

## **fTLD to Conduct Study on Use of Redirection in .BANK**

fTLD Registry Services, LLC (fTLD) is committed to operating .BANK in the best interest of the global banking community and the consumers it serves. fTLD maintains high standards and mandates enhanced security requirements for .BANK domain names. fTLD takes a proactive approach to working with stakeholders in the community and continuing, together, to enhance trust in the .BANK domain. The following information is primarily for organizations that have or are considering registering domain names in .BANK and service providers (e.g., registrars, core processors, hosting companies) that support the operations of .BANK domains.

Redirection involves taking a user from a URL onto which the user first arrived to another URL for the purposes of providing other content or webpage code. Sometimes users are explicitly made aware of the redirection (or even asked whether the redirection is permissible) with a message from the original URL. Regardless of whether such a message is provided, the redirection will result in a change to the URL name displayed by the user's browser. Reliance on users noticing that the URL name has changed is generally not considered an effective methodology in and of itself to inform users of a redirection.

As outlined in the .BANK FAQ (see [www.register.bank/fag](http://www.register.bank/fag)), fTLD permits the redirection of domain names in other Top-Level Domains (TLDs) **to** .BANK.

In the short-term, in order to support the adoption and use of .BANK, fTLD permits registrants to redirect web visitors and traffic **from** a .BANK domain to a domain outside of .BANK. Under fTLD's current guidance, registrants that redirect visitors from .BANK to non-.BANK domains are strongly encouraged to inform them of this action via an explicit message to avoid confusion and to assure that visitors understand they are no longer at a .BANK domain with all of the additional security implicit in such a domain.

fTLD understands that banks often use outside providers for select services and, therefore, may need to redirect users from their websites to those of its providers. In addition, fTLD also understands that initially some banks may wish to use their .BANK sites to do "full" redirections of their customers to their existing sites in other domains while they build their .BANK sites.

Over the next few months, fTLD will study the issue of redirection within the .BANK domain in order to understand the adoption, usage and prevalence of redirection in .BANK. fTLD will publish its findings no later than October 31, 2015. Based upon the study's findings, fTLD may update its current guidance and/or requirements related to URL redirection. fTLD will communicate such changes to its community and identify an appropriate timeframe for implementation.