Implementation Guidelines for Entities Using Validated Digital Advertising Assurance Provider Services

Why Work with a Validated Digital Advertising Assurance Provider (DAAP)?

TAG has launched its Brand Integrity Program Against Piracy (Anti-Piracy Program) to help advertisers and ad agencies avoid damage to their brands from ad placement on websites and other media properties that facilitate the distribution of pirated content and counterfeit products. This voluntary initiative will help marketers identify sites that present an unacceptable risk of misappropriating copyrighted content and selling counterfeit goods, and it will help them remove those sites from their advertising distribution chain.

TAG offers advertisers and agencies several ways to earn the TAG "Certified Against Piracy" Seal. One of those options is to directly employing the services of Validated Digital Advertising Assurance Providers (DAAPs). TAG works with authorized independent third-party validators to certify advertising technology companies as Validated DAAPs. To be validated as a DAAP, companies must show they can provide other advertising companies with tools to limit their exposure to undesirable websites or other properties by effectively meeting one or more criteria.

Steps for Entities working with a Validated DAAP

Entities that use the services of a validated DAAP may apply directly to TAG for use of the TAG "Certified Against Piracy" Seal or apply via the validated DAAP whose services the entity is using.

Application via a Validated DAAP
Entities that wish to receive a TAG "Certified Against Piracy" Seal by applying via the validated DAAP whose services the entity is using should follow procedures set forth below.

1. Advertisers and agencies should take the Pledge demonstrating their commitment to take all reasonable steps to prevent their ads from showing on pirated or infringing websites. Please review and take the Pledge.

2. Entities should register with TAG and submit the registration fee of $10,000. To begin the registration process, please visit Registration.

3. Validated DAAPs have standard processes and forms for implementation, and are authorized to provide the TAG "Certified Against Piracy" Seal to validated entities, and to collect the $10,000 fee from the validated entity for the use of the TAG "Certified Against Piracy" Seal on TAG's behalf.

4. Following receipt of the seal fee, the Validated DAAP is authorized to provide the TAG "Certified Against Piracy" Seal assets for use solely by the company.

Direct Application to TAG
Entities that wish to receive a TAG "Certified Against Piracy" Seal by applying directly to TAG should follow procedures set forth below.

1. Advertisers and agencies should take the Pledge demonstrating their commitment to take all reasonable steps to prevent their ads from showing on pirated or infringing websites. To review and take the Pledge.

2. Entities should register with TAG and submit the registration fee of $10,000. To begin the registration process, please visit Registration.

3. TAG will verify the entity's relationship with the Validated DAAP.

4. Entity should submit to TAG a payment of the $10,000 fee for use of the TAG "Certified Against Piracy" Seal.

Still Have Questions?

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