

TAG QUALITY ASSURANCE GUIDELINES

SUMMARY

The TAG Quality Assurance Guidelines, originally developed by the IAB and subsequently transferred to TAG, promote the growth of the digital advertising industry by ensuring brand safety through self-regulation. Learn about how the program works, what the benefits are for both buyers and sellers, and how it is helping to establish trust across the digital marketplace.

WHAT ARE THE TAG QUALITY ASSURANCE GUIDELINES?

The TAG Quality Assurance Guidelines are a certification for advertising sellers that ensures framework for brand safety and transparency for buyers. They provide assurances to advertisers that their ads won't appear next to inappropriate content.

Their mission is to reduce friction and foster an environment of trust in the marketplace by providing clear, common language that describes characteristics of advertising inventory and transactions across the advertising value chain.

The goals of the Guidelines are to

- Support the information needs of advertising buyers
- Define a common framework of disclosures that sellers can use across the industry
- Offer clear language that enables buyers to make informed decisions
- Review compliance and facilitate the resolution of disputes and complaints

BENEFITS OF THE TAG QUALITY ASSURANCE GUIDELINES

For Buyers

- Provides transparency, enabling them to buy advertising with confidence
- Helps them know which sellers to trust
- Represents the buyers' voice to sellers in defining terms for seller disclosure, as it was created by a joint group of buyers and sellers

For Sellers

- Helps demonstrate excellence in trust, transparency, quality, and safety
- Establishes simple, standard language to describe and classify advertising inventory
- Increases trust across whole industry and therefore demand
- Enables certified companies to prove their integrity and distinguishes them from any bad actors



WHAT DOES IT COVER?

The seller makes disclosures to a buyer regarding their ad inventory, such as

- **Acquiring Inventory:** What is your relationship to the inventory? (direct) (indirect)
What level of transparency is provided to the buyer? (full) (partial) (blind)
- **Inventory Vetting:** What content category? (Automotive) (News) (Sports)
What content rating? (All audiences) (>12) (Mature)
Will it appear next to things like violence or pornography?

The Guidelines prohibit the sale of any inventory within categories of illegal content such as drugs, bombs, theft and online pirating, spyware/malware, hacking, spamming, warez or copyright infringement.

To ensure that the value of certification is maintained, there is a formal, peer-enforced process for companies to make non-compliance complaints. Complaints made against an certified company may be one of two types:

1) Non-Compliance: A company that is party to a certified transaction can submit a complaint against the other party of the transaction regarding non-compliance. If three or more complaints are deemed valid within a six-month period, and are not resolved within that period, the seller's certification is removed.

2) Intellectual Property Infringement: Rights holders can file a complaint to TAG if they believe that a certified company has served an ad on a site that infringes on intellectual property.

A list of participating companies is available at <https://tagtoday.net/qag/compliantcompanies>

THE COMPLAINTS PROCESS

COMPANIES INVOLVED

About Trustworthy Accountability Group (TAG)

TAG was created to spur industry-wide improvement at an unprecedented scale, focusing on four core areas: eliminating fraudulent traffic, combating malware, fighting ad-supported Internet piracy to promote brand integrity, and promoting brand safety through greater transparency. For more information on TAG, please visit tagtoday.net

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Learn more about the TAG Quality Assurance Guidelines and how to apply for certification at www.tagtoday.net/transparency
Contact TAG at info@tagtoday.net