Implementation Guidelines for companies seeking the "Certified Against Piracy" Seal

TAG's 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. The Certified Against Piracy Program is open to participation by companies across the digital advertising ecosystem who want to show that they are in compliance with the TAG Core Criteria for Effective Digital Advertising Assurance. Requirements to achieve the TAG "Certified Against Piracy" Seal differ according to a company's role in the supply chain.

Paths to Achieve the "Certified Against Piracy" Seal

- **Advertisers and agencies** have a direct interest in protecting their brands by ensuring that their ads do not show up against counterfeit, pirated or otherwise illegitimate properties. They also have the simplest path to achieving the "Certified Against Piracy" seal as an **Anti-Piracy Pledge**. To do so, a company must take the TAG Anti-Piracy Pledge and then show that it complies with the TAG Core Criteria for Effective Digital Advertising Assurance, usually by showing evidence of vendor relationships that meet each requirement.

- **Ad Tech Intermediaries** (DSP; exchange; tech platform with ad serving capability) with sophisticated tools and technologies in place to provide anti-piracy services on their own platforms (i.e. in-house) should apply for the "Certified Against Piracy" seal as **Self-Attested DAAPs** (Digital Advertising Assurance Providers**).** To do so, a company must provide evidence to TAG that it complies with at least one of the five TAG Core Criteria for Effective Digital Advertising Assurance.

- **Anti-Piracy Vendors** (companies specializing in anti-piracy/filtering services for outside clients) should appy for the "Certified Against Piracy" Sea to become **Validated DAAPs** (Digital Advertising Assurance Providers). To do so, a company must provide evidence to an authorized, independent, outside third party Validator (Ernst & Young, BPA Worldwide or AAM) that it complies with at least one of the five TAG Core Criteria for Effective Digital Advertising Assurance, which the Validator then confirms to TAG. (Please note that self-attestation is NOT an option for Anti-Piracy Vendors.)

Steps to obtain the "Certified Against Piracy" Seal

Entities that wish to receive a TAG "Certified Against Piracy" Seal should follow procedures set forth below:

1. Before a company can participate in any TAG certification programs, it must first be "TAG Registered." If your company has not already completed this first step, please begin the process by submitting a Registration application on the TAG website here.

   As part of the registration process, you will be asked to identify an employee as the designated TAG Compliance Officer who will be the primary point of contact for your company's participation in the "Certified Against Piracy" Program, as well as any other TAG certification programs in which you participate.

   There is an annual fee associated with becoming "TAG Registered," which may be paid individually upon completing the registration process, or as a part of your company's broader TAG membership package.

2. Your designated TAG Compliance Officer (and any other member of his/her team) must attend a "Certified Against Piracy" training at least once a year. Please see the [TAG Calendar](#) for the training schedule and RSVP at info@tagtoday.net to receive more information about the training session.

3. Once your company applies for TAG Registration, it can begin the process of becoming "Certified Against Piracy" concurrently. Your designated TAG Compliance Officer should contact TAG to begin that certification process. TAG will then provide your TAG Compliance Officer with additional information on the "Certified Against Piracy" Program, including the appropriate compliance guidance for your business model:

   - Compliance Officer Role Description
   - Compliance Training Program Overview
   - TAG Core Criteria for Effective Digital Advertising Assurance
   - TAG Anti-Piracy Pledge
   - Certified Against Piracy Self-Attestation Checklist for Anti-Piracy Pledges
   - Certified Against Piracy Self-Attestation Checklist for Self-Attested DAAPs
   - Certified Against Piracy Independent Validation Report

4. At this point, the process of coming into compliance and achieving the "Certified Against Piracy" Seal differs depending on a company's business model:

   - Companies wishing to apply for the Certified Against Piracy" Seal as an **Anti-Piracy Pledge** should start by taking TAG's Anti-Piracy Pledge to indicate that they are taking all commercially reasonable steps to minimize the inadvertent placement of digital advertising on illegal websites or other media properties. It is as easy as sending an email to info@tagtoday.net to indicate your intention to take the Pledge.

   - Companies wishing to apply to for the "Certified Against Piracy" Seal as a **Validated DAAP** may choose to work with [any of the authorized Validators](#) listed on TAG's website and should contact the chosen Validator directly to begin the independent validation process. That Validator will outline its full audit process for your company, which must be performed annually.

   - Companies wishing to apply to for the "Certified Against Piracy" Seal as a **Self-Attested DAAP** should decide on which of the Core Criteria for Effective Digital Advertising Assurance it wants to attest to compliance. Companies can choose to attest to just one, several, or all five of the Core Criteria.

5. Regardless of business model, companies should then work to come into full compliance with the relevant requirements to achieve the "Certified Against Piracy" Seal.

   - Requirements for achieving compliance as an **Anti-Piracy Pledge** are described in the Certified Against Piracy Self-Attestation Checklist for Anti-Piracy Pledges.

   - Requirements for achieving compliance as an **Self-Attested DAAP** are described in the Certified Against Piracy Self-Attestation Checklist for Self-Attested DAAPs.

   - Requirements for achieving compliance as a **Validated DAAP** will be outlined by the company's chosen Validator in the Certified Against Piracy Independent Validation Report.

6. Once a company believes that it has come into full compliance with the relevant requirements to achieve the "Certified Against Piracy" Seal, it must submit the necessary documentation to TAG for review.

Anti-Piracy Pledges should submit a Certified Against Piracy Self-Attestation Checklist for Anti-Piracy Pledges, indicating which DAAPs and/or "Certified Against Piracy" placement services or agencies they are using to achieve compliance.

- **Self-Attested DAAPs** should submit a completed Certified Against Piracy Self-Attestation Checklist for Self-Attested DAAPs.

- **Validated DAAPs** should notify TAG as to the Validator who will be providing documentation of the company's compliance. That validator provide a Certified Against Piracy Independent Validation Report to TAG directly, including detailed information about the specific Core Criterion(a) for which your company has been approved.

Please note that companies can apply to receive the "Certified Against Piracy" Seal for the first time at any point during the year. However, renewal of a company's certification must occur during the specified renewal period described below.

7. Following receipt of the executed Membership agreement and associated fees, TAG will provide your company the TAG "Certified Against Piracy" Seal assets, along with TAG brand guidelines for reasonable and adequate use of that Seal.

8. TAG will also add the name of your company to the list of participants in the Certified Against Piracy Program (as an Anti-Piracy Pledge, a Self-Attested DAAP, or a Validated DAAP) on its website here.

9. The Certified Against Piracy Program is an annual certification program and a company's status as "Certified Against Piracy" must be renewed annually. To apply for renewal, companies must submit the necessary renewal documentation no later than January 31st.

- **Anti-Piracy Pledges** should submit an updated Certified Against Piracy Self-Attestation Checklist for Anti-Piracy Pledges.

- **Self-Attested DAAPs** should submit an updated Certified Against Piracy Self-Attestation Checklist for Self-Attested DAAPs.

- **Validated DAAPs** should work with their chosen Validator, which must evaluate a company at least annually in order to attest to its continued effectiveness as a Validated DAAP. That Validator should provide an updated Certified Against Piracy Independent Validation Report to TAG directly, including detailed information about the specific Core Criteria for which a company has been approved.

If your company continues to meet all requirements, and has renewed the associated annual fees (described above), TAG will confirm renewal of its "Certified Against Piracy" Seal no later than March 1st.

Optional: Streamlined Onboarding for Validated DAAP Clients

While only TAG can award the "Certified Against Piracy" Seal, Validated DAAPs have the option to work with TAG in setting up a streamlined process for its clients to complete TAG Registration and receive the seal.

1. Once your company has been approved as a Validated DAAP, you should contact TAG to set up a streamlined process for your client to get on-boarded with TAG.

2. After your company has discussed a process with TAG, you can begin filling out the TAG Registration Application for each client wishing to achieve the "Certified Against Piracy" Seal.

3. Either before or immediately after filling out the TAG Registration application for a client, you should provide TAG with a list of your clients wishing to receive the "Certified Against Piracy" Seal. TAG will then flag your client list with the TAG Registration Manager in order to expedite verification of those registration applications.

4. TAG will notify your company when one of its client's TAG Registration applications is approved, in addition to providing the approval notice to that client directly.

5. Your client must then provide TAG with documentation that the client has met the requirements for the "Certified Against Piracy" Seal (i.e., employing your services as a Validated DAAP, etc.)

6. After receiving and reviewing the necessary documentation and receiving the associated fees, TAG will provide the "Certified Against Piracy" Seal assets to the client.

7. Your company must inform TAG immediately if the relationship with a client is terminated so that TAG can follow up directly with client to discuss whether it still meets the requirements of the "Certified Against Piracy" Seal Program in another way.

Still Have Questions?

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