



TAG Compliance Officer Role

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What is a TAG Compliance Officer?

The Trustworthy Accountability Group (TAG) is the leading global certification program fighting criminal activity and increasing trust in the digital advertising industry. TAG's mission is to eliminate fraudulent traffic, combat malware, prevent Internet piracy, and promote greater transparency in digital advertising.

To ensure that TAG Registered companies are compliant with the requirements of TAG certification programs, tools and other offerings, each company is required to designate a qualified TAG Compliance Officer. The TAG Compliance Officer serves as the primary point of contact for the company's engagement with all TAG programs, including:



Verified by TAG



Certified Against Piracy



Certified Against Fraud



IQG Certified



Certified Against Malware

Duties of a TAG Compliance Officer

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

Minimum Qualifications to Serve as a TAG Compliance Officer

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

A TAG Compliance Officer does not need to hold a particular title or job description within the organization, as long as that individual has independence from sales and marketing functions.