



**Identifiably Irish**  
Ireland's Domain Registry

# Policy Advisory Committee

## .IE namespace

PAC #10

27 April 2017





**Identifiably Irish**

Ireland's Domain Registry

# Policies in the .IE namespace

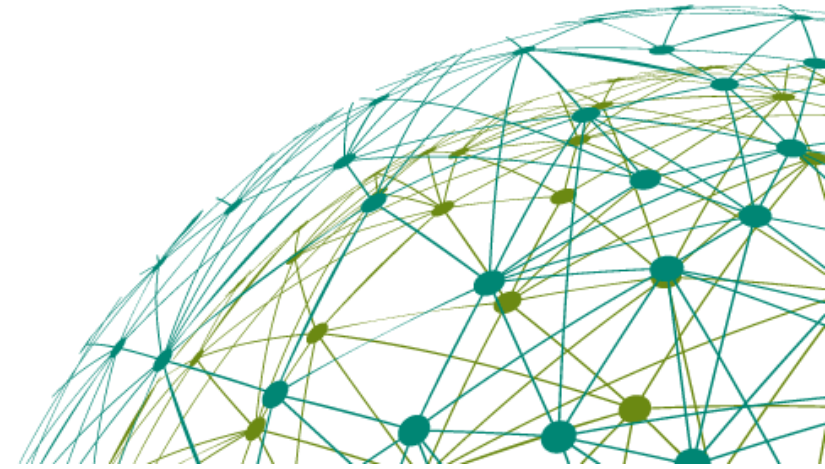
## Proposals to PAC

Policy change submission

27 April 2017

# Agenda

- Introduction & background
- Proposal
- Benefits and Drivers
- Policy development process
- Q&A



# Introduction & Background

In order to register a new .ie domain (nReg) currently you must satisfy two policy requirements:

1. **Connection to Ireland** - "real and substantive connection" of Registrant
2. **Claim to the Name** - "proven claim to the name applied for"



# Introduction & Background

The principles of the Managed Registry concept:

- Claim was designed to **prevent** the anti-social practices of American **cybersquatters** and **domainers**
- No need for multiple and/or defensive registrations
- Help to ensure that “good names” were used
- Effort to stop the practice of people registering names which will not be used, in the near future.



# Introduction & Background

Our USP - dot ie domains are:

- Identifiably Irish - the only online space reserved for Irish people & businesses
- Trusted through traceability - we've checked-out who is behind the website
- Registrants - documented and verified by IEDR
- We can provide assistance to regulatory bodies (IMB / ODCE), Law Enforcement etc.



# Introduction & Background

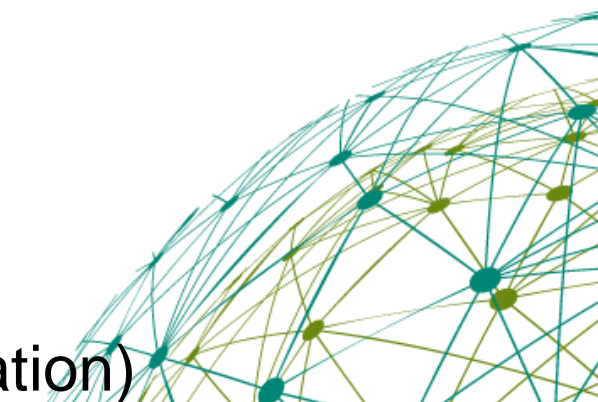
What has changed?

- Renewed emphasis on developing and growing the national resource / allowing Irish business to have the names they want
- People want to have the names they need - but they cannot provide sufficient evidence of a claim to IEDR e.g. Mick / Mick's blog / Mick's corner shop
- Registries are no longer be responsible for brand protection, via the restriction of applications. Brand managers are making those decisions, esp with 1,200 nTLDs





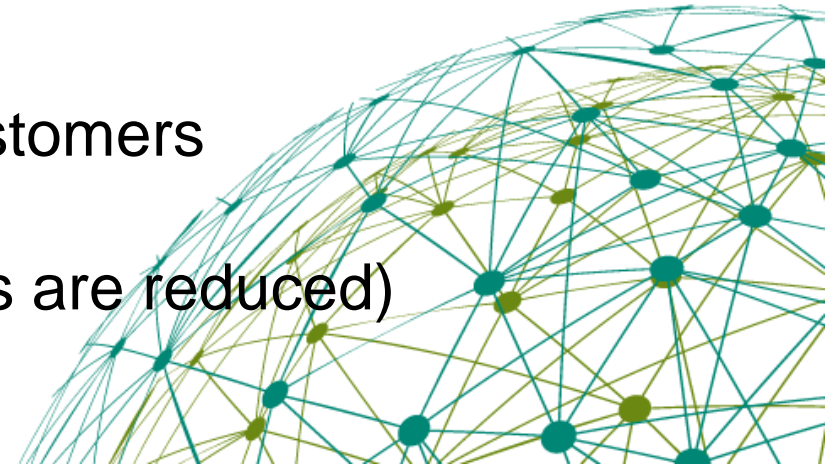
# Our proposal

- Drop the requirement to have, and prove, a **claim to the name**
  - Applicants with a proven real and substantive **connection to Ireland** will be able to register any name they want.
  - Current safeguards to protect citizens and the reputation of the dot ie namespace will continue
  - General registration rules will continue
  - Dispute resolution policy will continue (WIPO adjudication)
- 



# The benefits

- More deterministic registration process (removing subjective 'claim' judgements)
- Easier and faster registration process
- Improved customer experience (CX) for Registrars, resellers and registrants
- Dilute the perception of dot ie as 'hard to get'
- Better potential for repeat business from *satisfied* customers
- Increased sales and registrations (as dropped tickets are reduced)



# Drivers - Customers

- Customer expectations have shifted (instant service and gratification are default expectations)
- Customer demand has shifted (60% of nReg are in the Discretionary Category)
- nReg abandoned because no claim has been submitted within 27 days
- Perception that dot ie is hard to get
- Some lost sales - almost 10% p.m.
- Disappointed rejected applicants
- Disgruntled registrants



# Drivers - the namespace

To develop and expand the dot ie **brand** while growing the namespace as a national resource and address issues such as:

- Remaining perception that .ie is hard to get
- Potential lost sales
- Disappointed rejected applicants

To promote **Internet usage and uptake** by citizens, community groups and micro-businesses

- You can now get any name you need for your business, your residents association, local group



# Drivers – IEDR and Registrars

To address administration problems & compliance issues:-

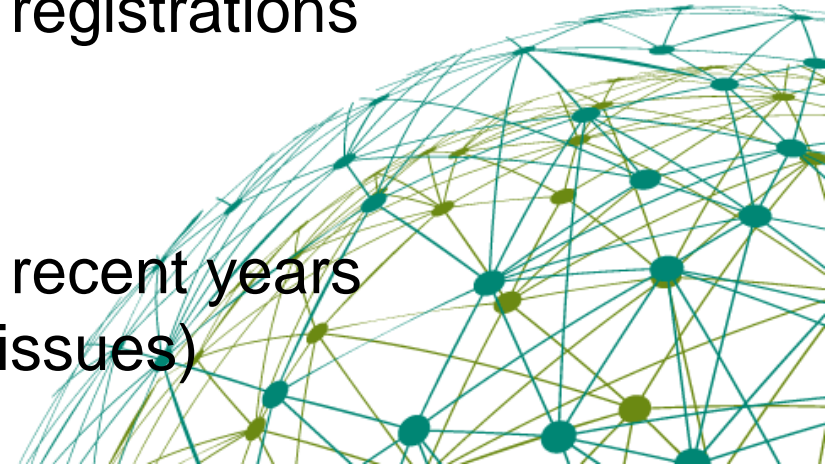
- Claim evidence is not deterministic (judgement & opinion involved – throughout the channel)
- Baseline PPPRG has exposed 7 pages of Guidelines for nReg
- Remove differential treatment of **existing** businesses v's **future** businesses/blogs/events etc.
- Where no provable claims exist (in the form of evidence) we accept statements (not documents). But, businesses with copious documents, are being forced to jump through hoops.
- We can, and should, rely on other Agencies' authentication and verification (especially anti-money laundering (AML) checks by banks, estate agents, etc.)



# Drivers - Policy

We can update the public policy basis for operating the Managed Registry:-

- The claim element of the policy, is no longer contributing to the USP of .ie
- The proposed policy shift reflects current international best practices (a move away from prevention and to a focus on take-down / mitigation / exception-handling)
- Other policy instruments can deal with problematic registrations (e.g. DRP, with WIPO, Whois Policy and AUP)
- Co-operation with law enforcement has matured in recent years (previously a court order was required to deal with issues)

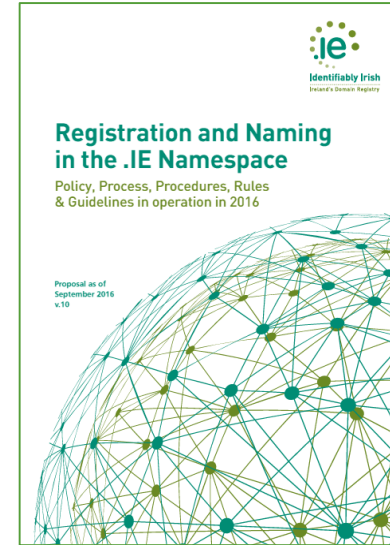




# Policy Development Process (PDP)

## How will it work?

- Policy change request Template
  - submitted to PAC on 27 April 2017
- 10-step PDP
- Working group
  - edit the PPPRG & identify implementation issues) →
- Public consultation
- Awareness programme
- Marketing and promotion of the policy change
- Sufficient notice period





**Identifiably Irish**  
Ireland's Domain Registry

# Questions & Answers

