### 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? predatory pricing for certain domains (.sucks))
- 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

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**Commented [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](http://newgtlds.icann.org/sites/default/files/agreements/agreement-approved-09jan14-en.htm)

**Commented [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-specs-2013-09-17-en](https://www.icann.org/resources/pages/approved-specs-2013-09-17-en)
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- Complaints
- 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