



## PUBLIC INTEREST COMMITMENTS

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### The .health Top Level Domain Registry

March 5, 2013

**Application ID number:** 1-1684-6394  
**Applicant name:** DotHealth, LLC  
**Applied for string:** "health"

**Primary Contact for DotHealth, LLC:**

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## Introduction

DotHealth, LLC (herein after referred to as “DotHealth”) applied to ICANN for the right to operate the .health top level domain (TLD) registry. We have taken great care and extensive efforts over the past three and a half years to craft and refine a set of policies and protections for both registrants and users (including the public) of .health in order to create a safe, trusted, and secure top level domain operating in the public interest. Our mission and vision is to establish .health as the most trusted top-level domain for population health management, health education and healthcare innovation worldwide.

## DotHealth, LLC Public Interest Commitments

### (Specification 11, Paragraph 2)

#### **A. Commitment to the Enforcement of Its Acceptable Use Policy**

1. DotHealth LLC commits to monitor and enforce compliance with its policies for the .health TLD. These policies include:
  - Explicit prohibitions against the use of .health domain names for the illicit promotion or sale of prescription drugs, controlled substances, tainted dietary supplements, ingredients for psychoactive highs and others which are / have been validated by regulatory authorities as safety concerns;
  - Pro-active monitoring by the Registry Operator and/or its third party contractors, to ensure compliance with the terms of use;
  - Registry-specific rapid take-down measures (including cooperation with international law enforcement agencies) to protect consumers and address non-compliance; and
  - Explicit prohibitions against the use of .health domain names for abusive or malicious commercial practices targeted at consumers and children.
2. DotHealth, LLC reserves the right to lock, cancel, transfer or take ownership of any .health domain name, either temporarily or permanently, if the domain name is being used in a manner that appears to threaten the stability, integrity or security of the Registry, or any of its registrar partners – and/or that may put the safety and security of any registrant or user at risk.
3. DotHealth LLC shall institute an accreditation program for registrars to ensure that all registrars accredited to register domain names in .health are committed to abide by, and enforce, the policies of the .health registry.

## **B. Monitoring for Illicit Sale or Promotion of Drugs**

DotHealth, LLC shall actively monitor the .health TLD to ensure that domain names in the .health TLD are not used for the illicit promotion or sale of prescription drugs, and shall take promptly take action against rogue Internet pharmacies operating in the .health TLD.

## **C. Malicious Activity Monitoring and Takedown of Abuse Domain Name Registrations**

DotHealth is committed to ensuring that those domain names associated with abuse or malicious conduct, including phishing, pharming, botnets, etc. are dealt with in a timely and decisive manner.

- Once a complaint is received from a trusted source, a third-party, or detected by the Registry, the Registry will use commercially reasonable efforts to verify the information in the complaint.
- If that information can be verified to the best of the ability of the Registry, the sponsoring registrar will be notified and be given 12 hours to investigate the activity and either take down the domain name by placing the domain name on hold, deleting the domain name in its entirety or remedying the abusive practices.
- If the registrar has not taken the requested action after the 12-hour period (i.e., is unresponsive to the request or refuses to take action), the Registry will place the domain on “ServerHold.” Although this action removes the domain name from the .health TLD zone, the domain name record still appears in the .health TLD WHOIS database so that the name and entities can be investigated by law enforcement should they desire to get involved.

## **D. Measures to Promote WHOIS Accuracy**

DotHealth, LLC commits to regularly monitor registration data for accuracy and completeness, and establish policies and procedures to address domain names with inaccurate or incomplete WHOIS data.

DotHealth will offer a mechanism whereby third parties can submit complaints directly to the registry about inaccurate or incomplete WHOIS data. Such information shall be forwarded to the sponsoring Registrar, who shall be required by contract to promptly address those complaints with their registrants, or risk the deletion of the offending domain names.

In addition, DotHealth shall on its own initiative, no less than twice per year, perform a manual review of a random sampling of .health domain names to test the accuracy of the WHOIS information. DotHealth will be examining the WHOIS data in these samples for prima facie evidence of inaccuracies. In the event that such evidence exists, it shall be forwarded to the sponsoring Registrar, who shall be required to address those complaints with their registrants.

Thirty days after forwarding a complaint to the registrar, DotHealth will examine the current WHOIS data for names that were alleged to be inaccurate to determine if the information was corrected, the domain name was deleted, or there was some other disposition. If the Registrar has failed to take any action, or it is clear that the Registrant was either unwilling or unable to correct the inaccuracies, DotHealth, LLC reserves the right to suspend the applicable domain name(s) until such time as the Registrant is able to cure the deficiencies.

## **Other Specific Public Interest Commitments** (Specification 11, Paragraph 3)

### **1. Commitment to the Protection of the World Health Organization Names and/or Acronyms**

DotHealth, LLC shall commit to consult with the World Health Organization on the protection of appropriate second level domain names within the .health TLD in order to withhold their use by any third party where such protection is deemed to be in the public interest.