Safeguards & Trust Subteam
Laureen (Chair) – Carlton – Drew – Jamie – Gao – Carlos - Fabro

Consumer Trust

- Consumer/end user behavior
  - Navigate
    - Does not resolve
  - Use
    - Are new gTLDs more or less likely to point to safe content? (i.e. malware, phishing)
- Developing countries
  - Confidence that the new gTLD application process is fair? (Trust in the process)
  - Adequate access to assistance?
- Procedural
  - ICANN's role
  - Dispute resolution processes
  - Sufficient data
- Confusion
  - Can consumers distinguish a legacy gTLD domain name from a similarly-named new gTLD domain name?
- DNS abuse (TBD)
  - Is DNS abuse more or less prevalent in new gTLDs than legacy gTLDs?
  - What enforcement mechanisms do new gTLDs use to curb DNS abuse?
  - What do DNS Abuse policies look like for new gTLD registries and registrars?
  - Are there greater or fewer numbers of ICANN compliance issues with new gTLDs than with legacy gTLDs?
- Registry privacy policy
  - What type of personal information is collected?
  - How long is personal information retained?
  - How is personal information protected?
  - When is personal information shared?

Trademark issues

- Relative costs of defensive registrations
  - Pricing models
    - How has the absence of price restrictions affected consumer trust?
      - What are the consequences of the policy? (i.e. increased or decreased trust in the perceived value of domain names? coercive pricing?)
- Brands protection (i.e. brand dilution, infringement)
- Risk of confusion for a brand
- Sunrise pricing
  - Creates trust for existing rights holders or harms trust about fairness for new marketplace entrants?
- Rights prot. mechanisms

Impact of PICs and other safeguards

- Compliance
- Complaints

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Comment [AB1]: We can potentially use any new definition furnished by the upcoming ICANN DNS Abuse Study. In the interim, we should rely upon the examples of DNS abuse provided here: (http://newgtlds.icann.org/sites/default/files/agreements/agreement-approved-09jan14-en.htm)

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Comment [AB2]: Note: Registrars must comply with section 3.18 of the 2013 RAA to stop DNS Abuse, including taking "reasonable and prompt steps to investigate and respond appropriately to any reports of abuse." (https://www.icann.org/resources/pages/approved-with-specs-2013-09-17-en)

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- Reduces harm?

Other

What else do we need?
Divide into new gTLDs vs legacy (compliance)
# of complaints to registries, registrars
Compare level of abuse among legacy, new gTLDs (Drew to define methodology)

- Select gTLDs to compare (legacy and new)
- Gather lists of all current registrations in those TLDs (zone files)
- Compare the lists of registrations to domain names associated with known DNS abuse (as determined by a reliable authority such as APWG, Spamhaus, etc.)
- Determine whether there is any correlation between findings new/legacy gTLDS, registry/registrar DNS abuse policies, 2013 RAA compliance, literacy about gTLDs from Nielsen study, etc.

Highly regulated sector domains

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