



fTLD Study on Use of Redirection in .BANK (November 12, 2015)

On July 9, 2015, fTLD Registry Services, LLC (fTLD) published an [Advisory](#) regarding its plan to study the issue of redirection within the .BANK domain in order to understand the adoption, usage and prevalence of redirection in .BANK. fTLD further committed to publishing its findings and that it might update its current guidance and/or requirements related to URL redirection.

fTLD has completed its first study by assessing the 2,468 domains in the .BANK zone as of September 30, 2015. At that time 103 domains were redirecting with three (3) to another .BANK domain and 100 to a gTLD other than .BANK. Given the limited use of redirection at that time, there is insufficient data to warrant a change to fTLD's current position of permitting redirection. Over the next few months, fTLD will continue to study this issue and will, upon completion of its review, publish its findings and communicate any further guidance and/or requirements for URL redirection.

To address some questions fTLD has received about redirection the [FAQ](#) addressing this topic has been updated to include for example that .BANK is an HTTPS-only community and therefore any redirection must be made from the HTTPS version of the .BANK website.

Can I redirect my current domain to my .BANK domain?

Yes, domain registrants may redirect visitors from other gTLDs to .BANK domains. While there are many ways to redirect visitors to a .BANK domain, an effective method to do this while maintaining your search engine ranking is by using the http '301 Moved Permanently' response status code.

Can I redirect my .BANK domain to my current domain?

In the short-term, in order to support the adoption and use of .BANK, fTLD permits domain registrants to redirect web visitors and traffic from a .BANK domain to a domain outside .BANK and emphasizes that providing content on a .BANK domain maximizes the value of the Security Requirements and the trust in the domain. Organizations that redirect from .BANK to non-.BANK domains are strongly encouraged to inform visitors of this action via an explicit message to avoid confusion and to assure that visitors understand they are leaving a .BANK domain. **Registrants are reminded that .BANK is an HTTPS-only community and therefore any redirection must be made from the HTTPS version of the .BANK website.**

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 if 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 visitor's browser. Reliance on visitors noticing that the URL name has changed is generally not considered an effective methodology in and of itself to inform users of a redirection. fTLD understands that banks often use third-party providers for select services and, therefore, may need to redirect users from their websites to those of its providers. 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. fTLD's intention for .BANK is to maintain inherently robust controls and is strongly concerned that "full" redirections not continue indefinitely.

Over the next few months, fTLD will continue to study the issue of redirection within the .BANK domain in order to understand the TLD's adoption and usage, and the prevalence of it in the .BANK zone. Upon completion of the study, fTLD will publish its findings and communicate any further guidance and/or requirements for URL redirection.