attestation is obtained through a series of attestations from the company that it is complying with the audit standard for a TAG certification program.

Companies that wish to achieve recertification through self-attestation should submit a 2019 Recertification Application to TAG including:

- A signed TAG Compliance Officer Attestation;
- A signed Business Executive Attestation; and
- Completed Self-Attestation Checklists and supporting materials for each of the TAG certification programs for which the company is seeking recertification.

Self-attested companies must have completed internal audits for each quarter of 2018 in order to apply for recertification.

## Recertification Through Independent Validation

To achieve recertification through independent validation, a company must invite an independent auditor to validate that the company is compliant with the audit standard for a TAG certification program. A validating company may be any auditing company that includes a specialty in digital media audits.

While independent validation is designed to provide limited assurance, ensuring that all requirements of the relevant TAG certification program 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.

Companies that wish to achieve the recertification through independent validation should submit a 2019 Recertification Application to TAG including:

- A signed Independent Validation Attestation;
- A signed TAG Compliance Officer Attestation;
- A signed Business Executive Attestation; and
- A report from the company's Independent Validator covering the company's most recent audit.

Independently validated companies must have been audited in the past 12 months in order to apply for recertification.

## How to Submit a 2019 Recertification Application

A company's TAG Compliance Officer must submit their complete application documentation on or before January 31, 2019:

2019 Recertification Applications will be found online using the new TAG Membership Portal. This will enable TAG Compliance Officers to submit applications, receive communications back from TAG, and make edits to your documents seamlessly. TAG will provide your log-in to the TAG Membership Portal in early January 2019, when the recertification period begins.

TAG Compliance Officers should use this workbook to start organizing your 2019 Recertification submissions now. This workbook is identical to the one you will fill in on the TAG Membership Portal, so it is an excellent guide to ensure that you have all of the information needed for your recertification application.

# Application Summary

## Company Details

Company Name: \_\_\_\_\_

TAG Compliance Officer Name: \_\_\_\_\_

## Certification Programs

Company is applying for recertification under the following TAG programs:

**Certified Against Fraud Program**

The mission of the "Certified Against Fraud" Program is to combat fraudulent non-human traffic in the digital advertising supply chain.

**Self-Attestation**

**Independent Validation**

Name of Independent Validator: \_\_\_\_\_

**Certified Against Malware Program**

The Certified Against Malware Program provides companies with a roadmap by which to combatting malware effectively across the digital advertising supply chain.

**Self-Attestation**

**Independent Validation**

Name of Independent Validator: \_\_\_\_\_

**Certified Against Piracy Program**

The Certified Against Piracy Program was created 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.

**Self-Attestation**

**Independent Validation**

Name of Independent Validator: \_\_\_\_\_

**IQG Certified Program**

The Inventory Quality Guidelines (IQG) Program reduces friction and fosters an environment of trust in the marketplace by providing clear, common language that describes characteristics of advertising inventory and transactions across the advertising value chain.

**Self-Attestation**

**Independent Validation**

Name of Independent Validator: \_\_\_\_\_

## TAG Compliance Officer Attestation

I, \_\_\_\_\_ (name of TAG Compliance Officer), attest that:

I have conducted quarterly internal audits for \_\_\_\_\_ (“Company”) for Q1-Q4 quarter(s) in year 2018;

The executive named in the Executive Attestation and I are responsible for ensuring that Company is in compliance with the relevant requirements in the following TAG audit standards, and based on my knowledge and best efforts, Company is currently in compliance and will maintain the same adequate systems and controls in place throughout the current calendar year in order to meet the substantive requirements of each program:

- TAG Certified Against Fraud Guidelines v3.0
- TAG Certified Against Malware Guidelines v2.0
- TAG Certified Against Piracy Guidelines v2.0
- Inventory Quality Guidelines v2.2

I agree to allow TAG to publicly disclose Company certification status in the TAG programs for which Company currently seeks recertification, including method of certification and the covered party category or categories under which each certification seal is achieved.

In the case of loss of certification, I agree to allow the TAG to Company from published lists of certified companies.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

# Business Executive Attestation

I, \_\_\_\_\_ (name of CEO, CFO, or business unit head), attest that:

I have conducted quarterly internal audits for \_\_\_\_\_ (“Company”) for Q1-Q4 quarter(s) and year 2018;

The TAG Compliance Officer named in the TAG Compliance Officer Attestation and I are responsible for ensuring that Company is in compliance with the relevant requirements in the following TAG audit standards, and based on my knowledge and best efforts, Company is currently in compliance and will maintain the same adequate systems and controls in place throughout the current calendar year in order to meet the substantive requirements of each program:

- TAG Certified Against Fraud Guidelines v3.0
- TAG Certified Against Malware Guidelines v2.0
- TAG Certified Against Piracy Guidelines v2.0
- Inventory Quality Guidelines v2.2

I agree to allow TAG to publicly disclose Company certification status in the TAG programs for which Company currently seeks recertification, including method of certification and the covered party category or categories under which each certification seal is achieved.

And in the case of loss of certification, I agree to allow the TAG to remove Company from published lists of certified companies.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

# Independent Validation Attestation

\_\_\_\_\_ (“Independent Validation Company”) has issued our report \_\_\_\_\_  
 (name or title of report), dated \_\_\_\_\_, relating to \_\_\_\_\_’s (“Company”)  
 compliance with the relevant requirements in the following TAG audit standards:

- TAG Certified Against Fraud Guidelines v3.0
- TAG Certified Against Malware Guidelines v2.0
- TAG Certified Against Piracy Guidelines v2.0
- Inventory Quality Guidelines v2.2

Company’s compliance with the relevant requirements in the previously specified TAG audit standards covers the following geographic areas:

- Certifying Global Operations**
- Certifying Operations by Region**
  - Africa  Europe  Oceania
  - Asia-Pacific  Middle East  Russia
  - Central America  North America  South America
- Certifying Operations by Country**
  - Afghanistan  Brazil  Cyprus
  - Albania  Brunei  Czechia
  - Algeria  Bulgaria  Denmark
  - Andorra  Burkina Faso  Djibouti
  - Angola  Burma  Dominica
  - Antigua and Barbuda  Burundi  Dominican Republic
  - Argentina  Cambodia  East Timor
  - Armenia  Cameroon  (see Timor-Leste)
  - Aruba  Canada  Ecuador
  - Australia  Cabo Verde  Egypt
  - Austria  Central African Republic  El Salvador
  - Azerbaijan  Chad  Equatorial Guinea
  - Bahamas, The  Chile  Eritrea
  - Bahrain  China  Estonia
  - Bangladesh  Colombia  Ethiopia
  - Barbados  Comoros  Fiji
  - Belarus  Congo, Democratic  Finland
  - Belgium  Republic of the  France
  - Belize  Congo, Republic of the  Gabon
  - Benin  Costa Rica  Gambia, The
  - Bhutan  Cote d'Ivoire  Georgia
  - Bolivia  Croatia  Germany
  - Bosnia and Herzegovina  Cuba  Ghana
  - Botswana  Curacao  Greece

- |                          |                  |                          |                                     |                          |                      |
|--------------------------|------------------|--------------------------|-------------------------------------|--------------------------|----------------------|
| <input type="checkbox"/> | Grenada          | <input type="checkbox"/> | Mauritania                          | <input type="checkbox"/> | Seychelles           |
| <input type="checkbox"/> | Guatemala        | <input type="checkbox"/> | Mauritius                           | <input type="checkbox"/> | Sierra Leone         |
| <input type="checkbox"/> | Guinea           | <input type="checkbox"/> | Mexico                              | <input type="checkbox"/> | Singapore            |
| <input type="checkbox"/> | Guinea-Bissau    | <input type="checkbox"/> | Micronesia                          | <input type="checkbox"/> | Sint Maarten         |
| <input type="checkbox"/> | Guyana           | <input type="checkbox"/> | Moldova                             | <input type="checkbox"/> | Slovakia             |
| <input type="checkbox"/> | Haiti            | <input type="checkbox"/> | Monaco                              | <input type="checkbox"/> | Slovenia             |
| <input type="checkbox"/> | Holy See         | <input type="checkbox"/> | Mongolia                            | <input type="checkbox"/> | Solomon Islands      |
| <input type="checkbox"/> | Honduras         | <input type="checkbox"/> | Montenegro                          | <input type="checkbox"/> | Somalia              |
| <input type="checkbox"/> | Hong Kong        | <input type="checkbox"/> | Morocco                             | <input type="checkbox"/> | South Africa         |
| <input type="checkbox"/> | Hungary          | <input type="checkbox"/> | Mozambique                          | <input type="checkbox"/> | South Korea          |
| <input type="checkbox"/> | Iceland          | <input type="checkbox"/> | Namibia                             | <input type="checkbox"/> | South Sudan          |
| <input type="checkbox"/> | India            | <input type="checkbox"/> | Nauru                               | <input type="checkbox"/> | Spain                |
| <input type="checkbox"/> | Indonesia        | <input type="checkbox"/> | Nepal                               | <input type="checkbox"/> | Sri Lanka            |
| <input type="checkbox"/> | Iran             | <input type="checkbox"/> | Netherlands                         | <input type="checkbox"/> | Sudan                |
| <input type="checkbox"/> | Iraq             | <input type="checkbox"/> | New Zealand                         | <input type="checkbox"/> | Suriname             |
| <input type="checkbox"/> | Ireland          | <input type="checkbox"/> | Nicaragua                           | <input type="checkbox"/> | Swaziland            |
| <input type="checkbox"/> | Israel           | <input type="checkbox"/> | Niger                               | <input type="checkbox"/> | Sweden               |
| <input type="checkbox"/> | Italy            | <input type="checkbox"/> | Nigeria                             | <input type="checkbox"/> | Switzerland          |
| <input type="checkbox"/> | Jamaica          | <input type="checkbox"/> | North Korea                         | <input type="checkbox"/> | Syria                |
| <input type="checkbox"/> | Japan            | <input type="checkbox"/> | Norway                              | <input type="checkbox"/> | Taiwan               |
| <input type="checkbox"/> | Jordan           | <input type="checkbox"/> | Oman                                | <input type="checkbox"/> | Tajikistan           |
| <input type="checkbox"/> | Kazakhstan       | <input type="checkbox"/> | Pakistan                            | <input type="checkbox"/> | Tanzania             |
| <input type="checkbox"/> | Kenya            | <input type="checkbox"/> | Palau                               | <input type="checkbox"/> | Thailand             |
| <input type="checkbox"/> | Kiribati         | <input type="checkbox"/> | Palestinian Territories             | <input type="checkbox"/> | Timor-Leste          |
| <input type="checkbox"/> | Kosovo           | <input type="checkbox"/> | Panama                              | <input type="checkbox"/> | Togo                 |
| <input type="checkbox"/> | Kuwait           | <input type="checkbox"/> | Papua New Guinea                    | <input type="checkbox"/> | Tonga                |
| <input type="checkbox"/> | Kyrgyzstan       | <input type="checkbox"/> | Paraguay                            | <input type="checkbox"/> | Trinidad and Tobago  |
| <input type="checkbox"/> | Laos             | <input type="checkbox"/> | Peru                                | <input type="checkbox"/> | Tunisia              |
| <input type="checkbox"/> | Latvia           | <input type="checkbox"/> | Philippines                         | <input type="checkbox"/> | Turkey               |
| <input type="checkbox"/> | Lebanon          | <input type="checkbox"/> | Poland                              | <input type="checkbox"/> | Turkmenistan         |
| <input type="checkbox"/> | Lesotho          | <input type="checkbox"/> | Portugal                            | <input type="checkbox"/> | Tuvalu               |
| <input type="checkbox"/> | Liberia          | <input type="checkbox"/> | Qatar                               | <input type="checkbox"/> | Uganda               |
| <input type="checkbox"/> | Libya            | <input type="checkbox"/> | Romania                             | <input type="checkbox"/> | Ukraine              |
| <input type="checkbox"/> | Liechtenstein    | <input type="checkbox"/> | Russia                              | <input type="checkbox"/> | United Arab Emirates |
| <input type="checkbox"/> | Lithuania        | <input type="checkbox"/> | Rwanda                              | <input type="checkbox"/> | United Kingdom       |
| <input type="checkbox"/> | Luxembourg       | <input type="checkbox"/> | Saint Kitts and Nevis               | <input type="checkbox"/> | United States        |
| <input type="checkbox"/> | Macau            | <input type="checkbox"/> | Saint Lucia                         | <input type="checkbox"/> | Uruguay              |
| <input type="checkbox"/> | Macedonia        | <input type="checkbox"/> | Saint Vincent and the<br>Grenadines | <input type="checkbox"/> | Uzbekistan           |
| <input type="checkbox"/> | Madagascar       | <input type="checkbox"/> | Samoa                               | <input type="checkbox"/> | Vanuatu              |
| <input type="checkbox"/> | Malawi           | <input type="checkbox"/> | San Marino                          | <input type="checkbox"/> | Venezuela            |
| <input type="checkbox"/> | Malaysia         | <input type="checkbox"/> | Sao Tome and Principe               | <input type="checkbox"/> | Vietnam              |
| <input type="checkbox"/> | Maldives         | <input type="checkbox"/> | Saudi Arabia                        | <input type="checkbox"/> | Yemen                |
| <input type="checkbox"/> | Mali             | <input type="checkbox"/> | Senegal                             | <input type="checkbox"/> | Zambia               |
| <input type="checkbox"/> | Malta            | <input type="checkbox"/> | Serbia                              | <input type="checkbox"/> | Zimbabwe             |
| <input type="checkbox"/> | Marshall Islands |                          |                                     |                          |                      |



As part of the review, the following considerations were incorporated into Independent Validation Company's testing procedures:

- Inspected quarterly internal audits Company for \_\_\_\_\_ quarter(s) and year \_\_\_\_\_.

Company falls into the following categor(ies) of covered parties in the relevant TAG audit standards:

<b>TAG Certified Against Fraud Guidelines v3.0</b>	<b>TAG Certified Against Malware Guidelines v2.0</b>	<b>TAG Certified Against Piracy Guidelines v2.0</b>	<b>Inventory Quality Guidelines v2.2</b>
<input type="checkbox"/> Direct Buyer <input type="checkbox"/> Direct Seller <input type="checkbox"/> Intermediary <input type="checkbox"/> Fraud Detection & Measurement Services	<input type="checkbox"/> Direct Buyer <input type="checkbox"/> Direct Seller <input type="checkbox"/> Intermediary <input type="checkbox"/> Vendor	<input type="checkbox"/> Direct Buyer <input type="checkbox"/> Validated DAAP <input type="checkbox"/> Self-Attested DAAP <input type="checkbox"/> Publisher – Cat. 1 <input type="checkbox"/> Publisher – Cat. 2 <input type="checkbox"/> Publisher – Cat. 3	<input type="checkbox"/> Buyer (Direct and Indirect) <input type="checkbox"/> Seller (Direct and Indirect)

The TAG Compliance Officer and Business Executive named in the TAG Compliance Officer Attestation and Business Executive Attestation, respectively, facilitated our efforts to evaluate Company's compliance with the relevant requirements in the following TAG audit standards.

As noted in our report \_\_\_\_\_ (name or title of report), dated \_\_\_\_\_, relating to Company's compliance with the relevant requirements in the previously specified TAG audit standards, Independent Validation Company found Company's procedures

- Complied
- Did not comply

in all material respects.

Please refer to the full report for overall evaluations of Company's procedures as they relate to the relevant requirements in the previously specified TAG audit standards.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

## Self-Attestation Checklists

### Instructions for Completing the Self-Attestation Checklists

Companies that wish to achieve the recertification through self-attestation should submit a 2019 Recertification Application to TAG including a completed Self-Attestation Checklists and supporting materials for each of the TAG certification programs for which the company is seeking recertification.

# Certified Against Fraud Program

\_\_\_\_\_ (“Company”) falls into the following categories of covered parties, as outlined in the TAG Certified Against Fraud Guidelines 3.0 (section 3):

- Direct Buyer
- Direct Seller
- Intermediary
- Fraud Detection Vendors & Measurement Services

## Geographic Applicability

Please clarify the geographic areas in which you are applying for the TAG Certified Against Fraud Seal.

- If you are applying to certify your **global operations**, please check off “certifying global operations.”
- If you are applying to certify your **operations by geographic region**, please check off “certifying operations by region,” and check off the specific regions that are relevant.
- If you are applying to certify your **operations by country**, please check off “certifying operations by country,” and check off the specific countries that are relevant.

**Certifying Global Operations**

**Certifying Operations by Region**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Africa          | <input type="checkbox"/> Europe        | <input type="checkbox"/> Oceania       |
| <input type="checkbox"/> Asia-Pacific    | <input type="checkbox"/> Middle East   | <input type="checkbox"/> Russia        |
| <input type="checkbox"/> Central America | <input type="checkbox"/> North America | <input type="checkbox"/> South America |

**Certifying Operations by Country**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Afghanistan         | <input type="checkbox"/> Benin                    | <input type="checkbox"/> Colombia                          |
| <input type="checkbox"/> Albania             | <input type="checkbox"/> Bhutan                   | <input type="checkbox"/> Comoros                           |
| <input type="checkbox"/> Algeria             | <input type="checkbox"/> Bolivia                  | <input type="checkbox"/> Congo, Democratic Republic of the |
| <input type="checkbox"/> Andorra             | <input type="checkbox"/> Bosnia and Herzegovina   | <input type="checkbox"/> Congo, Republic of the            |
| <input type="checkbox"/> Angola              | <input type="checkbox"/> Botswana                 | <input type="checkbox"/> Costa Rica                        |
| <input type="checkbox"/> Antigua and Barbuda | <input type="checkbox"/> Brazil                   | <input type="checkbox"/> Cote d'Ivoire                     |
| <input type="checkbox"/> Argentina           | <input type="checkbox"/> Brunei                   | <input type="checkbox"/> Croatia                           |
| <input type="checkbox"/> Armenia             | <input type="checkbox"/> Bulgaria                 | <input type="checkbox"/> Cuba                              |
| <input type="checkbox"/> Aruba               | <input type="checkbox"/> Burkina Faso             | <input type="checkbox"/> Curacao                           |
| <input type="checkbox"/> Australia           | <input type="checkbox"/> Burma                    | <input type="checkbox"/> Cyprus                            |
| <input type="checkbox"/> Austria             | <input type="checkbox"/> Burundi                  | <input type="checkbox"/> Czechia                           |
| <input type="checkbox"/> Azerbaijan          | <input type="checkbox"/> Cambodia                 | <input type="checkbox"/> Denmark                           |
| <input type="checkbox"/> Bahamas, The        | <input type="checkbox"/> Cameroon                 | <input type="checkbox"/> Djibouti                          |
| <input type="checkbox"/> Bahrain             | <input type="checkbox"/> Canada                   | <input type="checkbox"/> Dominica                          |
| <input type="checkbox"/> Bangladesh          | <input type="checkbox"/> Cabo Verde               | <input type="checkbox"/> Dominican Republic                |
| <input type="checkbox"/> Barbados            | <input type="checkbox"/> Central African Republic | <input type="checkbox"/> East Timor                        |
| <input type="checkbox"/> Belarus             | <input type="checkbox"/> Chad                     | <input type="checkbox"/> (see Timor-Leste)                 |
| <input type="checkbox"/> Belgium             | <input type="checkbox"/> Chile                    | <input type="checkbox"/> Ecuador                           |
| <input type="checkbox"/> Belize              | <input type="checkbox"/> China                    |  |

- |                          |                   |                          |                                     |                          |                       |
|--------------------------|-------------------|--------------------------|-------------------------------------|--------------------------|-----------------------|
| <input type="checkbox"/> | Egypt             | <input type="checkbox"/> | Luxembourg                          | <input type="checkbox"/> | San Marino            |
| <input type="checkbox"/> | El Salvador       | <input type="checkbox"/> | Macau                               | <input type="checkbox"/> | Sao Tome and Principe |
| <input type="checkbox"/> | Equatorial Guinea | <input type="checkbox"/> | Macedonia                           | <input type="checkbox"/> | Saudi Arabia          |
| <input type="checkbox"/> | Eritrea           | <input type="checkbox"/> | Madagascar                          | <input type="checkbox"/> | Senegal               |
| <input type="checkbox"/> | Estonia           | <input type="checkbox"/> | Malawi                              | <input type="checkbox"/> | Serbia                |
| <input type="checkbox"/> | Ethiopia          | <input type="checkbox"/> | Malaysia                            | <input type="checkbox"/> | Seychelles            |
| <input type="checkbox"/> | Fiji              | <input type="checkbox"/> | Maldives                            | <input type="checkbox"/> | Sierra Leone          |
| <input type="checkbox"/> | Finland           | <input type="checkbox"/> | Mali                                | <input type="checkbox"/> | Singapore             |
| <input type="checkbox"/> | France            | <input type="checkbox"/> | Malta                               | <input type="checkbox"/> | Sint Maarten          |
| <input type="checkbox"/> | Gabon             | <input type="checkbox"/> | Marshall Islands                    | <input type="checkbox"/> | Slovakia              |
| <input type="checkbox"/> | Gambia, The       | <input type="checkbox"/> | Mauritania                          | <input type="checkbox"/> | Slovenia              |
| <input type="checkbox"/> | Georgia           | <input type="checkbox"/> | Mauritius                           | <input type="checkbox"/> | Solomon Islands       |
| <input type="checkbox"/> | Germany           | <input type="checkbox"/> | Mexico                              | <input type="checkbox"/> | Somalia               |
| <input type="checkbox"/> | Ghana             | <input type="checkbox"/> | Micronesia                          | <input type="checkbox"/> | South Africa          |
| <input type="checkbox"/> | Greece            | <input type="checkbox"/> | Moldova                             | <input type="checkbox"/> | South Korea           |
| <input type="checkbox"/> | Grenada           | <input type="checkbox"/> | Monaco                              | <input type="checkbox"/> | South Sudan           |
| <input type="checkbox"/> | Guatemala         | <input type="checkbox"/> | Mongolia                            | <input type="checkbox"/> | Spain                 |
| <input type="checkbox"/> | Guinea            | <input type="checkbox"/> | Montenegro                          | <input type="checkbox"/> | Sri Lanka             |
| <input type="checkbox"/> | Guinea-Bissau     | <input type="checkbox"/> | Morocco                             | <input type="checkbox"/> | Sudan                 |
| <input type="checkbox"/> | Guyana            | <input type="checkbox"/> | Mozambique                          | <input type="checkbox"/> | Suriname              |
| <input type="checkbox"/> | Haiti             | <input type="checkbox"/> | Namibia                             | <input type="checkbox"/> | Swaziland             |
| <input type="checkbox"/> | Holy See          | <input type="checkbox"/> | Nauru                               | <input type="checkbox"/> | Sweden                |
| <input type="checkbox"/> | Honduras          | <input type="checkbox"/> | Nepal                               | <input type="checkbox"/> | Switzerland           |
| <input type="checkbox"/> | Hong Kong         | <input type="checkbox"/> | Netherlands                         | <input type="checkbox"/> | Syria                 |
| <input type="checkbox"/> | Hungary           | <input type="checkbox"/> | New Zealand                         | <input type="checkbox"/> | Taiwan                |
| <input type="checkbox"/> | Iceland           | <input type="checkbox"/> | Nicaragua                           | <input type="checkbox"/> | Tajikistan            |
| <input type="checkbox"/> | India             | <input type="checkbox"/> | Niger                               | <input type="checkbox"/> | Tanzania              |
| <input type="checkbox"/> | Indonesia         | <input type="checkbox"/> | Nigeria                             | <input type="checkbox"/> | Thailand              |
| <input type="checkbox"/> | Iran              | <input type="checkbox"/> | North Korea                         | <input type="checkbox"/> | Timor-Leste           |
| <input type="checkbox"/> | Iraq              | <input type="checkbox"/> | Norway                              | <input type="checkbox"/> | Togo                  |
| <input type="checkbox"/> | Ireland           | <input type="checkbox"/> | Oman                                | <input type="checkbox"/> | Tonga                 |
| <input type="checkbox"/> | Israel            | <input type="checkbox"/> | Pakistan                            | <input type="checkbox"/> | Trinidad and Tobago   |
| <input type="checkbox"/> | Italy             | <input type="checkbox"/> | Palau                               | <input type="checkbox"/> | Tunisia               |
| <input type="checkbox"/> | Jamaica           | <input type="checkbox"/> | Palestinian Territories             | <input type="checkbox"/> | Turkey                |
| <input type="checkbox"/> | Japan             | <input type="checkbox"/> | Panama                              | <input type="checkbox"/> | Turkmenistan          |
| <input type="checkbox"/> | Jordan            | <input type="checkbox"/> | Papua New Guinea                    | <input type="checkbox"/> | Tuvalu                |
| <input type="checkbox"/> | Kazakhstan        | <input type="checkbox"/> | Paraguay                            | <input type="checkbox"/> | Uganda                |
| <input type="checkbox"/> | Kenya             | <input type="checkbox"/> | Peru                                | <input type="checkbox"/> | Ukraine               |
| <input type="checkbox"/> | Kiribati          | <input type="checkbox"/> | Philippines                         | <input type="checkbox"/> | United Arab Emirates  |
| <input type="checkbox"/> | Kosovo            | <input type="checkbox"/> | Poland                              | <input type="checkbox"/> | United Kingdom        |
| <input type="checkbox"/> | Kuwait            | <input type="checkbox"/> | Portugal                            | <input type="checkbox"/> | United States         |
| <input type="checkbox"/> | Kyrgyzstan        | <input type="checkbox"/> | Qatar                               | <input type="checkbox"/> | Uruguay               |
| <input type="checkbox"/> | Laos              | <input type="checkbox"/> | Romania                             | <input type="checkbox"/> | Uzbekistan            |
| <input type="checkbox"/> | Latvia            | <input type="checkbox"/> | Russia                              | <input type="checkbox"/> | Vanuatu               |
| <input type="checkbox"/> | Lebanon           | <input type="checkbox"/> | Rwanda                              | <input type="checkbox"/> | Venezuela             |
| <input type="checkbox"/> | Lesotho           | <input type="checkbox"/> | Saint Kitts and Nevis               | <input type="checkbox"/> | Vietnam               |
| <input type="checkbox"/> | Liberia           | <input type="checkbox"/> | Saint Lucia                         | <input type="checkbox"/> | Yemen                 |
| <input type="checkbox"/> | Libya             | <input type="checkbox"/> | Saint Vincent and the<br>Grenadines | <input type="checkbox"/> | Zambia                |
| <input type="checkbox"/> | Liechtenstein     | <input type="checkbox"/> | Samoa                               | <input type="checkbox"/> | Zimbabwe              |
| <input type="checkbox"/> | Lithuania         |                          |                                     |                          |                       |

□ **Criterion #1: TAG Registration**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries, Fraud Detection Vendors & Measurement Services*

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](mailto:info@tagtoday.net) or visiting [www.tagtoday.net](http://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, and be current on payment for all TAG membership fees.

Response: \_\_\_\_\_

Required supporting documentation:

- TAG-ID
- Verified by TAG Date (i.e., date TAG-ID was assigned to company)

□ **Criterion #2: TAG Compliance Officer**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries, Fraud Detection Vendors & Measurement Services*

In order to achieve “Certified Against Fraud” Seal, a company must have identified a TAG Compliance Officer.

Response: \_\_\_\_\_

Required supporting documentation:

- Name and contact information for the designated TAG Compliance Officer

□ **Criterion #3: Attend a Certified Against Fraud Training**

*Applicable to: Designated TAG Compliance Officers at all participating companies*

In order to achieve the Certified Against Fraud Seal, any participating company’s designated TAG 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 on an annual basis in order for a company to maintain its Certified Against Fraud Seal from year to year.

Response: \_\_\_\_\_

Required supporting documentation:

- Dates of all trainings completed by the designated TAG Compliance Officer during the past 12 months.

☐ **Criterion #4: Media Rating Council (MRC) Invalid Traffic (IVT) Detection and Filtration Guidelines**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries*

In order to achieve the “Certified Against Fraud” Seal, a company must, for all inventory, either:

- For each type of inventory delivered by your institution, comply with MRC IVT Guidelines by becoming MRC Accredited or be certified against MRC GIVT guidelines by an independent auditor
- For each type of inventory delivered by your institution, employ an appropriate MRC Accredited Certified Against Fraud Vendor or a vendor certified against the MRC GIVT Guidelines by an independent auditor
- Employ a 3rd party ad server that meets one or the other of the above requirements.

*Response:* \_\_\_\_\_

*Required supporting documentation:*

- A company choosing to comply with this requirement by becoming MRC Accredited must provide a copy of its MRC Accreditation Letter.
- A company choosing to comply with this requirement using a sampling methodology (as described in Section 4.5.b of the Certified Against Fraud Guidelines v3.0) must provide the appropriate documentation showing that the relevant MRC accreditation was achieved using a sampling methodology submitted to and approved by the MRC.

☐ **Criterion #5: Domain List Filtering**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries, Fraud Detection Vendors & Measurement Services*

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

*Response:* \_\_\_\_\_

*Required supporting documentation:*

- A company seeking an exception to this requirement must provide documentation showing that all of its monetizable transactions are limited to mobile in-app inventory, as this requirement does not apply to mobile in-app inventory, except in cases when such in-app inventory is within an embedded browser (otherwise known as a mobile web browser) where the mobile app renders HTML pages in a browser. Examples include clicking on a link to a webpage from within a social app that leverages embedded browsers.

☐ **Criterion #6: Data Center IP List Filtering**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries, Fraud Detection Vendors & Measurement Services*

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

The TAG Data Center IP List is available to assist companies in meeting this requirement. Companies implementing this TAG Tool should be certain to implement the Data Center IP List v2.0 (released June 2017).

Please note that 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. 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.

Response: \_\_\_\_\_

Required supporting documentation:

- N/A

**Criterion #7: Publisher Sourcing Disclosures**

Applicable to: All Direct Sellers

To achieve the Certified Against Fraud Seal, any company acting as a Direct Seller that provides content to an audience through its website(s) or other media properties (herein described as a “publisher”) must disclose its paid traffic sourcing practices.

Paid traffic sourcing is defined as any method by which a publisher increases the number of visits to its websites or other media properties by providing monetary consideration to a third party.

Response: \_\_\_\_\_

Required supporting documentation:

- Evidence of compliant and publicly displayed Publisher Sourcing Disclosure(s)
- Companies seeking an exception to this requirement must provide a signed attestation on company letterhead from a business executive attesting to the fact that the company is not sourcing traffic.

**Criterion 8: Payment ID Protocol**

Applicable to: Intermediaries

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

Response: \_\_\_\_\_

Required supporting documentation:

- Log file showing compliant Payment ID System implementation

**Criterion #9: Implement Ads.txt**

Applicable to: All Direct Sellers

To achieve the Certified Against Fraud Seal, any participating company acting as a Direct Seller must create a public record of its Authorized Digital Sellers by publishing an ads.txt file.

Response: \_\_\_\_\_

Required supporting documentation:

- Evidence of properly implemented, publicly available Ads.txt file(s) for all owned and operated media properties



# Certified Against Malware Program

\_\_\_\_\_ (name of Company) falls into the following categories of covered parties, as outlined in the TAG Certified Against Malware Guidelines v2.0:

- Direct Buyer
- Direct Seller
- Intermediary
- Vendor

## Geographic Applicability

Please clarify the geographic areas in which you are applying for the TAG Certified Against Fraud Seal.

- If you are applying to certify your **global operations**, please check off “certifying global operations.”
- If you are applying to certify your **operations by geographic region**, please check off “certifying operations by region,” and check off the specific regions that are relevant.
- If you are applying to certify your **operations by country**, please check off “certifying operations by country,” and check off the specific countries that are relevant.

**Certifying Global Operations**

**Certifying Operations by Region**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Africa          | <input type="checkbox"/> Europe        | <input type="checkbox"/> Oceania       |
| <input type="checkbox"/> Asia-Pacific    | <input type="checkbox"/> Middle East   | <input type="checkbox"/> Russia        |
| <input type="checkbox"/> Central America | <input type="checkbox"/> North America | <input type="checkbox"/> South America |

**Certifying Operations by Country**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Afghanistan         | <input type="checkbox"/> Bhutan                   | <input type="checkbox"/> Congo, Democratic Republic of the |
| <input type="checkbox"/> Albania             | <input type="checkbox"/> Bolivia                  | <input type="checkbox"/> Congo, Republic of the            |
| <input type="checkbox"/> Algeria             | <input type="checkbox"/> Bosnia and Herzegovina   | <input type="checkbox"/> Costa Rica                        |
| <input type="checkbox"/> Andorra             | <input type="checkbox"/> Botswana                 | <input type="checkbox"/> Cote d'Ivoire                     |
| <input type="checkbox"/> Angola              | <input type="checkbox"/> Brazil                   | <input type="checkbox"/> Croatia                           |
| <input type="checkbox"/> Antigua and Barbuda | <input type="checkbox"/> Brunei                   | <input type="checkbox"/> Cuba                              |
| <input type="checkbox"/> Argentina           | <input type="checkbox"/> Bulgaria                 | <input type="checkbox"/> Curacao                           |
| <input type="checkbox"/> Armenia             | <input type="checkbox"/> Burkina Faso             | <input type="checkbox"/> Cyprus                            |
| <input type="checkbox"/> Aruba               | <input type="checkbox"/> Burma                    | <input type="checkbox"/> Czechia                           |
| <input type="checkbox"/> Australia           | <input type="checkbox"/> Burundi                  | <input type="checkbox"/> Denmark                           |
| <input type="checkbox"/> Austria             | <input type="checkbox"/> Cambodia                 | <input type="checkbox"/> Djibouti                          |
| <input type="checkbox"/> Azerbaijan          | <input type="checkbox"/> Cameroon                 | <input type="checkbox"/> Dominica                          |
| <input type="checkbox"/> Bahamas, The        | <input type="checkbox"/> Canada                   | <input type="checkbox"/> Dominican Republic                |
| <input type="checkbox"/> Bahrain             | <input type="checkbox"/> Cabo Verde               | <input type="checkbox"/> East Timor                        |
| <input type="checkbox"/> Bangladesh          | <input type="checkbox"/> Central African Republic | <input type="checkbox"/> (see Timor-Leste)                 |
| <input type="checkbox"/> Barbados            | <input type="checkbox"/> Chad                     | <input type="checkbox"/> Ecuador                           |
| <input type="checkbox"/> Belarus             | <input type="checkbox"/> Chile                    | <input type="checkbox"/> Egypt                             |
| <input type="checkbox"/> Belgium             | <input type="checkbox"/> China                    | <input type="checkbox"/> El Salvador                       |
| <input type="checkbox"/> Belize              | <input type="checkbox"/> Colombia                 | <input type="checkbox"/> Equatorial Guinea                 |
| <input type="checkbox"/> Benin               | <input type="checkbox"/> Comoros                  |  |

- |                          |               |                          |                                     |                          |                       |
|--------------------------|---------------|--------------------------|-------------------------------------|--------------------------|-----------------------|
| <input type="checkbox"/> | Eritrea       | <input type="checkbox"/> | Macedonia                           | <input type="checkbox"/> | Sao Tome and Principe |
| <input type="checkbox"/> | Estonia       | <input type="checkbox"/> | Madagascar                          | <input type="checkbox"/> | Saudi Arabia          |
| <input type="checkbox"/> | Ethiopia      | <input type="checkbox"/> | Malawi                              | <input type="checkbox"/> | Senegal               |
| <input type="checkbox"/> | Fiji          | <input type="checkbox"/> | Malaysia                            | <input type="checkbox"/> | Serbia                |
| <input type="checkbox"/> | Finland       | <input type="checkbox"/> | Maldives                            | <input type="checkbox"/> | Seychelles            |
| <input type="checkbox"/> | France        | <input type="checkbox"/> | Mali                                | <input type="checkbox"/> | Sierra Leone          |
| <input type="checkbox"/> | Gabon         | <input type="checkbox"/> | Malta                               | <input type="checkbox"/> | Singapore             |
| <input type="checkbox"/> | Gambia, The   | <input type="checkbox"/> | Marshall Islands                    | <input type="checkbox"/> | Sint Maarten          |
| <input type="checkbox"/> | Georgia       | <input type="checkbox"/> | Mauritania                          | <input type="checkbox"/> | Slovakia              |
| <input type="checkbox"/> | Germany       | <input type="checkbox"/> | Mauritius                           | <input type="checkbox"/> | Slovenia              |
| <input type="checkbox"/> | Ghana         | <input type="checkbox"/> | Mexico                              | <input type="checkbox"/> | Solomon Islands       |
| <input type="checkbox"/> | Greece        | <input type="checkbox"/> | Micronesia                          | <input type="checkbox"/> | Somalia               |
| <input type="checkbox"/> | Grenada       | <input type="checkbox"/> | Moldova                             | <input type="checkbox"/> | South Africa          |
| <input type="checkbox"/> | Guatemala     | <input type="checkbox"/> | Monaco                              | <input type="checkbox"/> | South Korea           |
| <input type="checkbox"/> | Guinea        | <input type="checkbox"/> | Mongolia                            | <input type="checkbox"/> | South Sudan           |
| <input type="checkbox"/> | Guinea-Bissau | <input type="checkbox"/> | Montenegro                          | <input type="checkbox"/> | Spain                 |
| <input type="checkbox"/> | Guyana        | <input type="checkbox"/> | Morocco                             | <input type="checkbox"/> | Sri Lanka             |
| <input type="checkbox"/> | Haiti         | <input type="checkbox"/> | Mozambique                          | <input type="checkbox"/> | Sudan                 |
| <input type="checkbox"/> | Holy See      | <input type="checkbox"/> | Namibia                             | <input type="checkbox"/> | Suriname              |
| <input type="checkbox"/> | Honduras      | <input type="checkbox"/> | Nauru                               | <input type="checkbox"/> | Swaziland             |
| <input type="checkbox"/> | Hong Kong     | <input type="checkbox"/> | Nepal                               | <input type="checkbox"/> | Sweden                |
| <input type="checkbox"/> | Hungary       | <input type="checkbox"/> | Netherlands                         | <input type="checkbox"/> | Switzerland           |
| <input type="checkbox"/> | Iceland       | <input type="checkbox"/> | New Zealand                         | <input type="checkbox"/> | Syria                 |
| <input type="checkbox"/> | India         | <input type="checkbox"/> | Nicaragua                           | <input type="checkbox"/> | Taiwan                |
| <input type="checkbox"/> | Indonesia     | <input type="checkbox"/> | Niger                               | <input type="checkbox"/> | Tajikistan            |
| <input type="checkbox"/> | Iran          | <input type="checkbox"/> | Nigeria                             | <input type="checkbox"/> | Tanzania              |
| <input type="checkbox"/> | Iraq          | <input type="checkbox"/> | North Korea                         | <input type="checkbox"/> | Thailand              |
| <input type="checkbox"/> | Ireland       | <input type="checkbox"/> | Norway                              | <input type="checkbox"/> | Timor-Leste           |
| <input type="checkbox"/> | Israel        | <input type="checkbox"/> | Oman                                | <input type="checkbox"/> | Togo                  |
| <input type="checkbox"/> | Italy         | <input type="checkbox"/> | Pakistan                            | <input type="checkbox"/> | Tonga                 |
| <input type="checkbox"/> | Jamaica       | <input type="checkbox"/> | Palau                               | <input type="checkbox"/> | Trinidad and Tobago   |
| <input type="checkbox"/> | Japan         | <input type="checkbox"/> | Palestinian Territories             | <input type="checkbox"/> | Tunisia               |
| <input type="checkbox"/> | Jordan        | <input type="checkbox"/> | Panama                              | <input type="checkbox"/> | Turkey                |
| <input type="checkbox"/> | Kazakhstan    | <input type="checkbox"/> | Papua New Guinea                    | <input type="checkbox"/> | Turkmenistan          |
| <input type="checkbox"/> | Kenya         | <input type="checkbox"/> | Paraguay                            | <input type="checkbox"/> | Tuvalu                |
| <input type="checkbox"/> | Kiribati      | <input type="checkbox"/> | Peru                                | <input type="checkbox"/> | Uganda                |
| <input type="checkbox"/> | Kosovo        | <input type="checkbox"/> | Philippines                         | <input type="checkbox"/> | Ukraine               |
| <input type="checkbox"/> | Kuwait        | <input type="checkbox"/> | Poland                              | <input type="checkbox"/> | United Arab Emirates  |
| <input type="checkbox"/> | Kyrgyzstan    | <input type="checkbox"/> | Portugal                            | <input type="checkbox"/> | United Kingdom        |
| <input type="checkbox"/> | Laos          | <input type="checkbox"/> | Qatar                               | <input type="checkbox"/> | United States         |
| <input type="checkbox"/> | Latvia        | <input type="checkbox"/> | Romania                             | <input type="checkbox"/> | Uruguay               |
| <input type="checkbox"/> | Lebanon       | <input type="checkbox"/> | Russia                              | <input type="checkbox"/> | Uzbekistan            |
| <input type="checkbox"/> | Lesotho       | <input type="checkbox"/> | Rwanda                              | <input type="checkbox"/> | Vanuatu               |
| <input type="checkbox"/> | Liberia       | <input type="checkbox"/> | Saint Kitts and Nevis               | <input type="checkbox"/> | Venezuela             |
| <input type="checkbox"/> | Libya         | <input type="checkbox"/> | Saint Lucia                         | <input type="checkbox"/> | Vietnam               |
| <input type="checkbox"/> | Liechtenstein | <input type="checkbox"/> | Saint Vincent and the<br>Grenadines | <input type="checkbox"/> | Yemen                 |
| <input type="checkbox"/> | Lithuania     | <input type="checkbox"/> | Samoa                               | <input type="checkbox"/> | Zambia                |
| <input type="checkbox"/> | Luxembourg    | <input type="checkbox"/> | San Marino                          | <input type="checkbox"/> | Zimbabwe              |
| <input type="checkbox"/> | Macau         |                          |                                     |                          |                       |

**Criterion #1: TAG Registration**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries, Vendors*

To achieve the Certified Against Malware 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 seeking the Certified Against Malware Seal must also have active TAG memberships that include participation in the Certified Against Malware Program, have a valid TAG membership agreement in place, and be current on payment for all TAG membership fees.

Response: \_\_\_\_\_

Required supporting documentation:

- TAG-ID
- Verified by TAG Date (i.e., date TAG-ID was assigned to company)

**Criterion #2: TAG Compliance Officer**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries, Vendors*

A company must have identified a TAG Compliance Officer.

Response: \_\_\_\_\_

Required supporting documentation:

- Name and contact information for the designated TAG Compliance Officer
- Dates of all trainings completed by the designated TAG Compliance Officer during the past 12 months.

**Criterion #3: Attend a Certified Against Malware Training**

*Applicable to: Designated TAG Compliance Officers at all participating companies*

In order to achieve the Certified Against Malware Seal, any participating company's designated TAG Compliance Officer is encouraged to attend the first training available after a company is enrolled in the Certified Against Malware Program and must complete training in order for the company to achieve the Certified Against Malware Seal. Training must be renewed on an annual basis in order for a company to maintain its Certified Against Malware Seal from year to year.

Response: \_\_\_\_\_

Required supporting documentation:

- Dates of all trainings completed by the designated TAG Compliance Officer during the past 12 months.

**Criterion #4: Designate a Primary Anti-Malware Contact**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries, Vendors*

A company must designate an appropriate Anti-Malware Contact on the ad operations team.

Response: \_\_\_\_\_

Required supporting documentation:

- Appropriate Anti-Malware Contact on the ad operations team

**Criterion #5: Document Appropriate Points of Contact at Partner Companies**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries, Vendors*

To achieve the Certified Against Malware Seal, any participating company must document appropriate points of contact for their partner or client companies. Any participating company placing ads on behalf of another company is responsible for any assets ingested into an ad placement by either company. To do this, any participating company must establish a strong, persistent identity for the next company taking responsibility for malware both in the direction of demand and in the direction of supply. Identifying key contacts at a company's supply chain partners allows rapid and precise escalation and notification.

Response: \_\_\_\_\_

Required supporting documentation:

- Confirmation that company has recorded the appropriate contact person(s), as well as back up contacts, as available, on the demand and supply partner sides.
- Please note that personally-identifiable information for actual contacts at partner or client companies should not be submitted.

**Criterion #6: Document Malware Scanning Responsibilities in Any New or Updated Legal Agreements**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries, Vendors*

To achieve the Certified Against Malware Seal, any participating company must document appropriate points of contact for their partner or client companies. Any participating company placing ads on behalf of another company is responsible for any assets ingested into an ad placement by either company. To do this, any participating company must establish a strong, persistent identity for the next company taking responsibility for malware both in the direction of demand and in the direction of supply. Identifying key contacts at a company's supply chain partners allows rapid and precise escalation and notification.

Response: \_\_\_\_\_

Required supporting documentation:

- Excerpts of proposed standard contract language identifying scanning responsibilities, as well as indication of where such language can be found
- An accountability framework applicable to updated and future contractual agreements with partners
- Confirmation that company has implemented a plan to include scanning responsibilities and accountability framework for all other contractual agreements

**Criterion #7: Scan Assets and Landing Page URLs Preceding Initial Delivery and Disclose Initial Scanning Methodologies to TAG**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries, Vendors*

To achieve the Certified Against Malware Seal, any participating company must scan a reasonable percentage of the following prior to first delivery:

- Advertising campaign assets including physical files such as images and scripts associated with a campaign, with exception of first-party generated, controlled and hosted assets; and
- Landing page click-through URLs, irrespective of hosting and creation of advertising campaign.

Response: \_\_\_\_\_

*Required supporting documentation:*

- The required disclosure to TAG of the practices by which it complies with this requirement. Specifically, companies must disclose to TAG a total estimated percentage of campaign assets and landing page click-through URLs scanned (within +/- 5%) prior to initial delivery, a description of the methodolog(ies) used such scans, and the list of vendors used to execute such scans.
- These disclosures must be made for each quarter of the calendar year. Disclosures must be updated quarterly to reflect any changes to a participating company's scanning practices from quarter to quarter.
- Exhibit A in Section 4.8 provides an example disclosure for a single quarter.

**Criterion #8: Rescan Assets and Landing Page URLs and Disclose Rescanning Methodologies to TAG**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries, Vendors*

To achieve the Certified Against Malware Seal, any participating company must rescan all of the following at a reasonable frequency:

- Active advertising campaign assets including physical files such as images and scripts associated with a campaign, with exception of first-party generated, controlled and hosted assets; and
- Landing page click-through URLs, irrespective of hosting and creation of advertising campaign.

Response: \_\_\_\_\_

*Required supporting documentation:*

- The required disclosure to TAG the practices by which it complies with this requirement. Specifically, companies must disclose to TAG a total estimated percentage of active advertising campaign assets and landing page click-through URLs rescanned (within +/- 5%); a description of the methodolog(ies) used in such rescans, and list of vendors used to execute such rescans, if applicable.
- These disclosures must be made for each quarter of the calendar year. Disclosures must be updated quarterly to reflect any changes to a participating company's scanning practices from quarter to quarter.
- Exhibit B in Section 4.9 provides an example disclosure for a single quarter.

**Criterion #9: Employ Internal Procedures for Defining Red Flag Events and Handling of Standard Malware Incidents**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries, Vendors*

Have an internal procedure for defining Red Flag events and the handling of standard malware incidents relative to their business.

The threshold of upstream communication of events needs to be established.

Define Red Flag Event for each party based on one or more of these factors: revenue impact, user experience, or sophistication of malware attack.

Response: \_\_\_\_\_

Required supporting documentation:

- Description of company's internal procedures defining Red Flag events and handling of standard malware incidents relative to their business, including the threshold of upstream and/or downstream communication of events needs to be established.

**Criterion #10: Establish Formal Post-Mortem Process for Red-Flag Events**

*Applicable to: Direct Buyers, Direct Sellers, Intermediaries, Vendors*

To achieve the Certified Against Malware Seal, any participating company acting as a Direct Buyer, Direct Seller or Intermediary must establish formal post-mortem processes for Red Flag events, as defined in Section 4.10.

A post-mortem is defined as a series of response procedures that occur after the identification and resolution of a malware event, in order to effectively share knowledge of the event. Post-mortems will produce feedback into learning and improving anti-malware policy and procedure.

Companies must ensure that an internal post-mortem process is in place, which will examine Red Flag events. Such post-mortems should occur as promptly as possible after the investigation and resolution, recognizing that post-mortem processes may require time to research and refine as a company determines the scope for its post-mortem triggers.

Response: \_\_\_\_\_

Required supporting documentation:

- Description of company's post-mortem process in response to Red Flag malware incidents

**Criterion #11: Conduct Semi-Annual Reviews of Post-Mortems**

*Applicable to: All Direct Buyers, Direct Sellers and Intermediaries*

To achieve the Certified Against Malware, any participating company acting as a Direct Buyer, Direct Seller or Intermediary must conduct semi-annual reviews of its post-mortems for Red Flag events, aligning these to the documented response strategy, and updating the response strategy as needed to account for resourcing and/or function growth/change.

Response: \_\_\_\_\_

Required supporting documentation:

- Confirmation that the post-mortem process review occurs on a semi-annual basis (twice a year)

# Certified Against Piracy Program

\_\_\_\_\_ (“Company”) falls into the following categories of covered parties, as outlined in the TAG Certified Against Piracy Guidelines 2.0:

- Direct Buyer
- Validated Digital Advertising Assurance Provider (VDAAP)
- Self-Attested Digital Advertising Assurance Provider (SADAAP)
- Publisher – Category 1
- Publisher – Category 2
- Publisher – Category 3

## Geographic Applicability

Please clarify the geographic areas in which you are applying for the TAG Certified Against Fraud Seal.

- If you are applying to certify your **global operations**, please check off “certifying global operations.”
- If you are applying to certify your **operations by geographic region**, please check off “certifying operations by region,” and check off the specific regions that are relevant.
- If you are applying to certify your **operations by country**, please check off “certifying operations by country,” and check off the specific countries that are relevant.

**Certifying Global Operations**

**Certifying Operations by Region**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Africa          | <input type="checkbox"/> Europe        | <input type="checkbox"/> Oceania       |
| <input type="checkbox"/> Asia-Pacific    | <input type="checkbox"/> Middle East   | <input type="checkbox"/> Russia        |
| <input type="checkbox"/> Central America | <input type="checkbox"/> North America | <input type="checkbox"/> South America |

**Certifying Operations by Country**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Afghanistan         | <input type="checkbox"/> Bangladesh             | <input type="checkbox"/> Burma                    |
| <input type="checkbox"/> Albania             | <input type="checkbox"/> Barbados               | <input type="checkbox"/> Burundi                  |
| <input type="checkbox"/> Algeria             | <input type="checkbox"/> Belarus                | <input type="checkbox"/> Cambodia                 |
| <input type="checkbox"/> Andorra             | <input type="checkbox"/> Belgium                | <input type="checkbox"/> Cameroon                 |
| <input type="checkbox"/> Angola              | <input type="checkbox"/> Belize                 | <input type="checkbox"/> Canada                   |
| <input type="checkbox"/> Antigua and Barbuda | <input type="checkbox"/> Benin                  | <input type="checkbox"/> Cabo Verde               |
| <input type="checkbox"/> Argentina           | <input type="checkbox"/> Bhutan                 | <input type="checkbox"/> Central African Republic |
| <input type="checkbox"/> Armenia             | <input type="checkbox"/> Bolivia                | <input type="checkbox"/> Chad                     |
| <input type="checkbox"/> Aruba               | <input type="checkbox"/> Bosnia and Herzegovina | <input type="checkbox"/> Chile                    |
| <input type="checkbox"/> Australia           | <input type="checkbox"/> Botswana               | <input type="checkbox"/> China                    |
| <input type="checkbox"/> Austria             | <input type="checkbox"/> Brazil                 | <input type="checkbox"/> Colombia                 |
| <input type="checkbox"/> Azerbaijan          | <input type="checkbox"/> Brunei                 | <input type="checkbox"/> Comoros                  |
| <input type="checkbox"/> Bahamas, The        | <input type="checkbox"/> Bulgaria               | <input type="checkbox"/> Congo, Democratic        |
| <input type="checkbox"/> Bahrain             | <input type="checkbox"/> Burkina Faso           | <input type="checkbox"/> Republic of the          |

- |                          |                                 |                          |                         |                          |                                     |
|--------------------------|---------------------------------|--------------------------|-------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | Congo, Republic of the          | <input type="checkbox"/> | Jordan                  | <input type="checkbox"/> | Panama                              |
| <input type="checkbox"/> | Costa Rica                      | <input type="checkbox"/> | Kazakhstan              | <input type="checkbox"/> | Papua New Guinea                    |
| <input type="checkbox"/> | Cote d'Ivoire                   | <input type="checkbox"/> | Kenya                   | <input type="checkbox"/> | Paraguay                            |
| <input type="checkbox"/> | Croatia                         | <input type="checkbox"/> | Kiribati                | <input type="checkbox"/> | Peru                                |
| <input type="checkbox"/> | Cuba                            | <input type="checkbox"/> | Kosovo                  | <input type="checkbox"/> | Philippines                         |
| <input type="checkbox"/> | Curacao                         | <input type="checkbox"/> | Kuwait                  | <input type="checkbox"/> | Poland                              |
| <input type="checkbox"/> | Cyprus                          | <input type="checkbox"/> | Kyrgyzstan              | <input type="checkbox"/> | Portugal                            |
| <input type="checkbox"/> | Czechia                         | <input type="checkbox"/> | Laos                    | <input type="checkbox"/> | Qatar                               |
| <input type="checkbox"/> | Denmark                         | <input type="checkbox"/> | Latvia                  | <input type="checkbox"/> | Romania                             |
| <input type="checkbox"/> | Djibouti                        | <input type="checkbox"/> | Lebanon                 | <input type="checkbox"/> | Russia                              |
| <input type="checkbox"/> | Dominica                        | <input type="checkbox"/> | Lesotho                 | <input type="checkbox"/> | Rwanda                              |
| <input type="checkbox"/> | Dominican Republic              | <input type="checkbox"/> | Liberia                 | <input type="checkbox"/> | Saint Kitts and Nevis               |
| <input type="checkbox"/> | East Timor<br>(see Timor-Leste) | <input type="checkbox"/> | Libya                   | <input type="checkbox"/> | Saint Lucia                         |
| <input type="checkbox"/> | Ecuador                         | <input type="checkbox"/> | Liechtenstein           | <input type="checkbox"/> | Saint Vincent and the<br>Grenadines |
| <input type="checkbox"/> | Egypt                           | <input type="checkbox"/> | Lithuania               | <input type="checkbox"/> | Samoa                               |
| <input type="checkbox"/> | El Salvador                     | <input type="checkbox"/> | Luxembourg              | <input type="checkbox"/> | San Marino                          |
| <input type="checkbox"/> | Equatorial Guinea               | <input type="checkbox"/> | Macau                   | <input type="checkbox"/> | Sao Tome and Principe               |
| <input type="checkbox"/> | Eritrea                         | <input type="checkbox"/> | Macedonia               | <input type="checkbox"/> | Saudi Arabia                        |
| <input type="checkbox"/> | Estonia                         | <input type="checkbox"/> | Madagascar              | <input type="checkbox"/> | Senegal                             |
| <input type="checkbox"/> | Ethiopia                        | <input type="checkbox"/> | Malawi                  | <input type="checkbox"/> | Serbia                              |
| <input type="checkbox"/> | Fiji                            | <input type="checkbox"/> | Malaysia                | <input type="checkbox"/> | Seychelles                          |
| <input type="checkbox"/> | Finland                         | <input type="checkbox"/> | Maldives                | <input type="checkbox"/> | Sierra Leone                        |
| <input type="checkbox"/> | France                          | <input type="checkbox"/> | Mali                    | <input type="checkbox"/> | Sierra Leone                        |
| <input type="checkbox"/> | Gabon                           | <input type="checkbox"/> | Malta                   | <input type="checkbox"/> | Singapore                           |
| <input type="checkbox"/> | Gambia, The                     | <input type="checkbox"/> | Marshall Islands        | <input type="checkbox"/> | Sint Maarten                        |
| <input type="checkbox"/> | Georgia                         | <input type="checkbox"/> | Mauritania              | <input type="checkbox"/> | Slovakia                            |
| <input type="checkbox"/> | Germany                         | <input type="checkbox"/> | Mauritius               | <input type="checkbox"/> | Slovenia                            |
| <input type="checkbox"/> | Ghana                           | <input type="checkbox"/> | Mexico                  | <input type="checkbox"/> | Solomon Islands                     |
| <input type="checkbox"/> | Greece                          | <input type="checkbox"/> | Micronesia              | <input type="checkbox"/> | Somalia                             |
| <input type="checkbox"/> | Grenada                         | <input type="checkbox"/> | Moldova                 | <input type="checkbox"/> | South Africa                        |
| <input type="checkbox"/> | Guatemala                       | <input type="checkbox"/> | Monaco                  | <input type="checkbox"/> | South Korea                         |
| <input type="checkbox"/> | Guinea                          | <input type="checkbox"/> | Mongolia                | <input type="checkbox"/> | South Sudan                         |
| <input type="checkbox"/> | Guinea-Bissau                   | <input type="checkbox"/> | Montenegro              | <input type="checkbox"/> | Spain                               |
| <input type="checkbox"/> | Guyana                          | <input type="checkbox"/> | Morocco                 | <input type="checkbox"/> | Sri Lanka                           |
| <input type="checkbox"/> | Haiti                           | <input type="checkbox"/> | Mozambique              | <input type="checkbox"/> | Sudan                               |
| <input type="checkbox"/> | Holy See                        | <input type="checkbox"/> | Namibia                 | <input type="checkbox"/> | Suriname                            |
| <input type="checkbox"/> | Honduras                        | <input type="checkbox"/> | Nauru                   | <input type="checkbox"/> | Swaziland                           |
| <input type="checkbox"/> | Hong Kong                       | <input type="checkbox"/> | Nepal                   | <input type="checkbox"/> | Sweden                              |
| <input type="checkbox"/> | Hungary                         | <input type="checkbox"/> | Netherlands             | <input type="checkbox"/> | Switzerland                         |
| <input type="checkbox"/> | Iceland                         | <input type="checkbox"/> | New Zealand             | <input type="checkbox"/> | Syria                               |
| <input type="checkbox"/> | India                           | <input type="checkbox"/> | Nicaragua               | <input type="checkbox"/> | Taiwan                              |
| <input type="checkbox"/> | Indonesia                       | <input type="checkbox"/> | Niger                   | <input type="checkbox"/> | Tajikistan                          |
| <input type="checkbox"/> | Iran                            | <input type="checkbox"/> | Nigeria                 | <input type="checkbox"/> | Tanzania                            |
| <input type="checkbox"/> | Iraq                            | <input type="checkbox"/> | North Korea             | <input type="checkbox"/> | Thailand                            |
| <input type="checkbox"/> | Ireland                         | <input type="checkbox"/> | Norway                  | <input type="checkbox"/> | Timor-Leste                         |
| <input type="checkbox"/> | Israel                          | <input type="checkbox"/> | Oman                    | <input type="checkbox"/> | Togo                                |
| <input type="checkbox"/> | Italy                           | <input type="checkbox"/> | Pakistan                | <input type="checkbox"/> | Tonga                               |
| <input type="checkbox"/> | Jamaica                         | <input type="checkbox"/> | Palau                   | <input type="checkbox"/> | Trinidad and Tobago                 |
| <input type="checkbox"/> | Japan                           | <input type="checkbox"/> | Palestinian Territories | <input type="checkbox"/> | Tunisia                             |
|                          |                                 |                          |                         | <input type="checkbox"/> | Turkey                              |



- |   |   |                                    |
|---|---|------------------------------------|
| <input type="checkbox"/> Turkmenistan         | <input type="checkbox"/> United Kingdom | <input type="checkbox"/> Venezuela |
| <input type="checkbox"/> Tuvalu               | <input type="checkbox"/> United States  | <input type="checkbox"/> Vietnam   |
| <input type="checkbox"/> Uganda               | <input type="checkbox"/> Uruguay        | <input type="checkbox"/> Yemen     |
| <input type="checkbox"/> Ukraine              | <input type="checkbox"/> Uzbekistan     | <input type="checkbox"/> Zambia    |
| <input type="checkbox"/> United Arab Emirates | <input type="checkbox"/> Vanuatu        | <input type="checkbox"/> Zimbabwe  |

**Criterion #1: Complete TAG Registration and be a TAG Member in Good Standing**

*Applicable to: All participating companies*

To achieve the Certified Against Piracy 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 seeking the Certified Against Piracy Seal must also have active TAG memberships that include participation in the Certified Against Piracy Program, have a valid TAG membership agreement in place, and be current on payment for all TAG membership fees.

Response: \_\_\_\_\_

Required supporting documentation:

- TAG-ID
- Verified by TAG Date (i.e., date TAG-ID was assigned to company)

**Criterion #2: Have a Designated TAG Compliance Officer**

*Applicable to: All participating companies*

To achieve the Certified Against Piracy Seal, any participating company must have designated a qualified TAG Compliance Officer.

Response: \_\_\_\_\_

Required supporting documentation:

- Name of the designated TAG Compliance Officer
- Dates of all trainings completed by the designated TAG Compliance Officer during the past 12 months.

**Criterion #3: Attend a Certified Against Piracy Training**

*Applicable to: Designated TAG Compliance Officers at all participating companies*

In order to achieve the Certified Against Piracy Seal, any participating company’s designated TAG Compliance Officer is encouraged to attend the first training available after a company is enrolled in the Certified Against Piracy Program and must complete training in order for the company to achieve the Certified Against Piracy Seal. Training must be renewed on an annual basis in order for a company to maintain its Certified Against Piracy Seal from year to year.

Response: \_\_\_\_\_

Required supporting documentation:

- Name of the designated TAG Compliance Officer

- Dates of all trainings completed by the designated TAG Compliance Officer during the past 12 months.

**Criterion #4: Comply with the TAG Anti-Piracy Pledge**

*Applicable to: All Direct Buyers*

In order to achieve the Certified Against Piracy Seal, Direct Buyers must operationalize and comply with the TAG Anti-Piracy Pledge.

The TAG Anti-Piracy Pledge represents advertisers and agencies commitment to take commercially reasonable steps to minimize the inadvertent placement of digital advertising on websites or other media properties that have an undesired risk of being associated with the unauthorized dissemination of materials protected by the copyright laws and/or illegal dissemination of counterfeit goods.

The pledge should be fulfilled in a manner consistent with the Core Criteria for Effective Digital Advertising Assurance, which may include:

- directly employing the services of validated Digital Advertising Assurance Providers;
- directly employing advertising placement services that carry the TAG Certified Against Piracy logo; and/or
- placing online advertisements through Advertising Agencies that do business exclusively with advertising placement services that carry the TAG Certified Against Piracy logo.

TAG, as well as advertisers and agencies taking the pledge, recognize that, despite these efforts, some digital advertising may nonetheless appear on such websites or other digital properties. In undertaking this pledge, advertisers and agencies do not create legal liability for any such inadvertent advertising.

Response: \_\_\_\_\_

Required supporting documentation:

- Copy of signed TAG Anti-Piracy Pledge

**Criterion #5: Comply with at least one of the five Core Criteria for Effective Digital Advertising Assurance**

*Applicable to: Self-Attested DAAPs, Validated DAAPs*

In order to achieve the Certified Against Piracy Seal, Self-Attested DAAPs and Validated DAAPs must meet all of the elements in one or more of the five [Core Criteria for Effective Digital Advertising Assurance](#). Please select to Core Criteria that your company meets from the list below.

**Core Criteria #1 - Identify Ad-Risk Entities**

*Applicable to: All Validated DAAPs and Self-Attested DAAPs*

As defined in the *Core Criteria for Effective Digital Advertising Assurance*, an Ad Risk Entity (ARE) is a website or other media property that has a discernible risk of being associated with unauthorized dissemination of materials protected by the copyright laws and/or illegal dissemination of counterfeit goods.

- A DAAP should assess whether entities are AREs;

- A DAAP should provide tools to help advertisers and/or their agencies decide the extent to which they wish to limit or restrict the display of their advertisements on entities deemed to be AREs in (IV)(1)(a); and
- A DAAP should have an objective review and evaluation process for claims from entities of erroneous designation or scoring or determination of those entities as AREs in (IV)(1)(a).

Response: \_\_\_\_\_

Required supporting documentation:

- Examples or reports of the effectiveness of this technology
- Examples of tools to help advertisers and/or their agencies
- Overview of the process for claims from entities of erroneous designation or scoring or determination of those entities as AREs.

### *Core Criteria #2 – Prevent Advertisements on Undesired AREs*

*Applicable to: All Validated DAAPs and Self-Attested DAAPs*

- A DAAP should restrict or enable the restriction of the display of advertisements on undesired AREs in accordance with the direction of an advertiser and/or its agency as set forth in (IV)(1)(b) (“Undesired AREs”); and
- A DAAP should provide or enable the provision of real-time solutions as a means to effectively prevent advertisements on Undesired AREs.

Response: \_\_\_\_\_

Required supporting documentation:

- Examples or reports of the effectiveness of this technology

### *Core Criteria #3 – Detect, Prevent, or Disrupt Fraudulent or Deceptive Transactions*

*Applicable to: All Validated DAAPs and Self-Attested DAAPs*

- A DAAP should have protocols and capabilities to detect, prevent, or disrupt advertising placements on Undesired AREs that are transacted fraudulently or deceptively (e.g., through the use of intermediary sites or other means to disguise the ARE’s identity or purpose);
- In the event that a DAAP identifies the use of intermediary sites or other means as set forth in (IV) (5)(a), a DAAP should have protocols and capabilities to prevent further advertisement exposure through such means; and
- A DAAP should have an objective review and evaluation process for claims from entities of erroneous determination of fraudulent or deceptive transactions in (IV)(5)(a).

Response: \_\_\_\_\_

Required supporting documentation:

- Overview of the protocols or reports of the effectiveness of these protocols.
- Overview of the process for claims from entities of erroneous determination of fraudulent or deceptive transactions

*Core Criteria #4 – Monitor and Assess Advertisement Placement Compliance*

*Applicable to: All Validated DAAPs and Self-Attested DAAPs*

- A DAAP should detect and report on advertisements on AREs that may not be in compliance with advertiser/agency instructions, thus enabling advertisers and agencies to implement remedial action.

*Response:* \_\_\_\_\_

Required supporting documentation:

- Examples of such reports and an overview of the detection process.

*Core Criteria #5 – Eliminate Payments to Undesired AREs*

*Applicable to: All Validated DAAPs and Self-Attested DAAPs*

- A DAAP should have technology and protocols in place that prevent or enable the prevention of payments resulting from advertisements displayed on Undesired AREs; and
- In the event payment has been made to Undesired AREs, a DAAP should have technology and protocols in place that enable the reversal or reclamation of such payment.

*Response:* \_\_\_\_\_

Required supporting documentation:

- Overview of the protocols and examples of the technology in practice or reports of the effectiveness of this technology

*Criterion #6: Employ Pirate Mobile App Filtering*

*Applicable to: All Direct Buyers, Validated DAAPs and Self-Attested DAAPs*

To achieve the Certified Against Piracy Seal, Direct Buyers, Self-Attested DAAPs and Validated DAAPs must employ pirate mobile app filtering for all advertising displayed in a mobile app environment.

*Response:* \_\_\_\_\_

Required supporting documentation:

- N/A

*Criterion #7: Attest to Owning the Rights to all Content on Owned and/or Operated Media Properties*

*Applicable to: All Category 1 Publishers*

In order to achieve the Certified Against Piracy Seal, Category 1 Publishers must provide TAG with an attestation on company letterhead from a Business Executive that they own the rights to all content appearing on their owned and/or operated media properties.

Response: \_\_\_\_\_

Required supporting documentation:

- An attestation on company letterhead from a Business Executive that they own the rights to all content appearing on their owned and/or operated media properties.

**Criterion #8: Attest to Owning or Licensing the Rights to all Content on Owned and/or Operated Media Properties**

Applicable to: All Category 2 Publishers

In order to achieve the Certified Against Piracy Seal, Category 2 Publishers must provide TAG with an attestation on company letterhead from a Business Executive that they own or have licensed the rights to all content appearing on their owned and/or operated media properties.

Response: \_\_\_\_\_

Required supporting documentation:

- An attestation on company letterhead from a Business Executive that they own or have licensed the rights to all content appearing on their owned and/or operated media properties.

**Criterion #9: Employ Commercially Available Means to Ensure that Owned and/or Operated Media Properties do not Host nor Stream Infringing Content**

Applicable to: All Category 3 Publishers

In order to achieve the Certified Against Piracy Seal, Category 3 Publishers must show that they employ commercially available means to ensure that their owned and/or operated media properties do not host nor stream infringing content.

Response: \_\_\_\_\_

Required supporting documentation:

- Evidence of properly implemented commercially available means to ensure that owned and/or operated media properties do not host nor stream infringing content.

**Criterion #10: Ensure that Owned and/or Operated Media Properties do not Block nor Unduly Restrict or Disrupt the Use of Anti-Piracy Software**

Applicable to: All Publishers (Categories 1, 2 and 3)

In order to achieve the Certified Against Piracy Seal, Publishers – including Category 1, Category 2 and Category 3 Publishers – must show that their owned and/or operated media properties do not block nor unduly restrict or disrupt the use of anti-piracy software.

Response: \_\_\_\_\_

Required supporting documentation:

- Evidence of properly implemented means to ensure that owned and/or operated media properties do not block nor unduly restrict or disrupt the use of anti-piracy software.

# Inventory Quality Guidelines (IQG) Certified Program

\_\_\_\_\_ (name of Company) falls into the following categories of covered parties, as outlined in the TAG IQG Guidelines 2.2 (section 3):

- Buyer (direct and indirect)
- Seller (direct and indirect)

## Geographic Applicability

Please clarify the geographic areas in which you are applying for the TAG Certified Against Fraud Seal.

- If you are applying to certify your **global operations**, please check off “certifying global operations.”
- If you are applying to certify your **operations by geographic region**, please check off “certifying operations by region,” and check off the specific regions that are relevant.
- If you are applying to certify your **operations by country**, please check off “certifying operations by country,” and check off the specific countries that are relevant.

**Certifying Global Operations**

**Certifying Operations by Region**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Africa          | <input type="checkbox"/> Europe        | <input type="checkbox"/> Oceania       |
| <input type="checkbox"/> Asia-Pacific    | <input type="checkbox"/> Middle East   | <input type="checkbox"/> Russia        |
| <input type="checkbox"/> Central America | <input type="checkbox"/> North America | <input type="checkbox"/> South America |

**Certifying Operations by Country**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Afghanistan         | <input type="checkbox"/> Bolivia                  | <input type="checkbox"/> Congo, Republic of the |
| <input type="checkbox"/> Albania             | <input type="checkbox"/> Bosnia and Herzegovina   | <input type="checkbox"/> Costa Rica             |
| <input type="checkbox"/> Algeria             | <input type="checkbox"/> Botswana                 | <input type="checkbox"/> Cote d'Ivoire          |
| <input type="checkbox"/> Andorra             | <input type="checkbox"/> Brazil                   | <input type="checkbox"/> Croatia                |
| <input type="checkbox"/> Angola              | <input type="checkbox"/> Brunei                   | <input type="checkbox"/> Cuba                   |
| <input type="checkbox"/> Antigua and Barbuda | <input type="checkbox"/> Bulgaria                 | <input type="checkbox"/> Curacao                |
| <input type="checkbox"/> Argentina           | <input type="checkbox"/> Burkina Faso             | <input type="checkbox"/> Cyprus                 |
| <input type="checkbox"/> Armenia             | <input type="checkbox"/> Burma                    | <input type="checkbox"/> Czechia                |
| <input type="checkbox"/> Aruba               | <input type="checkbox"/> Burundi                  | <input type="checkbox"/> Denmark                |
| <input type="checkbox"/> Australia           | <input type="checkbox"/> Cambodia                 | <input type="checkbox"/> Djibouti               |
| <input type="checkbox"/> Austria             | <input type="checkbox"/> Cameroon                 | <input type="checkbox"/> Dominica               |
| <input type="checkbox"/> Azerbaijan          | <input type="checkbox"/> Canada                   | <input type="checkbox"/> Dominican Republic     |
| <input type="checkbox"/> Bahamas, The        | <input type="checkbox"/> Cabo Verde               | <input type="checkbox"/> East Timor             |
| <input type="checkbox"/> Bahrain             | <input type="checkbox"/> Central African Republic | <input type="checkbox"/> (see Timor-Leste)      |
| <input type="checkbox"/> Bangladesh          | <input type="checkbox"/> Chad                     | <input type="checkbox"/> Ecuador                |
| <input type="checkbox"/> Barbados            | <input type="checkbox"/> Chile                    | <input type="checkbox"/> Egypt                  |
| <input type="checkbox"/> Belarus             | <input type="checkbox"/> China                    | <input type="checkbox"/> El Salvador            |
| <input type="checkbox"/> Belgium             | <input type="checkbox"/> Colombia                 | <input type="checkbox"/> Equatorial Guinea      |
| <input type="checkbox"/> Belize              | <input type="checkbox"/> Comoros                  | <input type="checkbox"/> Eritrea                |
| <input type="checkbox"/> Benin               | <input type="checkbox"/> Congo, Democratic        | <input type="checkbox"/> Estonia                |
| <input type="checkbox"/> Bhutan              | <input type="checkbox"/> Republic of the          | <input type="checkbox"/> Ethiopia               |

- |                          |               |                          |                                     |                          |                      |
|--------------------------|---------------|--------------------------|-------------------------------------|--------------------------|----------------------|
| <input type="checkbox"/> | Fiji          | <input type="checkbox"/> | Malawi                              | <input type="checkbox"/> | Saudi Arabia         |
| <input type="checkbox"/> | Finland       | <input type="checkbox"/> | Malaysia                            | <input type="checkbox"/> | Senegal              |
| <input type="checkbox"/> | France        | <input type="checkbox"/> | Maldives                            | <input type="checkbox"/> | Serbia               |
| <input type="checkbox"/> | Gabon         | <input type="checkbox"/> | Mali                                | <input type="checkbox"/> | Seychelles           |
| <input type="checkbox"/> | Gambia, The   | <input type="checkbox"/> | Malta                               | <input type="checkbox"/> | Sierra Leone         |
| <input type="checkbox"/> | Georgia       | <input type="checkbox"/> | Marshall Islands                    | <input type="checkbox"/> | Singapore            |
| <input type="checkbox"/> | Germany       | <input type="checkbox"/> | Mauritania                          | <input type="checkbox"/> | Sint Maarten         |
| <input type="checkbox"/> | Ghana         | <input type="checkbox"/> | Mauritius                           | <input type="checkbox"/> | Slovakia             |
| <input type="checkbox"/> | Greece        | <input type="checkbox"/> | Mexico                              | <input type="checkbox"/> | Slovenia             |
| <input type="checkbox"/> | Grenada       | <input type="checkbox"/> | Micronesia                          | <input type="checkbox"/> | Solomon Islands      |
| <input type="checkbox"/> | Guatemala     | <input type="checkbox"/> | Moldova                             | <input type="checkbox"/> | Somalia              |
| <input type="checkbox"/> | Guinea        | <input type="checkbox"/> | Monaco                              | <input type="checkbox"/> | South Africa         |
| <input type="checkbox"/> | Guinea-Bissau | <input type="checkbox"/> | Mongolia                            | <input type="checkbox"/> | South Korea          |
| <input type="checkbox"/> | Guyana        | <input type="checkbox"/> | Montenegro                          | <input type="checkbox"/> | South Sudan          |
| <input type="checkbox"/> | Haiti         | <input type="checkbox"/> | Morocco                             | <input type="checkbox"/> | Spain                |
| <input type="checkbox"/> | Holy See      | <input type="checkbox"/> | Mozambique                          | <input type="checkbox"/> | Sri Lanka            |
| <input type="checkbox"/> | Honduras      | <input type="checkbox"/> | Namibia                             | <input type="checkbox"/> | Sudan                |
| <input type="checkbox"/> | Hong Kong     | <input type="checkbox"/> | Nauru                               | <input type="checkbox"/> | Suriname             |
| <input type="checkbox"/> | Hungary       | <input type="checkbox"/> | Nepal                               | <input type="checkbox"/> | Swaziland            |
| <input type="checkbox"/> | Iceland       | <input type="checkbox"/> | Netherlands                         | <input type="checkbox"/> | Sweden               |
| <input type="checkbox"/> | India         | <input type="checkbox"/> | New Zealand                         | <input type="checkbox"/> | Switzerland          |
| <input type="checkbox"/> | Indonesia     | <input type="checkbox"/> | Nicaragua                           | <input type="checkbox"/> | Syria                |
| <input type="checkbox"/> | Iran          | <input type="checkbox"/> | Niger                               | <input type="checkbox"/> | Taiwan               |
| <input type="checkbox"/> | Iraq          | <input type="checkbox"/> | Nigeria                             | <input type="checkbox"/> | Tajikistan           |
| <input type="checkbox"/> | Ireland       | <input type="checkbox"/> | North Korea                         | <input type="checkbox"/> | Tanzania             |
| <input type="checkbox"/> | Israel        | <input type="checkbox"/> | Norway                              | <input type="checkbox"/> | Thailand             |
| <input type="checkbox"/> | Italy         | <input type="checkbox"/> | Oman                                | <input type="checkbox"/> | Timor-Leste          |
| <input type="checkbox"/> | Jamaica       | <input type="checkbox"/> | Pakistan                            | <input type="checkbox"/> | Togo                 |
| <input type="checkbox"/> | Japan         | <input type="checkbox"/> | Palau                               | <input type="checkbox"/> | Tonga                |
| <input type="checkbox"/> | Jordan        | <input type="checkbox"/> | Palestinian Territories             | <input type="checkbox"/> | Trinidad and Tobago  |
| <input type="checkbox"/> | Kazakhstan    | <input type="checkbox"/> | Panama                              | <input type="checkbox"/> | Tunisia              |
| <input type="checkbox"/> | Kenya         | <input type="checkbox"/> | Papua New Guinea                    | <input type="checkbox"/> | Turkey               |
| <input type="checkbox"/> | Kiribati      | <input type="checkbox"/> | Paraguay                            | <input type="checkbox"/> | Turkmenistan         |
| <input type="checkbox"/> | Kosovo        | <input type="checkbox"/> | Peru                                | <input type="checkbox"/> | Tuvalu               |
| <input type="checkbox"/> | Kuwait        | <input type="checkbox"/> | Philippines                         | <input type="checkbox"/> | Uganda               |
| <input type="checkbox"/> | Kyrgyzstan    | <input type="checkbox"/> | Poland                              | <input type="checkbox"/> | Ukraine              |
| <input type="checkbox"/> | Laos          | <input type="checkbox"/> | Portugal                            | <input type="checkbox"/> | United Arab Emirates |
| <input type="checkbox"/> | Latvia        | <input type="checkbox"/> | Qatar                               | <input type="checkbox"/> | United Kingdom       |
| <input type="checkbox"/> | Lebanon       | <input type="checkbox"/> | Romania                             | <input type="checkbox"/> | United States        |
| <input type="checkbox"/> | Lesotho       | <input type="checkbox"/> | Russia                              | <input type="checkbox"/> | Uruguay              |
| <input type="checkbox"/> | Liberia       | <input type="checkbox"/> | Rwanda                              | <input type="checkbox"/> | Uzbekistan           |
| <input type="checkbox"/> | Libya         | <input type="checkbox"/> | Saint Kitts and Nevis               | <input type="checkbox"/> | Vanuatu              |
| <input type="checkbox"/> | Liechtenstein | <input type="checkbox"/> | Saint Lucia                         | <input type="checkbox"/> | Venezuela            |
| <input type="checkbox"/> | Lithuania     | <input type="checkbox"/> | Saint Vincent and the<br>Grenadines | <input type="checkbox"/> | Vietnam              |
| <input type="checkbox"/> | Luxembourg    | <input type="checkbox"/> | Samoa                               | <input type="checkbox"/> | Yemen                |
| <input type="checkbox"/> | Macau         | <input type="checkbox"/> | San Marino                          | <input type="checkbox"/> | Zambia               |
| <input type="checkbox"/> | Macedonia     | <input type="checkbox"/> | Sao Tome and Principe               | <input type="checkbox"/> | Zimbabwe             |
| <input type="checkbox"/> | Madagascar    |                          |                                     |                          |                      |

## *Required Documentation*

Please attach completed version of the following documents:

- Description of Methodology (DOM)
- Internal Audit Report or Independent Validation Report