WHOIS-RT Rec #3 Outreach

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Motivation

- Driven by "consumer confidence" and ability for user to know who they are dealing with.

- "The vast majority of consumers were unaware of the existence of the WHOIS service, and many struggled to understand the format of WHOIS outputs."

Recommendation 3 - Outreach

ICANN should ensure that WHOIS policy issues are accompanied by cross-community outreach, including outreach to the communities outside of ICANN with a specific interest in the issues, and an ongoing program for consumer awareness.

Recommendation 3 Summary & Board Action

Review Team Recommendation	**Recommendation 3** – ICANN should ensure that WHOIS policy issues are accompanied by cross-community outreach
Board Action	• The Board directs the CEO to create an information portal with clear explanation of how to access the existing WHOIS information • The portal will also make it clear how to notify relevant parties of a data accuracy issue •The Board directs the CEO to have staff to create and execute a communication and outreach plan that provides key stakeholders, including users, with the information they need to use, and help improve, the collection and maintenance of gTLD registration data
Board Rationale	• The WHOIS information for domain names and IP registries is highly distributed. A single portal will make it easier to access WHOIS information, raise accuracy issues about WHOIS information, and allow contributions on WHOIS policies. • In addition to supporting the use of WHOIS, communication and outreach is necessary to inform discussions of the fundamental questions raised by actions related to Recommendation 1.

Recommendation 3 - Outreach

ICANN should ensure that WHOIS policy issues are accompanied by cross-community outreach, including outreach to the communities outside of ICANN with a specific interest in the issues, and an ongoing program for consumer awareness.

Implementation

- **Whois.icann.org launched.** Fully translated content. Provides information on WHOIS. Includes WHOIS look-up tool and link to report inaccurate WHOIS data.

- **Registrant Benefits & Responsibilities incorporated into 2013 RAA.** Registrars are contractually required to a link to this document, or publish it on its website. Document also reflected in Registrants section of icann.org.

- **Conducted outreach** to registrars to educate them on 2013 RAA requirements.

- **Registrant educational series** launched to educate and inform registrants of their rights and obligations.

- Status of community discussions and implementations are provided at ICANN meetings and on icann.org.

Interim Conclusions & Workplan

- ICANN did little to address a main thrust of the Recommendation - to reach out to those not already familiar with ICANN.

  - Does this RT have suggestions on how they could have done better?

- Need to review the existing web site(s) and other documentation to determine how complete and consistent that are.

- Ask about and review if applicable: outreach events aimed at communities external to ICANN

Documentation

Review for consistency and completeness.

- Registrant Right & responsibilities: http://www.icann.org/en/registrars/registrant-rights-responsibilities-en.htm (Required by RAA 3.16)

- Registrant Benefits and Responsibilities: https://www.icann.org/resources/pages/benefits-2013-09-16-en

- Information for Registrars and Registrants: https://www.icann.org/resources/pages/registrars-0d-2012-02-25-en

- https://whois.icann.org/en