

To: ICANN Board of Directors

Cc: Mr. Cherine Chalaby  
Chairman of the ICANN Board  
Mr. Goran Marby  
ICANN President and CEO

Dear ICANN Board,

We, on behalf of Civil Society Organizations from amazonic region (Bolivia, Brasil, Colombia, Ecuador, Guyana, Perú, Surinam y Venezuela), are concerned with the current status of the .amazon delegation process because we feel that amazonian countries have not been heard despite the latest resolution of the Board mention “*discussions between the ACTO member states and Amazon corporation*” without hearing the voices of us the people who live in this region.

In that regard we would like to the Board reject the delegation of .amazon, by the following reasons:

As Civil Society we already have written a statement before, on july 2017<sup>1</sup>, and it was signed by some Not-Governmental Organizations from our region without any response or consideration from your side. And we repeat what we said : “*We have faces, names, content, history. Using our name to tell another story, a company’s history, would de-characterize us? Likely not. We will not disappear. Instead the Amazon is a vibrant region, home of a great cultural diversity, committed to sustainable development and becomes increasingly more involved with internet governance, alongside with Northeast Brazil, which hosted IGF2015.*”

Our point is that we do not want to have to pay to use our name to any foreign corporation, who will use our name for profit. For us, this is a time of challenges over the Amazon such as illegal mining, deforestation, water pollution among others. Any policy decision about the region or its name (in any language) is a matter of great interest for all of us, and we cannot be left aside.

Let’s start with the view of .amazon being a brand as well as a region and a river. We were never asked, again, when the name was used in the first place. The consequences of this can be seen now, when we are mistaken as a faceless, plain, uncharacteristic area in a world map without content or people, an exoticly empty part of the world to be conquered and debated abstractly by trademark lobbyists, private companies and governments.

This kind of discussion is so important that inside your policy work there is a Working Group currently discussing about geographic names, so we can see clearly that Amazon Corporation interests influencing this issue, to be able to sell what they consider ‘their name’, to not be rejected as happened before with .patagonia. Our concern goes beyond any profit interest, we are talking here about cultural heritage, digital inclusion and literacy. That's our organizations in the region are doing, and the delegation of this gTLD instead of boost them will do the opposite.

<sup>1</sup>Amazonians speak about .amazon available in: <http://bestbits.net/amazon/>

We repeat, as in 2017: “ *Using our name refers directly to a vast land of rich diversity, with much to uncover and with many cultural gems already discovered. So if using our name, at least acknowledge us, respect us. Give back to the “lungs of the Earth,” to a river which hosts hundreds of communities by its riverbanks. Invest on us. We want the same you do, more education, a thriving internet market and respect to sustainable development for a better future.*”

This region is mainly an area of indigenous population. Our indigenous population was not asked when colonized, the majority did not elect the government of the nine nation-states which comprise the Amazon. Likely, the majority of our indigenous population suffers from abandonment, land conflicts, health crisis and lack of an education system. More importantly, our indigenous population wants, just as companies or governments, an internet market which provides jobs and enables development. Indigenous population may not speak only Portuguese or Spanish but they can speak too.

Another of our concerns, and of many native people in Latin America, is .amazon delegation be the open door to allow another geographical names or native names can be registered for any multinational corporation or person. This goes against our environmental and moral rights, even our Intellectual Property or Human Rights.

The negative impacts of this delegation can cause in the small producers of the border of the Amazon River in their “Origin denomination products” can be affected by bad commercial practices of an enterprise that wants to keep managing and profit of the .amazon generic name could be lethal to those economies.

Last, but not least, the Amazon Corporation presented a proposal in ICANN 60 meeting about the possibility to block some domain names at the second level, consult with governments to identify these terms and provide support for applications .amazonas, .amazonia and .amazonica. In that regard, we would like to ensure that civil society has access to the mechanism participation on the reserve lists.

It must not be forgotten that, after all, the multistakeholder model that we all support to have a free and open Internet, involves multiple parties. This is not only an issue of the private sector and governments, the population is a key participant, that in this particular matter was never consulted.

Sincerely,

# STATEMENT

From the launch of the program new gTLDs realized in 2012, a discussion is carried out by the corporation Amazon who wants to acquire the domain .amazon with commercial purposes and of promotion of their brand).

To carry out this action, it brings as consequence the ignorance of the ancient rights, cultural and social traditions of the countries of the Amazonian region (Bolivia, Brazil, Colombia, Ecuador, Guyana, Peru, Surinam and Venezuela); which include a surface of 6.100.000 square kilometers of South America.

In this opportunity, ICANN's Board of directors is open for manifestations from part of the countries of the region to take the decision to delegate the domain .amazon.

From the At-large Regional Organization of Latin America and Caribbean Islands (LACRALO) of ICANN, we have decided to show our dissatisfaction, with the attempt of delegation of the domain .amazon to a commercial company.

Our position is based on the recognition of geographical denomination points, for understanding a finite segment of domain names that are based on productive, cultural and sovereign development (within the framework of data sovereignty) of the peoples and countries of which it is composed, who are represented by their States.

There is nothing to prevent States administrators from being able in the future to outsource their exploitation and development, but it is vitally important to understand that this finite group of domains (as opposed to an infinite number of generic domain names) must be left under the interference of States who must have the freedom to use them or not.

No one can exercise a higher right to freedom of the peoples of a country or region and to self-determination.

Since this discussion began, the great concern of many indigenous peoples of the Americas is that the approval of the domain .amazon is the gateway for more names of geographic regions and/or indigenous peoples to be registered by any powerful multinational, natural or legal person, in violation of our environmental and moral rights, our intellectual property and even our human rights.

The negative impact that this delegation can cause on the small producers of the Amazon River basin that produce products of "Denomination of Origin", in light of some future actions framed in those denominated "bad business practices" of a company (whatever the company) that intends to remain with the administration and usufruct of the generic name .amazon can be devastating for these regional economies.

It is for this and in light of these and other issues that are of long standing and that we were able to express some members of the community of end users of the Internet in 2013, is that we express again our refusal to the delegation of .amazon to third parties that have nothing to do with the member states that make up OCTA.

Organizations of the Civil Society participating in the organization Lacralo and Npoc:

- AGEIA Argentina, Franco Giandana, República Argentina
- AGEIA Colombia, Juan Manuel Rojas, República de Colombia.
- Asociación de Derecho e Informática de Chile, Humberto Carrasco, República de Chile.

- Asociación de Usuarios de Internet del Perú-AUI, Johnny laureano, República del Perú.
- Asociación Para las Mejoras de las Tecnologías de la Información y Comunicación, José Arce, República Argentina.
- CETIC TJB, Cristian Casas, República Argentina.
- Cultura Libre y Software Libre del Ecuador, Diego Acosta Bastidas, República del Ecuador.
- Fundación Huaira, Estado Plurinacional de Bolivia.
- Fundación Incluirme, Adrian Carballo, República Argentina.
- Fundación Para El Desarrollo de Las Tecnologías de Información y Comunicación en Bolivia, Luis Sergio Valle, Bolivia.
- IEEE Nicaragua, Carlos Leal, República de Nicaragua.
- Instituto Iberoamericano de Investigación para la Sociedad de la Información-IIISI, Alberto Soto, República Argentina.
- Instituto Panameño de Derecho y Nuevas Tecnologías - IPANDETEC, Lia Hernández, República de Panamá.
- Internauta Argentina, Marcelo Telez, República Argentina.
- Internauta Brasil- Associação de Usuários de Internet da Republica Federativo do Brasil, Sylvia Herlein, República Federativa de Brasil.
- Internauta Chile, Javier Chandía Rojas, República de Chile.
- Internauta Venezuela, Harold Arcos, República Bolivariana de Venezuela.
- ISOC-CR Asociación Costarricense para el desarrollo del Internet, Carlos Raul Gutierrez, República de Costa Rica.
- Red Internacional de Diseño, Ana María Moreno, República de Colombia.
- Fundación Jaqi Aru, Rubén Hilare Quispe,
- Aida Noblia, República Oriental del Uruguay.