



# Implementation Guidelines to become a Validated Digital Advertising Assurance Provider

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## What is a Validated Digital Advertising Assurance Provider (DAAP)?

TAG has launched its Brand Integrity Program Against Piracy (Anti-Piracy Program) to help advertisers and 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 (DAAPs). To be validated as a DAAP, entities 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 to Become a Validated DAAP

Entities that wish to receive a TAG “Certified Against Piracy” Seal as a Validated DAAP should follow procedures set forth below.

1. Register with TAG and submit the registration fee of \$10,000. To begin the registration process, please visit [Registration](#).
2. TAG will direct the interested entity to the independent third-party validators authorized to certify advertising technology companies as Validated DAAPs. The entity may choose to work with any one of the authorized validators. That validator will outline its full audit process for the applying entity.
3. The validator will notify TAG when the entity has been approved as a Validated DAAP.
4. The Validated DAAP should then submit a payment to TAG of \$10,000 fee for use of the TAG “Certified Against Piracy” Seal.
5. Following receipt of the seal fee, TAG will provide the TAG “Certified Against Piracy” Seal assets to the validated DAAP for use solely by that entity.

## Still Have Questions?

Learn more at [www.tagtoday.net](http://www.tagtoday.net), or reach out to TAG with your questions at [info@tagtoday.net](mailto:info@tagtoday.net).