

# NPOC Webinar Series (Introduction)

3 February 2021 – Webinar 1

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# NPOC Webinar Series – Spring 2021

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## Webinars 1 & 2. Feb 3 and Feb 10. 14:00 UTC

- Introduction to the webinar series, who we are and what we're going to discuss
- Introduction to the registrant program
- Introduction to ICANN, what we do and how we do it
- How the DNS works
- ICANN multistakeholder model, NPOC's place and role
- Introduction to PDP, "consensus policies" and contracts

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**Webinars 3, 4 & 5 (5.5). Feb 17, Feb 24 and March 3. 14:00 UTC**

- Registrant Rights and Responsibilities
- Registering a domain name
- Maintaining/managing and renewing domain names
- Rights protection mechanisms, UDRP/URS
- Review of relevant consensus and other policies that impact registrants (WDRP, Transfer Policy, ERRP, etc.)
- Protecting and securing a domain names (passwords, authentication, lock)

## Webinars (6 & 7). March 31 and April 7. 14:00 UTC

- Good domain name security management, projects, and campaigns, HTTPS
- Introduction to DNSSEC, what it protects against and how
- DNSSEC implementation, NPOC promotion of DNSSEC implementation to NGOs
- DoH (DNS-over-HTTPS) and DoT (DNS-over-TLS)
- Review and wrap-up

# Staff Team – NPOC Webinar Series



Brian Gutterman - Program Manager, Strategic Initiatives GDS (Registrant program)



Patrick Jones, Sr. Director, Global Stakeholder Engagement (DNS fundamentals)



Adam Peake, Global Stakeholder Engagement (ICANN organization and multistakeholder approach)

# Staff Team – NPOC Webinar Series



Maryam Bakoshi, SO/AC Collaboration Services Sr. Coordinator, CSG/NCSG



Brenda Brewer, Community Operations Coordinator

# ICANN Organization and Registrants

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- ⦿ Throughout all of ICANN's work, we endeavor to serve the global public interest, domain name registrants, and end users of the Internet by ensuring a secure and stable Domain Name System (DNS), all while promoting trust, choice, and competition in the industry.
- ⦿ The ICANN organization (ICANN org) has always recognized registrants as being essential to a robust DNS and marketplace, but more can be done to improve their experience when interacting with the organization.

# Registrant Program Goals

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- ⦿ To educate registrants about their rights and responsibilities, the domain name ecosystem and how to navigate it, and the ICANN policies that impact them.
  - ICANN org registrant homepage: [icann.org/registrants](https://icann.org/registrants)
  - Blogs, articles, FAQs, infographics, etc.
  - Presentations, webinars.
- ⦿ To identify and raise awareness about issues and challenges that registrants face.
  - Publish ICANN data to inform community dialogue.
  - Engage and collaborate with relevant ICANN community groups.
- ⦿ Ensuring that registrant perspectives are reflected in ICANN org ongoing work, services, and reviews.



# Our Audience(s) + Cross-Functional Collaborative Work

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- ⊙ Primary Audience: ‘Everyday’ registrants
  - Typically have 1-2 domain name(s); and
  - Little to no knowledge of DNS ecosystem, ICANN, or ICANN policies.
- ⊙ Secondary Audience: Larger portfolio registrants/companies
  - Education and capacity building around security, preventing phishing/malware, and other fraudulent attacks (OCTO Technical Engagement).
- ⊙ Community Stakeholders: Registrars Stakeholder Group (RrSG), Registries Stakeholder Group (RySG), country code top-level domains (ccTLDs), Noncommercial Stakeholder Group (NCSG), Not-for-Profit Operational Concerns Constituency (NPOC), At-Large Advisory Committee (ALAC), and others in the community.
  - **We want to hear from you** and facilitate discussions around registrant issues and challenges.

# ICANN Global Support Center (GSC) Observations

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## Registrant Contact Profile

- ⦿ Small and medium-sized business owners, individual Internet users, bloggers, and community site owners.
- ⦿ Most registrants consider their website to be mission critical and/or revenue impacting.
- ⦿ Most of the time, there is a heightened sense of urgency.
- ⦿ Inquires originate from around the world
- ⦿ Unaware of Internet community or ecosystem (ICANN, registries, registrars, resellers, hosting providers), and who to contact.
- ⦿ Little or no technical background.
- ⦿ Lack of domain name management knowledge, resources, and tools.

- ⦿ Free, online learning platform: <https://learn.icann.org>
- ⦿ Set your dashboard to your preferred language.
- ⦿ Registrant Basics: Essentials for Domain Name Holders.
  - Course launched in March 2020.
- ⦿ This course will teach domain name holders (registrants) and the broader end-user community:
  - Registrant rights and responsibilities
  - Registrants' important role in the domain name ecosystem
  - Best practices in domain name management
  - ICANN policies that impact registrants

**192.0.43.22**

**or**

**<http://www.icann.org>**

**Internet Corporation for Assigned Names and Numbers**

**Responsible for the unique assignment of names and numbers, the Domain Name System, and policies for Top-Level Domain Names (gTLDs and ccTLDs)**





# ICANN Ecosystem

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- The "multistakeholder model" is at the heart of ICANN's policymaking. A decentralized governance model placing individuals, industry, noncommercial interests, and government on an equal level
- Bottom-up, consensus driven policymaking. Internet governance mimics the structure of the Internet, borderless and open to all
- Supporting Organizations are responsible for developing and making policy in areas they represent
- Advisory Committees advise the ICANN Board, advise policy development processes, and, in certain cases, can raise issues for policy development

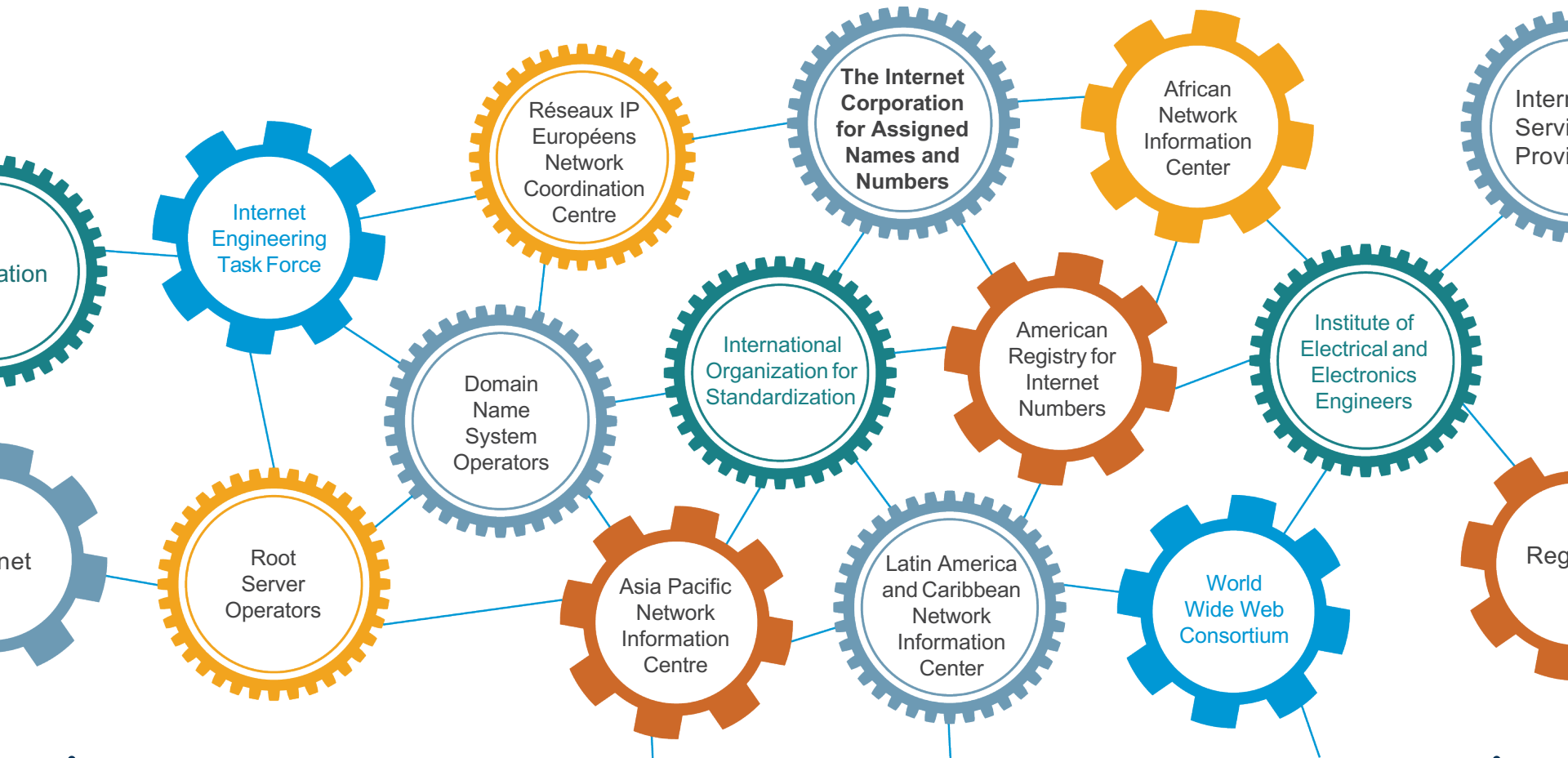
# ICANN's Mission

Ensuring the stable and secure operation of the Internet's unique identifier systems

-  1 Coordinates the allocation and assignment of names in the root zone of the Domain Name System
-  2 Coordinates the development and implementation of policies concerning the registration of second-level domain names in generic top-level domains (gTLDs)
-  3 Facilitates the coordination of the operation and evolution of the DNS root name server system
-  4 Coordinates the allocation and assignment at the top-most level of Internet Protocol numbers and Autonomous System numbers

# Technical Partners

Coordinating with our technical partners,  
we help make the Internet work



# Our Other Partners

We all work together in different ways to help make the Internet work





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# ICANN Ecosystem

Global  
Multistakeholder  
Community of  
volunteers



ICANN Org  
(ICANN staff)

Directors:  
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# Supporting Organizations (SOs)

## SOs are responsible for developing policy recommendations in the areas they represent



### ASO

Address Supporting Organisation, 15 volunteers – 3 from each of the Regional Internet Registries (RIRs) – who work on global Internet Protocol (IP) Address Policy



### ccNSO

country code Name Supporting Organisation works on global policies relating to country code top-level domain name (ccTLD) policies (.be, .nl) – made up of ccTLD managers



### GNSO

Generic Name Supporting Organisation, 21 members – divided into 2 houses (contracted and non-contracted parties) – who work on generic top-level domain name (gTLD) policies (.com, .org, new gTLDs). NPOC, a constituency of the GNSO

# Advisory Committees (ACs)

ACs give advice and make recommendations on ICANN topics



## ALAC

At Large Advisory Committee represents the interests of individual Internet users. Supported by five Regional At-Large Organizations (RALOs) and over 230 At-Large Structures (ALSes) and volunteers from around the globe



## GAC

Governmental Advisory Committee provides advice on public policy issues, particularly on interactions with policies and national laws or international agreements (178 members)



## RSSAC

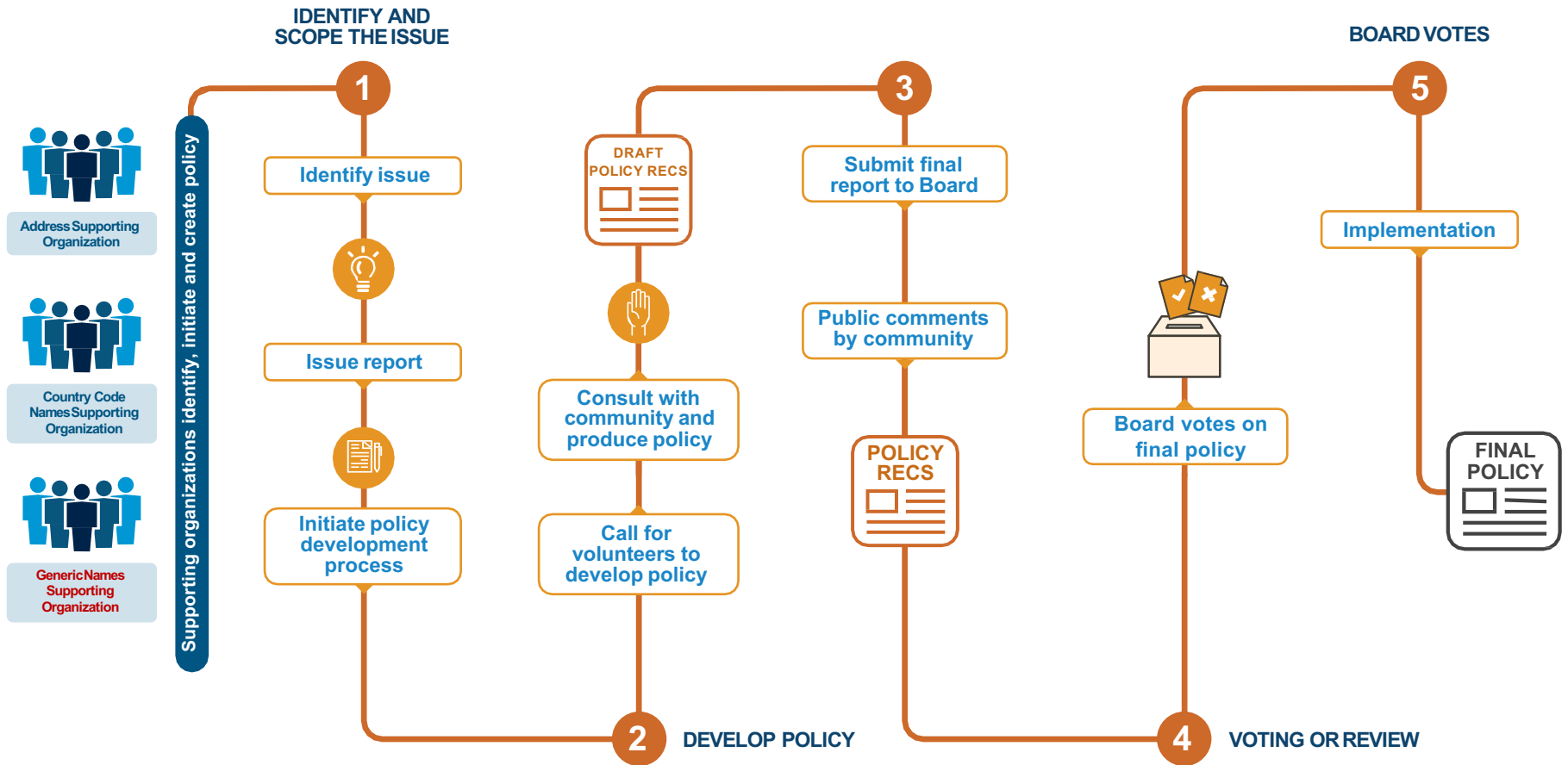
Root Server System Advisory Committee advises on the operation, administration, security, and integrity of the Internet's Root Server System



## SSAC

Security and Stability Advisory Committee advises on matters related to the security and integrity of the Internet's naming DNS

# How Does the Community Develop Policy?



Advisory Committees can participate during the process

