

## **Request for Proposals**

**For Verification Services for the .BANK and .INSURANCE  
Generic Top-Level Domains**

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**Deadline for Submissions: 28 May 2014 / 21:00 UTC**

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## **1.0 DEFINITIONS**

In this Request for Proposals (RFP), the following terms shall have the following definitions, unless otherwise stated:

Administrative Contact: The individual authorized to act on behalf of the Registrant.

Bidder: Any person, company, or legal entity submitting a Proposal in response to this RFP.

fTLD: fTLD Registry Services, LLC.

gTLDs: generic Top-Level Domains, includes .BANK and .INSURANCE.

ICANN: Internet Corporation for Assigned Names and Numbers.

Proposal: The response from a Bidder to this RFP.

RFP: Request for Proposals.

Registrant: The individual/legal entity that has registered a domain name in the TLDs.

## **2.0 INTRODUCTION**

fTLD was founded by leaders in the banking and insurance communities for the purposes of applying for and securing the rights to operate the .BANK and .INSURANCE generic Top-Level Domains (gTLDs) to serve and protect these communities.<sup>1</sup> In May 2012, fTLD submitted community-based applications<sup>2</sup> for these gTLDs to the Internet Corporation for Assigned Names and Numbers (ICANN) in response to its new gTLD program.<sup>3</sup> During the course of the last two years, fTLD has emerged as the applicant likely to be awarded these gTLDs and currently anticipates launching them within the next 12 months (i.e., approximately between Q4 2014 and Q1 2015).

## **3.0 SCOPE AND OBJECTIVE OF THIS RFP**

fTLD is asking Bidders to submit Proposals to provide services to verify the credentials of prospective Registrants for domain names in the .BANK and .INSURANCE gTLDs.

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<sup>1</sup> Additional information about fTLD is available on its website <http://www.ftld.com>

<sup>2</sup> fTLD's .BANK application (1-1035-13873) is available on the ICANN website at <https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1554> and for its .INSURANCE application (1-1035-75923) at <https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1555>

<sup>3</sup> Information about ICANN's Program is available at <http://newgtlds.icann.org/en/>.

### **3.1 .BANK REGISTRANTS VERIFICATIONS ANTICIPATED**

For Registrants wishing to register in the .BANK gTLD, fTLD anticipates the following types of verifications may be required:

- For banks, verification of the authenticity of their regulatory oversight and their legitimacy to do business as a bank in the geographies in which they operate.
- For non-banks:
  - For associations, verification that its membership are primarily comprised of regulated banking entities;
  - For groupings of associations, verification that its membership are primarily comprised of associations whose membership are primarily comprised of regulated banking entities;
  - For banking regulators, verification that is it duly authorized by the government in that jurisdiction;
  - For organizations, verification that it is principally owned by or predominantly supporting regulated banking entities.

### **3.2 .INSURANCE REGISTRANTS VERIFICATIONS ANTICIPATED**

For Registrants wishing to register in the .INSURANCE gTLD, fTLD anticipates the following types of verifications may be required:

- For insurance companies, verification of the authenticity of their regulatory oversight and their legitimacy to do business as an insurance company in the geographies in which they operate.
- For insurance agents, brokers and other equivalents (e.g., representatives, intermediaries), verification of the authenticity of their regulatory oversight and their legitimacy to do business in the geographies in which they operate.
- For non-insurance companies nor agents, brokers or other equivalents:
  - For associations, verification that its membership is primarily comprised of regulated insurance companies, agents, brokers or other equivalents;
  - For groupings of associations, verification that its membership are primarily comprised of associations whose membership are primarily comprised of regulated insurance companies, agents, brokers or other equivalents;
  - For insurance regulators, verification that is it duly authorized by the government in that jurisdiction;
  - For organizations, verification that it is principally owned by or predominantly supporting insurance companies, agents, brokers or other equivalents.

## **4.0 PROPOSAL FORMAT**

All Proposals submitted by Bidders must be in English and include a cover letter as specified in Section 4.1. The Bidder's Proposal to the RFP at a minimum must address the elements identified in Sections 4.2 thru 4.5, although each Bidder is encouraged to include any additional information that it deems relevant for its Proposal per Section 4.6.

### **4.1 COVER LETTER**

The Bidder's name, telephone number, mailing address, e-mail address, and names of the Bidder's representatives (and applicable phone numbers and e-mail addresses) shall be included in a cover letter. This cover letter must be signed by a representative (or representatives) authorized to act on behalf of the Bidder and be able to legally bind the Bidder in order to successfully accept the terms and conditions of this RFP.

### **4.2 BIDDER INFORMATION**

Bidder shall provide detailed information regarding:

- 4.2.1 Brief history of the Bidder;
- 4.2.2 Financial resources/stability of Bidder;
- 4.2.3 Market position and share in the relevant markets;
- 4.2.4 Staffing resources, e.g., skill set, size, etc.;
- 4.2.5 Geographic diversity of staff/offices;
- 4.2.6 Linguistic capabilities of Bidder;
- 4.2.7 Hours of operation/support;
- 4.2.8 Details on any independent security assessments Bidder has completed on its environment including a description of the standards against which the assessment is conducted;
- 4.2.9 Public recognition and/or any awards for excellence in operations for its verification services including timing of award, nature of award and organization granting award; and
- 4.2.10 Reference information from existing or past customers.

### **4.3 VERIFICATION/OPERATIONAL DETAILS**

Bidder's Proposal shall provide detailed information regarding:

- 4.3.1 Bidder's relevant experience in providing verification, validation and certification in the domain name space or related sectors.
- 4.3.2 What minimum data set will be required by Bidder to initiate the verification process of prospective Registrants identified in Sections 3.1 and 3.2, or will Bidder require fTLD to provide a complete data set, i.e., Company / Organization / Individual name, address, email, phone number, etc.?
- 4.3.3 Does Bidder anticipate requiring the collection of any additional document from prospective Registrants in connection with the verification process? If so, what documents?
- 4.3.4 How will fTLD be able to access these additional verification documents collected by Bidder?
- 4.3.5 Does Bidder use data obtained through prior verifications for new or renewal verification requests? If so, how old is that prior verification data relied upon?
- 4.3.6 Address how Bidder will collect and verify the following information:
  - Identity of prospective Registrant, including, but not limited to, the legal name, and how to verify the existence/status of the entity.
  - Administrative Contact information of the prospective Registrant, including, but not limited to, the physical address, phone number, and requesting authorization that the Administrative Contact can legally act on behalf of whom/what it is representing.
  - Membership credentials for the respective banking and insurance communities, e.g., charter, licensure or certifications, and or other vetting requirements that the Bidder deems necessary for Registrants identified in Sections 3.1 and 3.2.
- 4.3.7 What ability will fTLD have to check on the verification status of prospective Registrants? What elements are provided?
- 4.3.8 Does Bidder anticipate any problems in verifying any class of prospective Registrants identified in Sections 3.1 and 3.2? If yes, which ones, why and what will be done to alleviate any problems?
- 4.3.9 What experience does Bidder have in verifying individuals/legal entities in the global financial services communities (i.e., banking and insurance)?
- 4.3.10 What data sources will be relied upon by Bidder in the verification process?

- 4.3.11 What lists exist, across a broad range of jurisdictions, that the Bidder proposes to use to disqualify a potential Registrant from participating in .BANK or .INSURANCE?
- 4.3.12 What will be the primary means by which data is exchanged between Bidder and fTLD? Please elaborate specifically on how these communications are secure including details about encryption and authentication practices.
- 4.3.13 How will the Bidder communicate to both successful and unsuccessful Registrants and what will be contained in the communication?
- 4.3.14 What will be the average duration for the verification process, both successful and unsuccessful for Registrants identified in Section 3.1 and 3.2? Can Bidder provide a timeline for different scenarios?
- 4.3.15 What appeal mechanisms will be available to a prospective Registrant that fails verification?
- 4.3.16 How and for what duration will the data stored by Bidder in connection with the verification process?
- 4.3.17 How long will it take to set up such a system in order to begin the verification processes for prospective Registrants for the .BANK and .INSURANCE gTLDs.
- 4.3.18 What is Bidder's ability to provide regular monitoring (e.g., every 48-72 hours) of Registrant's charter or licensure to ensure ongoing compliance with eligibility as defined in Sections 3.1 and 3.2?
- 4.3.19 Will the Bidder be engaging a subcontractor to complete any portion of the verification process? If so, please describe the engagement, which portions of the verification process will be subcontracted, and provide a copy of the subcontracting agreement.

#### **4.4 PRICING INFORMATION**

Bidder's Proposal shall provide detailed information regarding:

- 4.4.1 Proposed full pricing quotation including detailed rates for fixed and variable costs for the verification requirements;
- 4.4.2 If Bidder can provide monitoring as identified in Section 4.3.18, proposed full pricing quotation including detailed rates for fixed and variable costs for monitoring;
- 4.4.3 A general description of the pricing structure and discount models for the primary verification services offered, as well as any supplementary services such as monitoring; and

4.4.4 What will be the Bidder's billing terms, i.e., frequency of billing, payment terms, etc.?

Note: All pricing shall be in United States Dollars (USD).

#### **4.5 INSURANCE COVERAGE / LITIGATION HISTORY**

Bidder's Proposal shall provide detailed information regarding:

4.5.1 The amount and scope of Bidder's Errors and Omission insurance coverage in connection with false/inaccurate Registrant verification.

4.5.2 Litigation and arbitration history: Include references to any history of litigation and arbitration in which the Bidder has been involved and which may directly or indirectly be related to the subject of this RFP or to the Bidder's verification services. Non-disclosure may result in automatic disqualification of the Bidder from the bidding process.

#### **4.6 MISCELLANEOUS**

Any additional information that may be necessary for fTLD to better understand the Bidder's Proposal may be provided in an (optional) Appendix. The Bidder's Proposal may contain charts, graphs, diagrams, pictures, or any other materials that may be helpful or essential to clarify and/or describe any information or answers in the Proposal.

#### **5.0 PROPOSED SCHEDULE**

Release RFP to potential Bidders	22 April 2014
Deadline for asking questions on the RFP	1 May 2014
Communicate responses to the Respondents' Inquiries	8 May 2014
Closing date for the RFP	28 May 2014 / 21:00 UTC

#### **6.0 APPLICABLE TERMS AND CONDITIONS**

##### **6.1 NOTICE AND DISCLAIMER**

This RFP and any of its parts, in addition to any written or oral information, data, and advice that is subsequently supplied to the Bidder from fTLD shall be subject to the terms and conditions set out in this RFP or any other specific agreement entered into by the Bidder and fTLD. Therefore, the Bidder agrees to comply with all of the terms and conditions contained herein.

Each Bidder is advised to make its own independent investigation and assessment of the information contained in this RFP, and is advised not to rely on any statement or on the significance, adequacy or accuracy of any information contained in this RFP.

Data that is referenced in this RFP is not purported to necessarily be all of the information that the Bidder may find is necessary to use in its Proposal. fTLD advises that each Bidder conducts its own analysis, investigation and separate research related to this RFP. If the Bidder has any



doubt regarding the accuracy, reliability or completeness of information contained in this RPF, the Bidder should attempt to obtain independent assistance from appropriate professional advisers.

fTLD does not make any representations regarding the reliability, timeliness, accuracy or completeness of information contained in this RFP. fTLD shall not be responsible, legally or financially, for any costs, expenses or losses which may be incurred by a Bidder or its representatives in conducting their review and evaluation of this RFP, in expressing interest or submitting a Proposal, or in any other way arising from, or connected with, this RFP. fTLD may, at its absolute discretion, update, amend or supplement the information contained in this RFP, and may do so at any time and without any further notice.

## **6.2 ACCEPTANCE**

This RFP does not commit fTLD, its affiliates, or any of its employees to any specific action. The issuance of this RFP does not bind fTLD to accept any Proposal, in whole or in part, whether or not it includes the lowest price nor does it bind fTLD to provide any explanation for its decision to accept or reject any Proposal. fTLD reserves the right to:

- Discontinue the RFP process without obligation
- Invite Bidders to resubmit a Proposal
- Invite Bidders to participate in negotiations

## **6.3 PROPOSAL DURATION AND SIGNING**

By submitting a Proposal to this RFP, the Bidder certifies that its Proposal is valid for 180 calendar days starting from 28 May 2014. The Proposal shall be signed by a representative (or representatives) that are legitimately authorized to act on the Bidder's behalf and such representative(s) must have the authority to legally bind the Bidder and accept the terms and conditions of this RFP.

## **6.4 PROPRIETARY INFORMATION**

All information received by fTLD shall be for the sole and exclusive purpose of enabling you to submit an RFP Proposal. The information contained in the RFP, including your Proposal thereto, are proprietary and confidential. Bidder shall not under any circumstances disclose proprietary or confidential information, in whole or in part, to any third parties without the prior written consent of fTLD.

## **6.5 FINANCIAL STATEMENTS / BIDDER'S HISTORY**

fTLD reserves the right to request and receive the following information:

- Audited financial statements including, but not limited to, balance sheets, income statements and statements of capital;

- Past or present legal action or threatened legal action with regard to any matter involving the Bidder's business operations, use of programs, use or modification of hardware or equipment, provision of a system or services, or maintenance. If this information is requested, the Bidder will provide complete details regarding the incident and include the final disposition of any such action; and
- Information relating to any confidentiality breach or alleged confidentiality breach by you or any independent supplier you have engaged.

## **6.6 PRICING**

Submit quotation in United States dollars, excluding any and all taxes. If any taxes apply, please itemize them separately. fTLD assumes all charges are outlined in the pricing section of the RFP Package. Any additional charges identified will be the Bidder's responsibility.

## **6.7 CONTRACT LENGTH**

The preferred length for this contract is an initial three (3) years with multiple renewable options at a duration to be mutually agreed upon.

## **7.0 CONTACT DETAILS**

If this RFP is imprecise in any respect, the Bidder shall inform the contact person indicated below and ask for further clarification:

Primary Contact: Mr. Craig Schwartz  
Company: fTLD Registry Services, LLC  
Address: 600 13<sup>th</sup> Street, NW, Suite 400, Washington, DC - 20005, US  
Phone Number: +1 202 589 2532  
Email: craig@ftld.com

All inquiries that pertain to this RFP must be submitted electronically to the following e-mail address (craig@ftld.com) no later than 28 May 2014.

**Issue Date:** 22 April 2014

**Closing Time and Date:** 28 May 2014 / 21:00 UTC.