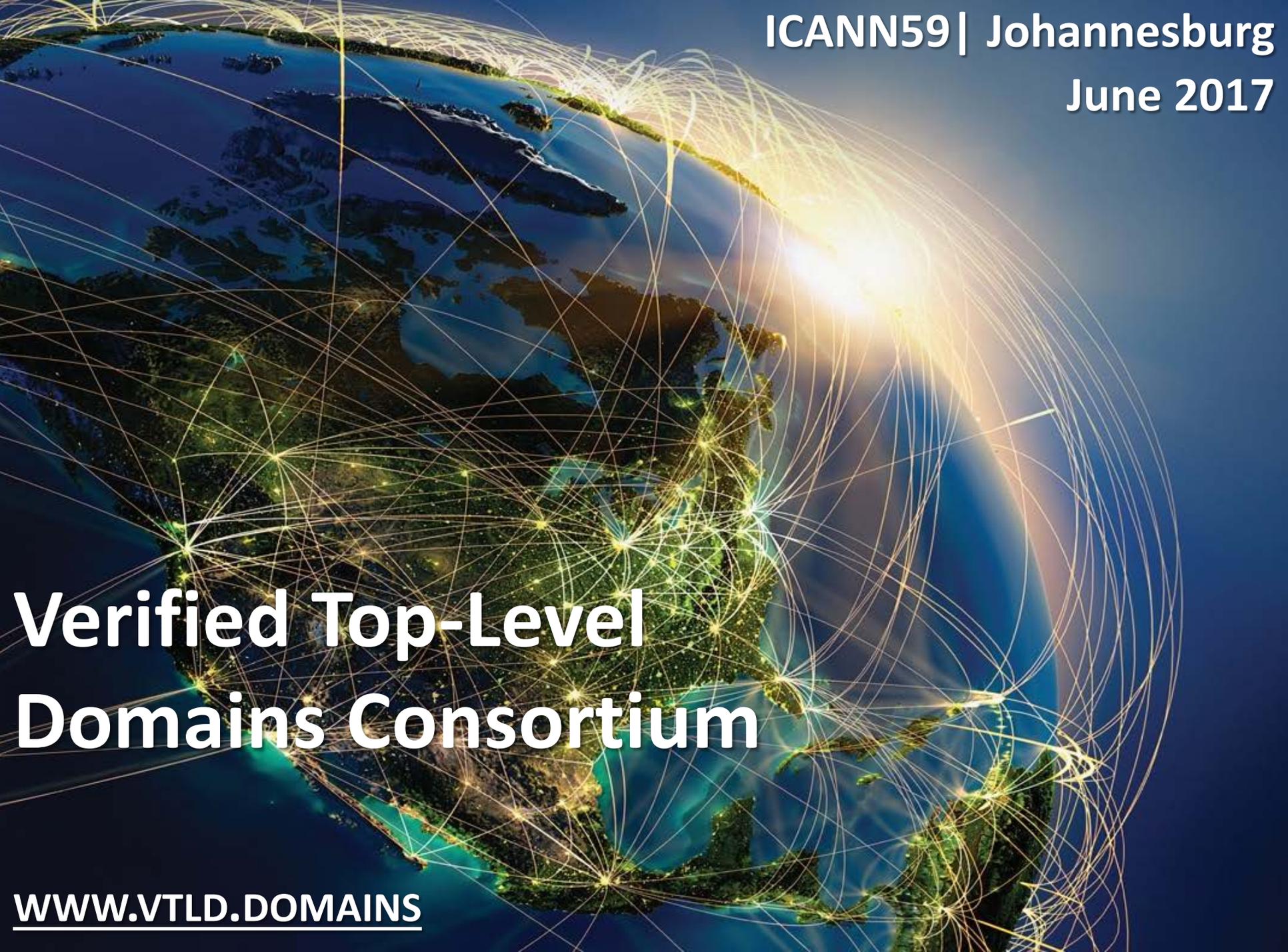


ICANN59 | Johannesburg

June 2017



Verified Top-Level Domains Consortium

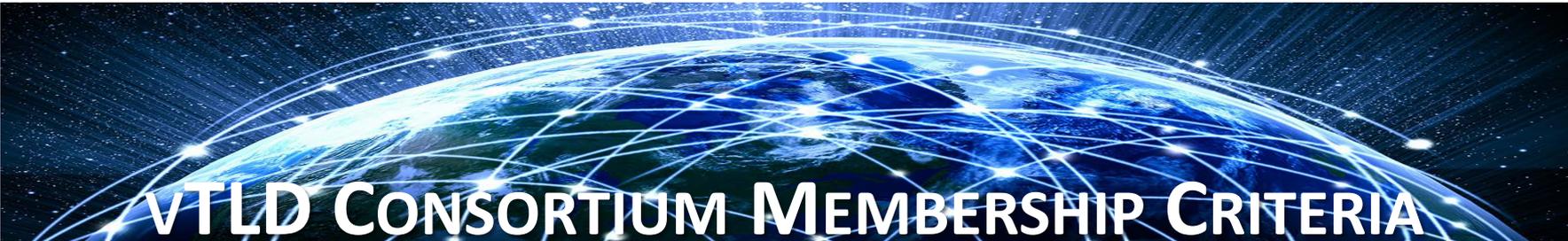
WWW.VTLD.DOMAINS



VTLD CONSORTIUM MISSION

The mission of the Consortium is to **enhance public trust, online safety, and Internet commerce** by promoting the unique value and increasing the awareness of verified domain name extensions as trusted channels for products, services and communications online.

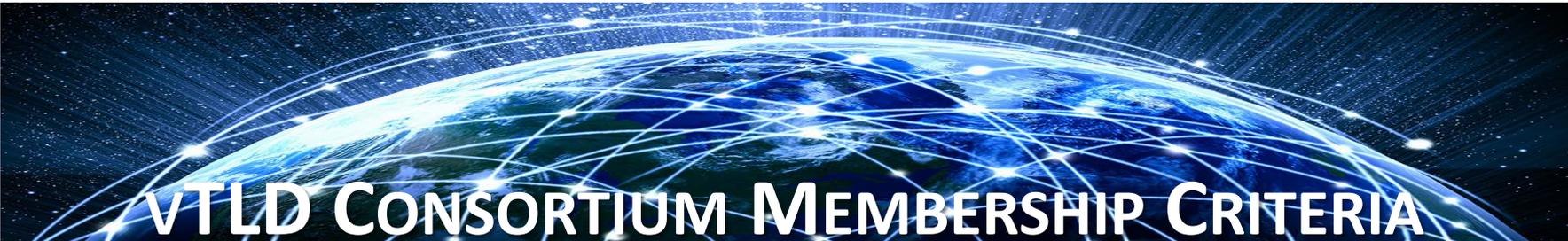




VTLD CONSORTIUM MEMBERSHIP CRITERIA

All Consortium members require these safeguards:

1. **Verification prior to use.** Registry Operator (RO) validates the registrant by verifying a publicly accessible credential or verifiable credential (e.g., license, accreditation, tax ID#) prior to use to ensure the registrant:
 - a. is the entity/person they purport to be, and
 - b. operates a business eligible for the vTLD as defined by the registration policies.



VTLD CONSORTIUM MEMBERSHIP CRITERIA

All Consortium members require these safeguards:

- 2. Adherence to standards.** Requirement that the registrant maintain the credentials necessary to register a domain name in the vTLD and to abide by registration policies.
- 3. Autonomy to take back name.** RO has sole discretion and authority to take back a domain name for any violation of registration policies.
- 4. Ongoing verification.** RO ensures ongoing vTLD eligibility by implementing a reverification or audit process.

COST-BENEFIT ANALYSIS

Costs

Benefits

Verification is
resource-intensive

Registration numbers
are lower

Not all registrars work
with vTLDs

Costs recouped
through higher fees

vTLDs virtually
eliminate abuses

Gaining recognition
in relevant sectors

Safe, reliable,
trustworthy



VIRTUALLY ELIMINATES ABUSES

- **Zero** incidents of malware
- **Zero** incidents of phishing
- **Zero** incidents of spam

In .pharmacy, .bank, .insurance, .autos, .boats, .motorcycles, .yachts, .realtor, and .reit vTLDs



VERIFICATION MEASURES

- Dominion Registries (.autos, .boats, .yachts, .motorcycles) requires domain name to be used in a way that is: (i) generally accepted as legitimate; (ii) beneficial to the interest of the relevant sector; and (iii) in good faith at the time of registration and throughout the duration of active registration.
- Verifies specific business ID, such as business license, in addition to industry credentials, such as certifications.
- Compares WHOIS data submitted for a domain name application against the WHOIS data for the entity's existing domain name. If it does not match, RO requires an explanation and verifies.



VERIFICATION MEASURES

- fTLD (.bank, .insurance) maintains stringent acceptable use/anti-abuse policies
- Requires registrant to qualify as a licensed/chartered organization with the relevant government regulatory authority, and to provide the name of their government regulatory authority, as well as their regulatory ID number.
- Uses a variety of public records to confirm legal name of entity.
- Re-verifies domain names for eligibility at renewal or every two years, whichever ever comes first. Reserves right to conduct mid-term verifications of eligibility without notice to the registrant.



VERIFICATION MEASURES

- National Association of Boards of Pharmacy (.pharmacy) requires applicants to meet 10 core safety standards.
- Verifies licensure and disciplinary history for all facilities and, in the case of pharmacies, for all pharmacists-in-charge.
- Requires applicants to provide a URL enabling RO to evaluate website content and registration information.
- Conducts ongoing monitoring to ensure continued compliance with program standards.
- Requires registrants to reapply annually for approval to renew a domain name.



BUSINESS VALUES

- **Authenticates** a registrant's identity
- Helps registrants tell a **security story** their customers can understand
- **Mitigates exposure to cyber threats** for a registrant's website and email
- Enables shorter, more **relevant and memorable names** for registrants
- Enhances a registrant's **brand recognition and differentiation** in a competitive market place

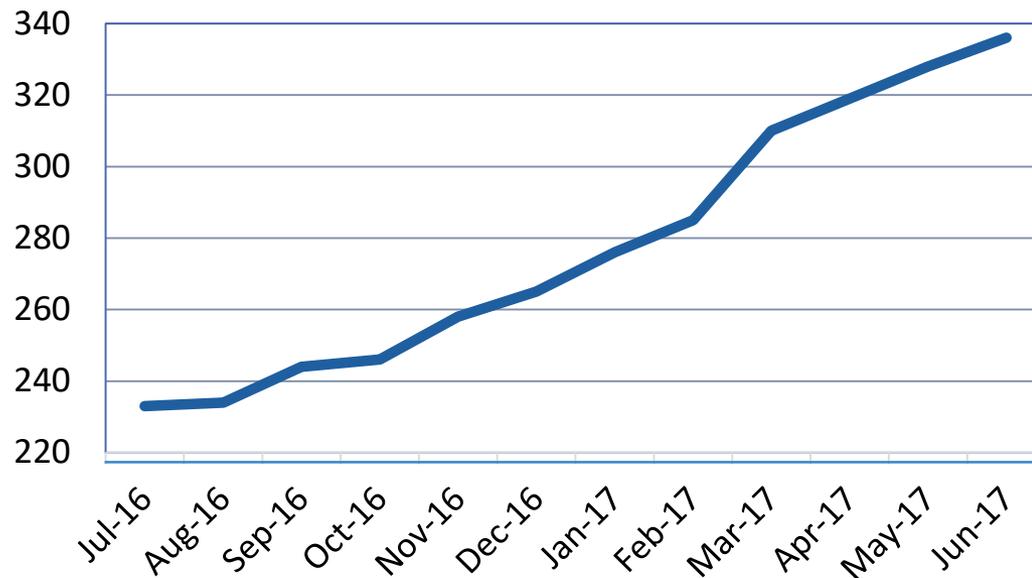


VIABLE BUSINESS MODEL

- Approximately 6,000 domains registered across .bank and .insurance
- More than 40% of banks in the US have registered .bank domain names
- Hundreds now use it for their primary website
- Adoption/use continues to increase; not just defensive registrations

VIABLE BUSINESS MODEL

- Nearly 40% of pharmacies in the US are serviced by websites verified by NABP.
- Registrations in .pharmacy have increased nearly 70% in the last year.





NEXT STEPS

- Intercessional webinar for the Governmental Advisory Committee (GAC) and stakeholders?
- Presentation to the GAC at ICANN60?
- High-interest topic session on domain name system abuse prevention at ICANN60?
- Measures for new gTLDs in highly regulated sectors in subsequent procedures?



CONTACT Us

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