Implementation Guidelines to become a Self-Attested Digital Advertising Assurance Provider

What is a Self-Attested 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. Under the Program, TAG works with authorized independent third-party validators to certify advertising technology companies as Digital Advertising Assurance Providers. The Self-Attestation Program allows such entities to attest to compliance with one or more of the Core Criteria and to receive from TAG a Validation Mark signifying the entity as a Self-Attesting DAAP.

Steps to Become a Self-Attested DAAP

Entities that wish to receive a TAG "Certified Against Piracy" Seal as a Self-Attesting DAAP should follow procedures set forth below.

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

2. Entity should fill out the TAG the Self-Attestation Checklist and supporting materials for the Core Criteria for which the Self-Attesting DAAP is seeking to be recognized.

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

3. Once TAG has approved the submitted Self-Attestation Checklist and supporting materials, the entity should submit a payment of the $10,000 fee for use of the TAG "Certified Against Piracy" Seal.

4. Following receipt of the seal fee, TAG will provide the entity the TAG "Certified Against Piracy" Seal assets for use solely by that entity.

5. Assessments of noncompliance at any level, including what constitutes "credible evidence of a pattern or practice of non-compliance by a Self-Attested DAAP," will be made based on the Key Performance Indicators, which will be periodically updated by the TAG Self-Attestation Working Group.

Still Have Questions?

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