



Nick Ashton-Hart <nashtonhart@gmail.com>

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## Clarifications to Consumer Reports WebWatch ICANN application

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**Brendler, Beau <Brenbe@consumer.org>**  
To: At-Large Staff <staff@alac.icann.org>  
Cc: "Orenstein, Ariane" <ORENAR@consumer.org>

01 March 2007 02:03

Dear Mr. Ashton-Hart,

Thank you for your reply. I will answer your questions and make clarifications below. I have reproduced the questions from the application, along with the "old" answers, which I have placed in brackets ([])

1. Is your organization constituted so that participation by individual Internet users who are citizens or residents of countries within the Geographic Region in which your organization is based will predominate in your organization's operation?

[No. Our organization has an international focus, and 15 percent of our users are from foreign countries, though our predominant language is English, with some Spanish translations.]

In total, 80 percent of our general users are from the USA. Five percent are from Canada, and the remaining 10 percent are from more than 40 foreign countries. However, any user at any time has an equal voice. In addition, our organization has participated in consumer-driven policy discussions, conferences and workshops with organizations such as the OECD, APEC, the EU and Consumers International, in countries such as the U.K., Netherlands, France, Portugal, Slovenia, Malaysia, Thailand and Philippines. We take a global approach to consumer concerns (and, in most cases, the consumer concerns are relatively universal, though protections in European and other countries tend to be more substantial than in the U.S.)

3. Explain the eligibility requirements (if any) for your organization's constituents/membership (if you provide a written application for admission as a member, you may attach a copy):

[We are responding to the invitation ICANN sent out to join its at-large structure, as sent to us by Consumers International.]

There are no eligibility requirements for general users/constituents, though the majority of them are consumers or stakeholders in consumer issues and policy.

We do have more than 250 business "constituents" who have signed a Web best-practices pledge in order to be listed on our site. The requirements are found here: <http://www.consumerwebwatch.org/consumer-reports-webwatch-guidelines.cfm> and reprinted below.

I hope this answers any questions you may have. Please feel free to get in touch with me directly by e-mail and/or phone with any others.

Best Regards,  
Beau Brendler, Director  
Consumer Reports WebWatch  
Consumers Union  
101 Truman Avenue  
Yonkers, New York 10703

## CONSUMER REPORTS WEBWATCH GUIDELINES

We believe Web sites will promote Web credibility if they adopt these basic policies:

### 1 Identity: ✓

Web sites should clearly disclose the physical location where they are produced, including an address, a telephone number or e-mail address.

Sites should clearly disclose their ownership, private or public, naming their parent company.

Sites should clearly disclose their purpose and mission.

### 2 Advertising and Sponsorships: ✓

Sites should clearly distinguish advertising from news and information, using labels or other visual means. This includes "in-house" advertising or cross-corporate ad sponsorships. Search engines, shopping tools and portals should clearly disclose paid result-placement advertising, so consumers may distinguish between objective search results and paid ads.

Sites should clearly disclose relevant business relationships, including sponsored links to other sites. For example: A site that directs a reader to another site to buy a book should clearly disclose any financial relationship between the two sites.

Sites should identify sponsors. The site's sponsorship policies should be clearly noted in accompanying text or on an "About Us" or "Site Center" page.

### 3 Customer Service: ✓

Sites engaged in consumer transactions should clearly disclose relevant financial relationships with other sites, particularly when these relationships affect the cost to a consumer.

Sites should clearly disclose all fees charged, including service, transaction and handling fees, and shipping costs. This information should be disclosed before the ordering process begins.

Sites should clearly state and enforce policies for returning unwanted items or canceling transactions or reservations.

### 4 Corrections: ✓

Sites should diligently seek to correct false, misleading or incorrect information.

Sites should prominently display a page or section of the site where incorrect information is corrected or clarified.

Sites should strive to mark content with its published date when failing to do so could mislead consumers.

Sites should clearly state their policy on a consumer's rights if a purchase is made based on incorrect information on the site.

### 5 Privacy: ✓

Site privacy policies should be easy to find and clearly, simply stated.

Sites should clearly disclose how personal data from site visitors and customers will be used. Personal data includes name, address, phone number and credit card number.

Sites should disclose whether they use browser-tracking mechanisms such as "cookies," and other technologies such as Web beacons, bugs and robots.

Sites should explain how data collected from them will be used.

Sites should notify customers of changes to privacy policies, and provide an easy opt-out alternative.

-----Original Message-----

**From:** [nashtonhart@gmail.com](mailto:nashtonhart@gmail.com) [mailto:[nashtonhart@gmail.com](mailto:nashtonhart@gmail.com)] **On Behalf Of** At-Large Staff  
**Sent:** Saturday, February 24, 2007 5:37 AM  
**To:** Orenstein, Ariane  
**Cc:** Brendler, Beau  
**Subject:** Re: Consumer Reports WebWatch/Beau Brendler Application

Dear Ariane and Beau:

We're very glad that you have decided to accept the invitation to apply for At-Large Structure status. However, with respect to the application, if you could make a couple of clarifying amendments it will help the evaluation of your application.

Question 1:

When you say 'No' to this question and go on to state that 15% of your members are from non-US countries, does that mean that 85% are from the USA or Canada?

Question 3:

This question is particularly important for the At-Large community to evaluate your application. It is true that I asked CI to forward the call for applications to its members, however, we do still need to have an answer to this question in relation to your organisation (I think I know what it is, but that is not the same thing as you telling me what the answer actually is from your perspective).

Please understand that I am not meaning to suggest that you don't qualify as an ALS - from my knowledge of you, I believe that you do qualify. It will just make the evaluation by the members of the community much more straightforward if these few points are made clear in the context of your application.

On 23/02/07, **Orenstein, Ariane** <[ORENAR@consumer.org](mailto:ORENAR@consumer.org)> wrote:

Included, please find Beau Brendler's Application.

Thank you.

*Ariane Orenstein*

*Strategic Planning/Info Services*

*Consumer Reports WebWatch*

*P 914-378-2015*

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*Minister of Joy*

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Regards,

Nick Ashton-Hart

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