

Revised Rec. 14 (to incorporate Rationale of Rec. 35-36)

14	<p>Create incentives to encourage gTLD registries to meet user expectations regarding (1) the relationship of content of a gTLD to its name; (2) restrictions as to who can register a domain name in certain gTLDs based upon implied messages of trust conveyed by the name of its gTLDs (particularly in sensitive or regulated industries; and (3) the safety and security of users' personal and sensitive information (including health and financial information). <u>These incentives could relate to applicants who choose to make public interest commitments in their applications that relate to these expectations. Ensure that applicants for any subsequent rounds are aware of these public expectations by inserting information about the results of the ICANN surveys in the Applicant Guide Books.</u></p>	<p>New gTLD Subsequent Procedures PDP Working Group</p>	<p>Prerequisite (incentives could be implemented as part of application process)</p>
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Collect data on costs and benefits of implementing various registration restrictions, including the impact on compliance costs and costs for registries, registrars and registrants. One source of this data might be existing gTLDs (for example, for verification and validation restrictions, we could look to those new gTLDs that have voluntarily included verification and validation requirements to get a sense of the costs involved). - ... [1]

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Rationale/related findings: The Nielsen surveys indicate certain expectations on behalf of the public. The surveys indicated the public believes that websites have different extensions to “properly identify the purpose or owner or to give an indication of content or function.”¹ The majority of those surveyed expect both 1) a connection between the name of a gTLD and the websites associated with that gTLD and 2) a consistency between the meaning of the domain name and its actual use. The Nielsen surveys also indicate that the public expects restrictions on who can purchase domain names, expects that such restrictions will be enforced and is concerned about the security of their personal and sensitive information. Hence, the Nielsen surveys indicated a positive relationship between registration restrictions and trustworthiness of a domain.

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Details: In addition to benefits, registration restrictions may also impact competition. Therefore, consideration should be given to both the potential benefits and drawbacks of registration restrictions.

Measures of Success: Measures of success for these recommendations would include improved public trust and visitation of new gTLDs and reduced fears regarding the misuse of user’s personal and sensitive information. They would also include an assessment of whether registration restrictions have had a negative impact on competition.

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¹ Nielsen, *Registrant Survey Wave 2* (2016), pp. 25-26.

<p>35</p>	<p>Collect data on costs and benefits of implementing various registration restrictions, including the impact on compliance costs and costs for registries, registrars and registrants. One source of this data might be existing gTLDs (for example, for verification and validation restrictions, we could look to those new gTLDs that have voluntarily included verification and validation requirements to get a sense of the costs involved).</p>	<p>ICANN organization, PDP Working Group and future CCT Review Teams</p>	<p>High</p>
<p>36</p>	<p>Gather public comments on the impact of new gTLD registration restrictions on competition to include whether restrictions have created undue preferences.</p>	<p>ICANN organization, PDP Working Group and future CCT Review Teams</p>	<p>High</p>