Protection of Registrars

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ICANN International Meeting
Brief Introduction: WebWatch

• Project of Consumers Union of the U.S., part of Consumer Reports family -- magazine, newsletters, Web sites.
• Investigate, inform, improve: report/rate; solve problems for individual consumers; inform public; advocate with government agencies.
• Mechanisms: Guidelines and compliance list; "wisdom of commons" reporting (StopBadware.org).
• http://www.consumerwebwatch.org
• http://blog.consumerwebwatch.org/1heunsponsoredlink
• http://www.stopbadware.org

Success in Marketplace Change

- **HEALTH**: Ratings of top 20 health information sites in 2005, 2007 and ratings of diet sites in 2006 produce dialogue, changes (40% among info, 50% diet sites).

- **MEDIA**: Media publicize guidelines; many organizations “take the pledge” themselves (CNN, NY Times, etc.).

- **TRAVEL**: Meetings with major sites result in guidelines compliance, transparency of vendors, consumer warnings.

- **SEARCH**: Focus on transparency of sponsored links; Google incorporates StopBadware data in search.

Building trust on the web.
Building trust on the web.

- **Stung:** 1 in 2 experienced high levels of spam, 25% major, costly problem due to virus, $5.2 b spent. (State of Net 2006).

- **Unaware:** Of 795,000 households, 20 percent no antivirus software; 35 percent don’t block or remove spyware. 2.4 million U.S. households not using firewall (CU state of Net survey 2006).

- **Skepticism:** 30 percent of U.S. consumers altering Web behavior due to concerns about fraud, predators, rip-offs. (WebWatch nationally representative poll Oct. 2005).

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**Defining ‘Consumer’ in ICANN Context**
Consumer Awareness of Registrar Issues

• MOMCONs vs. WIREDCONs

MOMCONs frustration with spam, phishing against proxy.

• WIREDCONs “rightfully” seek privacy and protection,

for transparency and disclosure of data, argument.

• Awareness low of risk of loss of name.

MOMCONs frustration with spam and phishing high (argument).

• MOMCONs vs. WIREDCONs
• Verify and improve quality of WHOIS data (responsibility?)
• Escrow services list themselves as domain-name “owner” of .tv, .ru, etc. (Subsequent consumer awareness project required).
• Tailor requirements by domain (.gov, .edu, less so for .tv, .ru, etc.)
• Strengthen accountability of LEAs?

Suggestions
Registrar Accreditation Agreement

- Joint responsibility (1): MOMCONs say, system of accountability and compliance for wayward registrars is good.
- Reseller relationships (2): MOMCONs say, that which increases registrar and reseller accountability/compliance is good.
- Resale of Registrars (3): MOMCONs say, meeting minimum requirements and promoting stability is good.
- Skills Testing (4): Compulsory training, and having registrars/resellers/those doing business with consumers who know what they are doing, is very good.
- Escrow contact information (5): “Show Your Hand” on the public Web. When it comes to business transactions, consumers need to know (and need to be taught how to determine) who they are doing business with. The example: CourtRecords.org
- Enforcement tools (6): That which assists in compliance is good.
- When it comes to business transactions, consumers need to know who they are doing business with. The example: CourtRecords.org

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REGISTRAR Accreditation Agreement