

# EWG Report Review: Purpose Based Contacts

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RDS PDP Conference Call



# RDS Purpose-Based Contacts (PBCs)

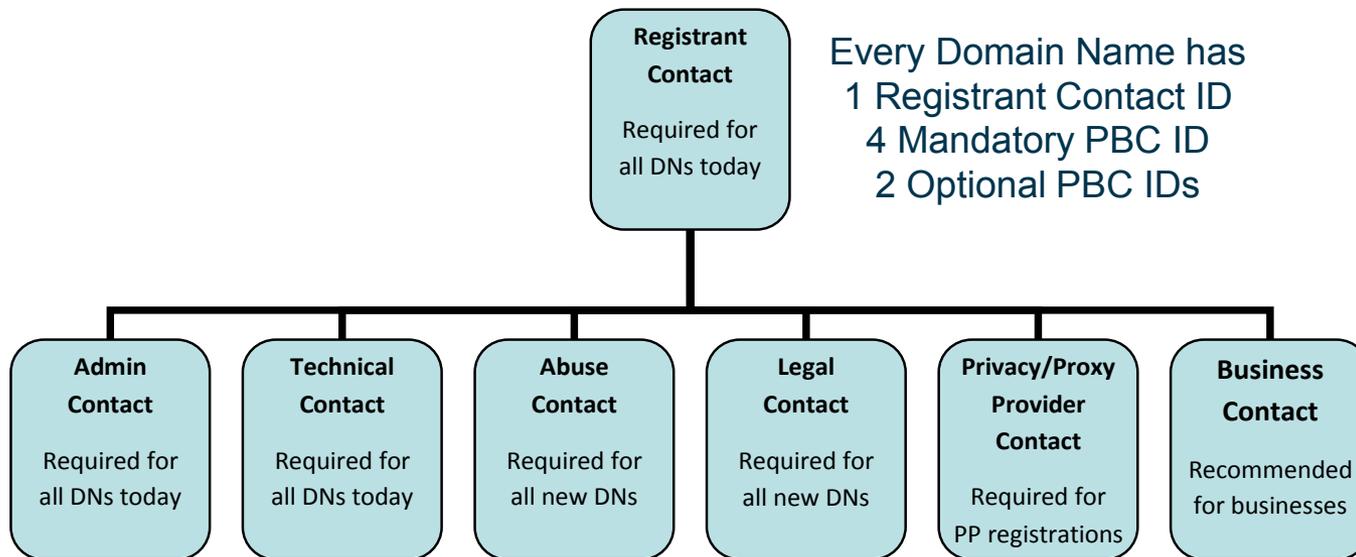
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- Reusable blocks of contact data, enabling purpose-based communication with parties that accept responsibility for domain names

PBC Type	Potential Responsibilities
Admin	Handling requests related to domain name acquisition and sale, such as purchase inquiries and domain name transfers.
Legal	Handling requests about this domain name from tax authorities, UDRP investigators, contractual compliance investigators, and legal representatives.
Technical	Handling requests about this domain name related to problems with website outages, DNS issues, mail delivery issues, etc.
Abuse	Handling DNS abuse reports about this domain name, including phishing, spam, and other harmful Internet activities.
Privacy Proxy	Handling requests for relay/reveal, fielding complaints about domain name abuse on behalf of the Registrant/Licensee, complying with LEA investigations into criminal activities.
Business	Handling consumer requests for information about a business and information for contacting the company for further information or to resolve customer complaints.

# Contacts are linked to Registered Domain Names by their IDs

- Contact IDs are public, linked to Contact Data
- Contact Data is largely gated, accessible only to authenticated requestors with specific purpose who agree to be accountable for use
- PBCs improve accountability and reachability while giving everyone more control over personal data



# WHOIS

Existing Domain Name Data

Supplied by Registrar and Registry

Existing Registrant Contact Data

Collected from Registrant

Existing Admin, Tech Contact Data

Collected from Registrant

## Today's WHOIS

- Entirely Public Data
- Entirely Anonymous Access
- Registrants Cannot Provide Contemporary/Alternate Data
- Contacts Cannot Prevent Inaccurate or Fraudulent Use

# RDS

Existing Domain Name Data

**Registrant ID**

**PBC IDs**

Existing Registrant Contact Data

Admin, Tech Contact Data

**New Optional Data Elements**

**Abuse, Legal, Proxy & Business Contact Data**

**Collected from each Contact**

## Purpose-Driven RDS

- Minimum Public Data – *Most Data Gated By Default!*
- Contact Data is Validated
- IDs link Contact Data to Registered Domain Names
- Purpose-Based Contacts (PBCs) Manage Their Own Data

# Example PBCs – PP Provider and Business

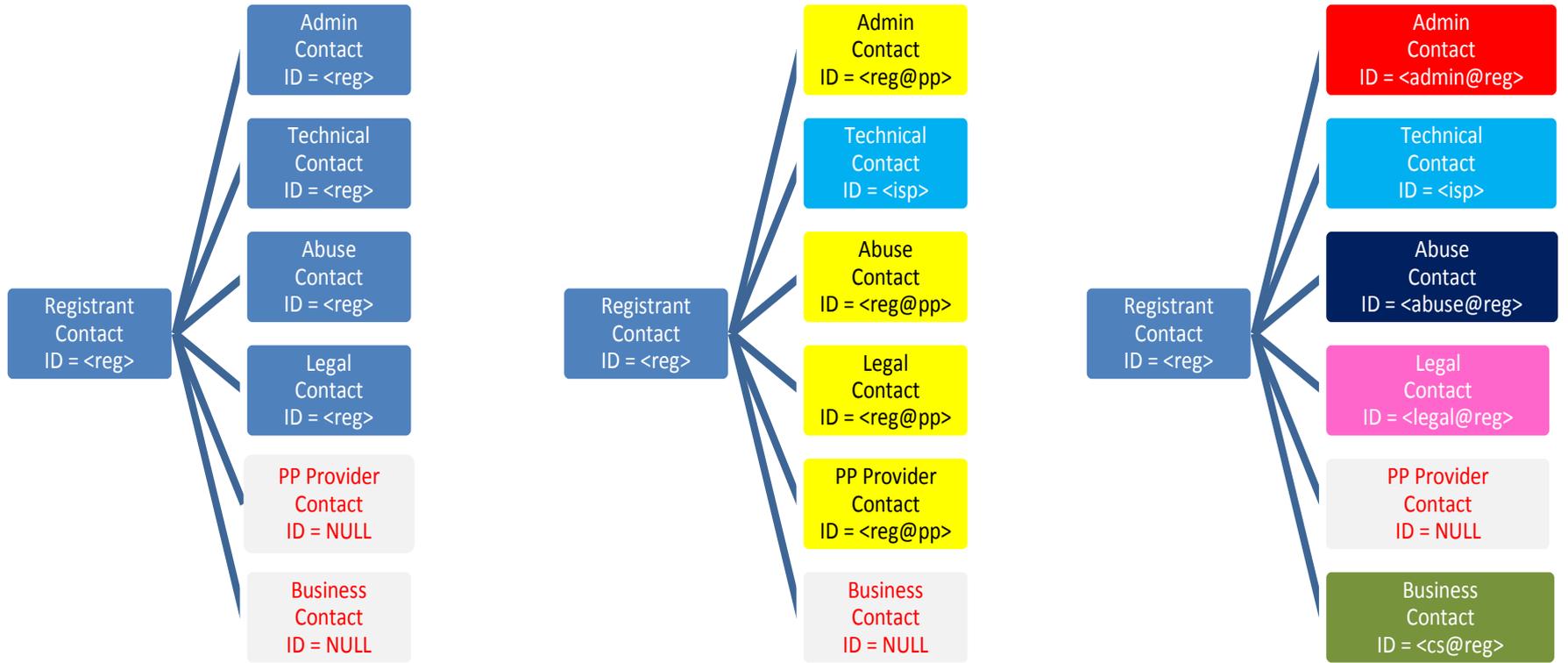
Privacy/Proxy Provider Contact (PBC) ID: 1234-5678
<b>PBC Validation Status:</b> Operationally-Validated
<b>PBC Last Validated Timestamp:</b> x
<b>PBC Name:</b> PROXY.NET INFO
<b>PBC Organization:</b> PROXY.NET
<b>PBC Street Address:</b> 123 Street Road
<b>PBC City:</b> AnyTown
<b>PBC State/Province:</b> CA
<b>PBC Postal Code:</b> 12345
<b>PBC Country:</b> AA
<b>PBC Phone + Ext:</b> +1.1235551234
<b>PBC Alt Phone + Ext:</b> +1. 5556661234
<b>PBC Email Address:</b> info@proxy.net
<b>PBC Alt Email Address:</b> info@proxy2.net
<b>PBC Fax + Ext:</b> +1.1235551234
<b>PBC SMS:</b> +1.1235551212
<b>PBC IM:</b> @proxynet
<b>PBC Social Media:</b> socialsite.com/proxynet
<b>PBC Alt Social Media:</b> socialsite.com/proxynet2
<b>PBC Contact_URL:</b> proxy.net/contact_us.html
<b>PBC Abuse_URL:</b> proxy.net/report_abuse.html

Business Contact (PBC) ID: 8765-4321
<b>PBC Validation Status:</b> Operationally-Validated
<b>PBC Last Validated Timestamp:</b> x
<b>PBC Name:</b> BIZ.COM INFO
<b>PBC Organization:</b> BIZ.COM
<b>PBC Street Address:</b> 123 Street Road
<b>PBC City:</b> AnyTown
<b>PBC State/Province:</b> CA
<b>PBC Postal Code:</b> 12345
<b>PBC Country:</b> AA
<b>PBC Phone + Ext:</b> +1.1235551234
<b>PBC Alt Phone + Ext:</b> +1. 5556661234
<b>PBC Email Address:</b> owner@biz.com
<b>PBC Alt Email Address:</b> info@biz.com
<b>PBC Fax + Ext:</b> +1.1235551234
<b>PBC SMS:</b> +1.1235551212
<b>PBC IM:</b> @biz
<b>PBC Social Media:</b> socialsite.com/biz
<b>PBC Alt Social Media:</b> socialsite.com/biz2
<b>PBC Contact_URL:</b> biz.com/contact_us.html
<b>PBC Abuse_URL:</b> biz.com/report_abuse.html

PBC data that is disclosed  
 only to authenticated RDS users authorized for specific purpose\*  
 (grey = collected and published at the Contact's discretion)

\* Except where prohibited by data protection laws

# Example Registrations using Purpose-Based Contacts



**Individual  
using own Data**

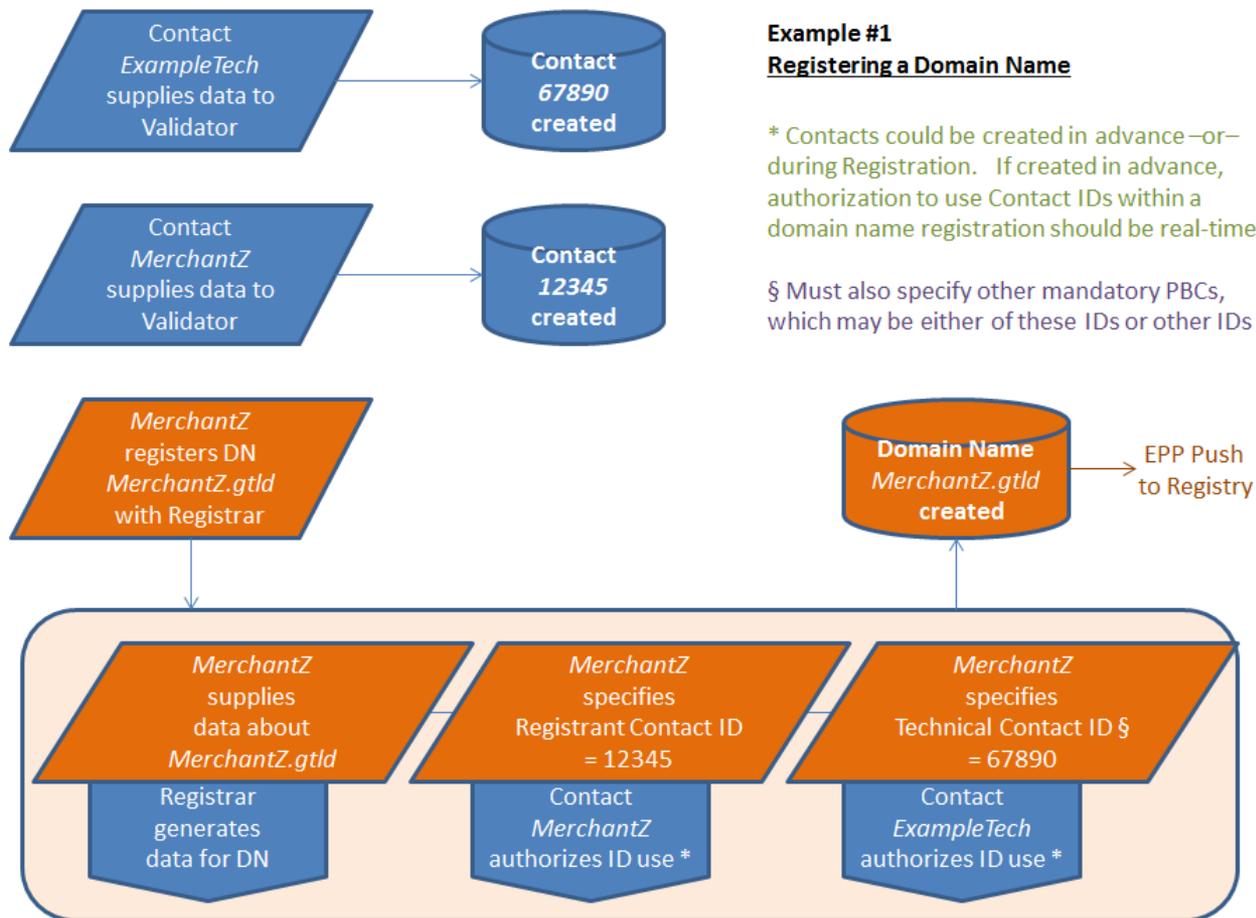
**Individual or Org  
using Privacy Service\*  
forwarding addresses**

**Business  
using  
3<sup>rd</sup> Party PBCs**

\* Proxy Registration also possible, not shown

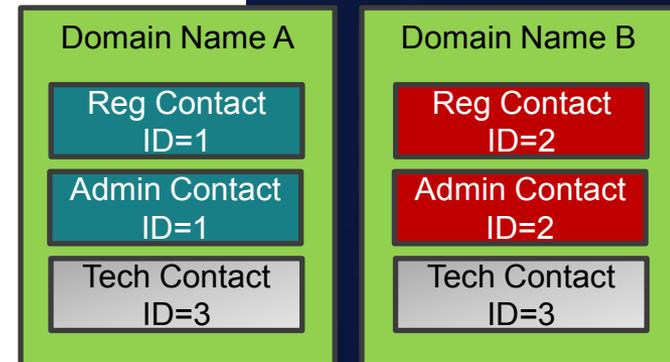
# RDS Contact Creation

- Registrants and PBCs create and maintain their own Contact Data using Validators



# RDS Contact Directory

- Registrants and PBCs create and maintain their own Contact Data using Validators
- By separating Contact Validation from Domain Name Registration
  - Difficult validation tasks can be carried out by specialists – many of whom already validate addresses on a global scale
  - Registrars and Registries won't be forced to create global validation systems
  - Registrants can choose local Validators, reducing overall cost



Updates made to Contact # 3  
automatically reflected in RDS Data  
for both Domain Names A and B

# Minimum Public Data

Registration Status: x	Domain Name: EXAMPLE.TLD
DNSSEC Delegation: signedDelegation	Name Server: NS01.EXAMPLE-REGISTRAR.TLD
Client Status: DeleteProhibited, RenewProhibited, TransferProhibited	Registrant Type: UNDECLARED
Server Status: DeleteProhibited, RenewProhibited, TransferProhibited	Registrant Contact ID: xxxx-xxxx
Registrar: EXAMPLE REGISTRAR LLC	Registrant Contact Validation Status: Operationally-Validated
Reseller: EXAMPLE RESELLER	Registrant Contact Last Validated Timestamp: x
Registrar Jurisdiction: EXAMPLE JURISDICTION	Registrant Email: EMAIL@EXAMPLE.TLD
Registry Jurisdiction: EXAMPLE JURISDICTION	Registrant Country: AA
Registration Agreement Language: ENGLISH	Administrator Contact ID: xxxx-xxxx
Creation Date: 2000-10-08T00:45:00Z	Tech Contact ID: xxxx-xxxx
Original Registration Date: 2000-10-08T00:45:00Z	Legal Contact ID: xxxx-xxxx
Registrar Registration Expiration Date: 2010-10-08T00:44:59Z	Abuse Contact ID: xxxx-xxxx
Updated Date: 2009-05-29T20:13:00Z	Business Contact ID: xxxx-xxxx
Registrar URL: http://www.example-registrar.tld	Privacy/Proxy Contact ID: xxxx-xxxx
Registrar IANA Number: 5555555	
Registrar Abuse Contact Email: email@registrar.tld	
Registrar Abuse Contact Phone: +1.1235551234	
URL of the Internic Complaint Site: http://wdprs.internic.net/	

Minimum<sup>¥</sup> registration data that is publicly available to anyone, for any permissible purpose, without authentication\* (grey = not applicable for every domain name)

\* Except where prohibited by data protection laws

¥ Gated Registrant Data can also be made Public at the Registrant's discretion