



fTLD Registry Services - Affirmation of Commitments

December 2014

fTLD Registry Services, LLC's (fTLD) mission is to secure and operate trusted and protected generic Top-Level Domains (gTLDs) for eligible members of the respective financial service communities (hereinafter referred to collectively as "Community"). To accomplish this mission fTLD submitted community-based applications for the .bank and .insurance gTLDs in 2012. fTLD signed a Registry Agreement with ICANN for .bank on September 25, 2014, and its application for .insurance is currently pending.

As ICANN has opted to allow the gTLD expansion to include financially-oriented domains, fTLD believes the most effective means to serve and protect the Community is for such gTLDs to be operated and governed by an organization with an understanding of the Community, its customers and the applicable legal, regulatory and operational requirements. fTLD also believes that financial gTLDs should be operated in a transparent manner that safeguards the fair and equitable treatment of all members of the Community. To accomplish this goal, fTLD is committed to ensuring that the Community is represented broadly through fTLD's endorsers, Advisory Council and its Board. Global endorsements of fTLD's efforts by financial institutions and trade associations can be found [here](#). Further, members of the Community and their respective stakeholders shall have a voice in future development of gTLDs through fTLD's commitment to operating any awarded gTLDs fairly, transparently and in a non-discriminatory manner.

In its applications and public discussions, fTLD has consistently pledged to operate awarded domains for and in the best interest of the Community. In addition, fTLD has steadfastly committed to implement various control mechanisms including registration eligibility requirements, names selection policies, content/use restrictions and enhanced security standards. fTLD will be accountable to the Community and to ICANN as all commitments will be contractually binding through fTLD's executed Registry Agreements with ICANN.

fTLD is committed to the fair and equitable treatment of all members of the Community. To this end, fTLD makes the following affirmations to the Community (collectively, Affirmation of Commitments):

fTLD Community Governance Commitments

- fTLD will be managed by an Operating Manager and Board of Directors consisting of individuals with broad experience in the Community. The Board will support fTLD's mission consistent with its fiduciary duties.

- fTLD formed an [Advisory Council](#) comprised primarily of non-Board member Community participants and other subject-matter experts that will support fTLD's work and its service to the Community. Through the Advisory Council's ongoing responsibilities, fTLD will assure Community participation and stakeholder engagement by using a variety of outreach tools (e.g., web-based input and surveys). Advisory Council participants are required to consider first and foremost the best interests of the Community.
- fTLD will regularly engage with governments and their regulatory authorities with oversight for the Community.

fTLD Community Protection Commitments

- fTLD will implement, at a minimum, the following registration requirements:
 - Eligibility: Registrations will only be available to eligible members of the Community.
 - Names Selection:
 - In accordance with ICANN's requirements, domains registered during ICANN's mandated Sunrise must comply with the terms of the Trademark Clearinghouse.
 - In accordance with fTLD's requirements domains initially registered in its gTLDs must correspond to a trademark, trade name or service mark of the registrant.
 - fTLD will not initially accept generic domain name registrations except to the extent permissible by ICANN for fTLD's operations of any awarded gTLDs. Should fTLD determine there is value to the Community to permit the registration of generic domain names other than those that may be used by fTLD, a specific, equitable, and transparent process for such registrations will be developed and implemented taking into consideration input from the Community through the Advisory Council.
 - Acceptable Use/Anti-Abuse: Registrations will be bound by an Acceptable Use/Anti-Abuse Policy that will be publicly available on fTLD's website prior to the launch of any gTLD.
- fTLD will implement, at a minimum, the enhanced security requirements available [here](#). These requirements, developed by a Community-based working group, will be reviewed periodically by the working group and may be amended from time-to-time to respond to the security or other needs of the Community.
fTLD may determine it is in the best interest of the Community and/or the company to modify the registration requirements and would do so only after consultation with the Advisory Council, approval by fTLD's Board and approval by ICANN if such approval is required.

fTLD Community Treatment Commitments

- fTLD's rules and policies for registering domain names will be transparent, accountable and non-discriminatory for the long-term benefit of the Community. fTLD will develop and implement an extensive Community communications plan regarding rules and policies for registering domain names.

- fTLD will develop and implement, in consultation with the Community through its Advisory Council, rules for resolving contention among competing claims for eligible, non-generic domain names (e.g., first-come-first-serve, lottery, auction, or other).
- fTLD's Advisory Council will continue to maintain the open dialogue with the Community that was initiated by fTLD in 2011.

fTLD is bound to these commitments, subject to ICANN's rules and applicable law, in Specification 12, Community Registration Policies, of its Registry Agreement for any awarded gTLDs.