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IQG Certified Seal   
Application – July 2018

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# Instructions to Apply for the IQG Certified Seal

## Introduction

The mission of the TAG IQG Certified Program is to reduce friction and fosters an environment of trust in the marketplace by providing clear, common language describing advertising inventory and transactions across the advertising value chain. IQG helps sellers increase trust across whole industry by demonstrating excellence in transparency, quality, and safety.

In order to guide companies in effectively increasing trust and transparency, the TAG Evolved Guidelines Working Group developed *Inventory Quality Guidelines*, as well as a suite of transparency tools to aid in compliance with those Guidelines.

Companies that are shown to abide by the Guidelines receive the “IQG Certified” Seal and can use the seal to publicly communicate their commitment to increasing trust and transparency in the digital advertising supply chain.

Companies can apply to achieve the IQG Certified Seal using one of two methods: self-attestation or independent validation. A company has the option to choose either method, except in cases noted in TAG’s *Due Process for Allegations of Non-Compliance and Appeal*, available on [www.tagtoday.net](http://www.tagtoday.net).

## Is Your Company Qualified to Apply for Certification?

Before a company can apply for the IQG Certified Seal, that 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).

Once a company has been approved as “TAG Registered” and enrolled in the Verified by TAG Program, the company’s designated TAG Compliance Officer may contact TAG directly to request enrollment in the IQG Certified Program in order to begin the process for that company to achieve the IQG Certified Seal. In order to participate in the IQG Certified Program, a company’s TAG membership must include access to that program.

There is an annual fee, which is encompassed in annual membership dues, for participation in the IQG Certified Program.

## Relevant Certification Requirements & Tool Implementation

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

* Inventory Quality Guidelines v2.2 (released February 2016)

## Organizational Scope of Certification

TAG certifies companies at the entity level, rather than certifying a specific product or business line within a legal entity. To achieve the TAG IQG Certified Seal, companies must show that all of its material operations related to ad monetization services within a particular geographic market are in compliance with the relevant requirements of the *Inventory Quality Guidelines*.

## Geographic Applicability of Certification

The IQG Certified Seal can be achieved in any geographic market. However, upon achieving certification, a company is only permitted to use the IQG Certified Seal in the specific geographic markets in which TAG has found the company’s operations to be in full compliance with the *Inventory Quality Guidelines.* Additionally, any use of the seal must identify the geographic markets to which it applies.

At minimum, TAG requires that a company bring its full operations in the US market into compliance in order to achieve the IQG Certified Seal. Companies can also choose to certify operations in additional markets, either by country (e.g.: Brazil), by region (e.g.: South America), or globally.

If a company wants to certify its operations in geographic markets beyond the US, it must clearly state the markets – either by country, by region, or globally – in which it is applying for certification in its application for the IQG Certified Seal.

If a company does not clarify the geographic areas in which it wants to be certified, TAG will assume the company is applying solely for certification of its operations in the US market and the company will be licensed to use the IQG Certified Seal solely in that market.

## Certification Through Self-Attestation

Certification through self-attestation is obtained through a series of attestations from the company that it is complying the *Inventory Quality Guidelines*.

Entities that wish to achieve the TAG IQG Certified Seal through self-attestation should submit to TAG a full application including:

* A signed TAG Compliance Officer Attestation;
* A signed Business Executive Attestation; and
* A completed Self-Attestation Checklist and supporting materials

Following examination of the self-attestation application materials, TAG will notify the company as to whether they have met the relevant requirements of the *Inventory Quality Guidelines*, or whether additional information is needed in order to confirm compliance.

## Certification Through Independent Validation

To achieve certification through independent validation, a company must invite an independent auditor to validate that the company is compliant with the *Inventory Quality Guidelines*. 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 *Inventory Quality Guidelines* 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.

Entities that wish to achieve the TAG IQG Certified Seal through independent validation should submit to TAG a full application 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.

Following examination of the independent validation application materials, TAG will notify the company as to whether they have met the relevant requirements of the *Inventory Quality Guidelines*, or whether additional information is needed in order to confirm compliance.

## How to Submit an Application for Certification

Companies applying for IQG Certified Seal for the first time may do so at any point in the calendar year at which they achieve full compliance with the *Inventory Quality Guidelines*.

Upon completing the application, a company’s TAG Compliance Officer must submit full application documentation via email as follows:

To:  [info@tagtoday.net](mailto:info@tagtoday.net)

From: [TAG Compliance Officer]

Subject: IQG Seal Application – [Company Name]

TAG will confirm receipt of your submission within 48 hours.

Companies should allow 1-2 weeks for initial review of the application by Team TAG. Team TAG will then be in touch regarding any additional information or documentation required in order to confirm full compliance.

## Publication of Certification Status

With training and consistent monitoring procedures in practice, the company is certified when TAG determines the company to be in full compliance with *the Inventory Quality Guidelines*, based on the required documentation submitted. TAG notifies the company of its certification status, and that certification status is posted to the TAG Registry. Upon certification, TAG sends certification seal materials to the company’s designated TAG Compliance Officer for use in promoting the company’s IQG Certified status.

Companies that are shown to meet the *Inventory Quality Guidelines* receive the IQG Certified Seal and can use the seal to publicly communicate their commitment to increasing trust and transparency in the digital advertising supply chain.

# **../../Compliance/TAG%20Logos/Ryan%20Hamsher%20Logos/JPEG/TAG_IQG-01.jpg**TAG Compliance Officer Attestation for IQG Seal

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

I have conducted an internal for \_\_\_\_\_\_\_\_ [Name of Company] covering quarter(s) \_\_\_\_\_\_ of year \_\_\_\_\_\_ regarding compliance with the TAG *Inventory Quality Guidelines v.2.2*;

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company]’s business operations fall into the following covered party categories, as outlined in Section 1.1 of the TAG *Inventory Quality Guidelines v2.2*:

Buyer (Direct and Indirect)

Seller (Direct and Indirect)

The executive named in the Executive Attestation and I are responsible for ensuring that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company] is in compliance with each of the relevant requirements in Section 4.0 of the TAG *Inventory Quality Guidelines v2.2.*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of 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 each of the relevant requirements in Section 4.0 of the TAG *Inventory Quality Guidelines v2.2.*

I agree to allow TAG to publicly disclose \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company]’s certification status in the IQG Certified Program, including method of certification and the covered party categor(ies) under which each certification seal is achieved.

In the case of loss of certification, I understand that TAG will remove \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company] from published records of certified companies.

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

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

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

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

# **../../Compliance/TAG%20Logos/Ryan%20Hamsher%20Logos/JPEG/TAG_IQG-01.jpg**Business Executive Attestation for IQG Seal

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

I have reviewed an internal audit conducted by the TAG Compliance Officer or an independent audit firm for \_\_\_\_\_\_\_\_ [Name of Company] covering quarter(s) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company]’s business operations fall into the following covered party categories, as outlined in Section 1.1 of the TAG *Inventory Quality Guidelines v2.2*:

Buyer (Direct and Indirect)

Seller (Direct and Indirect)

The executive named in the Executive Attestation and I are responsible for ensuring that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company] is in compliance with each of the relevant requirements in Section 4.0 of the TAG *Inventory Quality Guidelines v2.2.*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of 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 each of the relevant requirements in Section 4.0 of the TAG *Inventory Quality Guidelines v2.2.*

I agree to allow TAG to publicly disclose \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company]’s certification status in the IQG Certified Program, including method of certification and the covered party categor(ies) under which each certification seal is achieved.

In the case of loss of certification, I understand that TAG will remove \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company] from published records of certified companies.

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

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

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

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

# **../../Compliance/TAG%20Logos/Ryan%20Hamsher%20Logos/JPEG/TAG_IQG-01.jpg**Independent Validation Attestation for IQG Seal

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Independent Validation Company] has issued our report \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name or title of report], dated \_\_\_\_\_\_\_\_\_\_\_\_\_, relating to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company]’s compliance with TAG *Inventory Quality Guidelines v2.2.*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company]’s compliance with the relevant requirements in the TAG *Inventory Quality Guidelines v2.2* covers the following geographic areas:

**Certifying Global Operations**

**Certifying Operations by Region**

Africa

Asia-Pacific

Central America

Europe

Middle East

North America

Oceania

Russia

South America

**Certifying Operations by Country**

Afghanistan

Albania

Algeria

Andorra

Angola

Antigua and Barbuda

Argentina

Armenia

Aruba

Australia

Austria

Azerbaijan

Bahamas, The

Bahrain

Bangladesh

Barbados

Belarus

Belgium

Belize

Benin

Bhutan

Bolivia

Bosnia and Herzegovina

Botswana

Brazil

Brunei

Bulgaria

Burkina Faso

Burma

Burundi

Cambodia

Cameroon

Canada

Cabo Verde

Central African Republic

Chad

Chile

China

Colombia

Comoros

Congo, Democratic Republic of the

Congo, Republic of the

Costa Rica

Cote d'Ivoire

Croatia

Cuba

Curacao

Cyprus

Czechia

Denmark

Djibouti

Dominica

Dominican Republic

East Timor

Ecuador

Egypt

El Salvador

Equatorial Guinea

Eritrea

Estonia

Ethiopia

Fiji

Finland

France

Gabon

Gambia, The

Georgia

Germany

Ghana

Greece

Grenada

Guatemala

Guinea

Guinea-Bissau

Guyana

Haiti

Holy See

Honduras

Hong Kong

Hungary

Iceland

India

Indonesia

Iran

Iraq

Ireland

Israel

Italy

Jamaica

Japan

Jordan

Kazakhstan

Kenya

Kiribati

Kosovo

Kuwait

Kyrgyzstan

Laos

Latvia

Lebanon

Lesotho

Liberia

Libya

Liechtenstein

Lithuania

Luxembourg

Macau

Macedonia

Madagascar

Malawi

Malaysia

Maldives

Mali

Malta

Marshall Islands

Mauritania

Mauritius

Mexico

Micronesia

Moldova

Monaco

Mongolia

Montenegro

Morocco

Mozambique

Namibia

Nauru

Nepal

Netherlands

New Zealand

Nicaragua

Niger

Nigeria

North Korea

Norway

Oman

Pakistan

Palau

Palestinian Territories

Panama

Papua New Guinea

Paraguay

Peru

Philippines

Poland

Portugal

Qatar

Romania

Russia

Rwanda

Saint Kitts and Nevis

Saint Lucia

Saint Vincent and the Grenadines

Samoa

San Marino

Sao Tome and Principe

Saudi Arabia

Senegal

Serbia

Seychelles

Sierra Leone

Singapore

Sint Maarten

Slovakia

Slovenia

Solomon Islands

Somalia

South Africa

South Korea

South Sudan

Spain

Sri Lanka

Sudan

Suriname

Swaziland

Sweden

Switzerland

Syria

Taiwan

Tajikistan

Tanzania

Thailand

Timor-Leste

Togo

Tonga

Trinidad and Tobago

Tunisia

Turkey

Turkmenistan

Tuvalu

Uganda

Ukraine

United Arab Emirates

United Kingdom

United States

Uruguay

Uzbekistan

Vanuatu

Venezuela

Vietnam

Yemen

Zambia

Zimbabwe

As part of the review, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Independent Validation Company] inspected internal audit materials of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company] covering quarter(s) \_\_\_\_\_\_ of year \_\_\_\_\_\_ regarding compliance with the TAG *Inventory Quality Guidelines v2.2*;

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company]’s business operations fall into the following covered party categories, as outlined in Section 1.1 of the TAG *Inventory Quality Guidelines v2.2*:

Buyer (Direct and Indirect)

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 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company]’s compliance with the relevant requirements of the TAG *Inventory Quality Guidelines v2.2*.

As noted in our audit report, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Independent Validation Company) found Company’s procedures:

Complied

Did not comply

in all material respects.

Please refer to our full report for overall evaluations of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company]’s procedures as they relate to the relevant requirements in the previously specified TAG audit standards.

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

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

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

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

# Self-Attestation Checklist for IQG Seal

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of Company] falls into the following categories of covered parties, as outlined in the TAG *Inventory Quality Guidelines v2.2* (section 1.1):

Buyer (Direct and Indirect)

Seller (Direct and Indirect)

### Geographic Applicability

Please clarify the geographic areas in which you are applying for the TAG IQG Certified 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**

Africa

Asia-Pacific

Central America

Europe

Middle East

North America

Oceania

Russia

South America

**Certifying Operations by Country**

Afghanistan

Albania

Algeria

Andorra

Angola

Antigua and Barbuda

Argentina

Armenia

Aruba

Australia

Austria

Azerbaijan

Bahamas, The

Bahrain

Bangladesh

Barbados

Belarus

Belgium

Belize

Benin

Bhutan

Bolivia

Bosnia and Herzegovina

Botswana

Brazil

Brunei

Bulgaria

Burkina Faso

Burma

Burundi

Cambodia

Cameroon

Canada

Cabo Verde

Central African Republic

Chad

Chile

China

Colombia

Comoros

Congo, Democratic Republic of the

Congo, Republic of the

Costa Rica

Cote d'Ivoire

Croatia

Cuba

Curacao

Cyprus

Czechia

Denmark

Djibouti

Dominica

Dominican Republic

East Timor

Ecuador

Egypt

El Salvador

Equatorial Guinea

Eritrea

Estonia

Ethiopia

Fiji

Finland

France

Gabon

Gambia, The

Georgia

Germany

Ghana

Greece

Grenada

Guatemala

Guinea

Guinea-Bissau

Guyana

Haiti

Holy See

Honduras

Hong Kong

Hungary

Iceland

India

Indonesia

Iran

Iraq

Ireland

Israel

Italy

Jamaica

Japan

Jordan

Kazakhstan

Kenya

Kiribati

Kosovo

Kuwait

Kyrgyzstan

Laos

Latvia

Lebanon

Lesotho

Liberia

Libya

Liechtenstein

Lithuania

Luxembourg

Macau

Macedonia

Madagascar

Malawi

Malaysia

Maldives

Mali

Malta

Marshall Islands

Mauritania

Mauritius

Mexico

Micronesia

Moldova

Monaco

Mongolia

Montenegro

Morocco

Mozambique

Namibia

Nauru

Nepal

Netherlands

New Zealand

Nicaragua

Niger

Nigeria

North Korea

Norway

Oman

Pakistan

Palau

Palestinian Territories

Panama

Papua New Guinea

Paraguay

Peru

Philippines

Poland

Portugal

Qatar

Romania

Russia

Rwanda

Saint Kitts and Nevis

Saint Lucia

Saint Vincent and the Grenadines

Samoa

San Marino

Sao Tome and Principe

Saudi Arabia

Senegal

Serbia

Seychelles

Sierra Leone

Singapore

Sint Maarten

Slovakia

Slovenia

Solomon Islands

Somalia

South Africa

South Korea

South Sudan

Spain

Sri Lanka

Sudan

Suriname

Swaziland

Sweden

Switzerland

Syria

Taiwan

Tajikistan

Tanzania

Thailand

Timor-Leste

Togo

Tonga

Trinidad and Tobago

Tunisia

Turkey

Turkmenistan

Tuvalu

Uganda

Ukraine

United Arab Emirates

United Kingdom

United States

Uruguay

Uzbekistan

Vanuatu

Venezuela

Vietnam

Yemen

Zambia

Zimbabwe

### Complete TAG Registration and be a TAG Member in Good Standing

*Applicable to: All participating companies*

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

*Required supporting documentation:*

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

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

### Have a Designated TAG Compliance Officer

*Applicable to: All participating companies*

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

*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.

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

### Attend an IQG Certified Training

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

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

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.

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

### Disclosure Details

*Applicable to: All participating companies*

In order to achieve the IQG Certified Seal, Sellers must use the IQG Inventory Framework to label all inventory sold to the extent required by the buyer so that advertisers can accurately assign value or assess risk.

In order to achieve the IQG Certified Seal, Buyers must disclose the contextual details under the IQG Inventory Framework for the creative to ensure brand safety for the seller and their audience.

Required supporting documentation:

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

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