

The Healthy Domain Initiative (HDI)

The Healthy Domain Initiative (HDI) brings together diverse members of the domain ecosystem that are focused on building, extending and maintaining trust and security from consumers, businesses, governments and regulators.

Why the HDI?

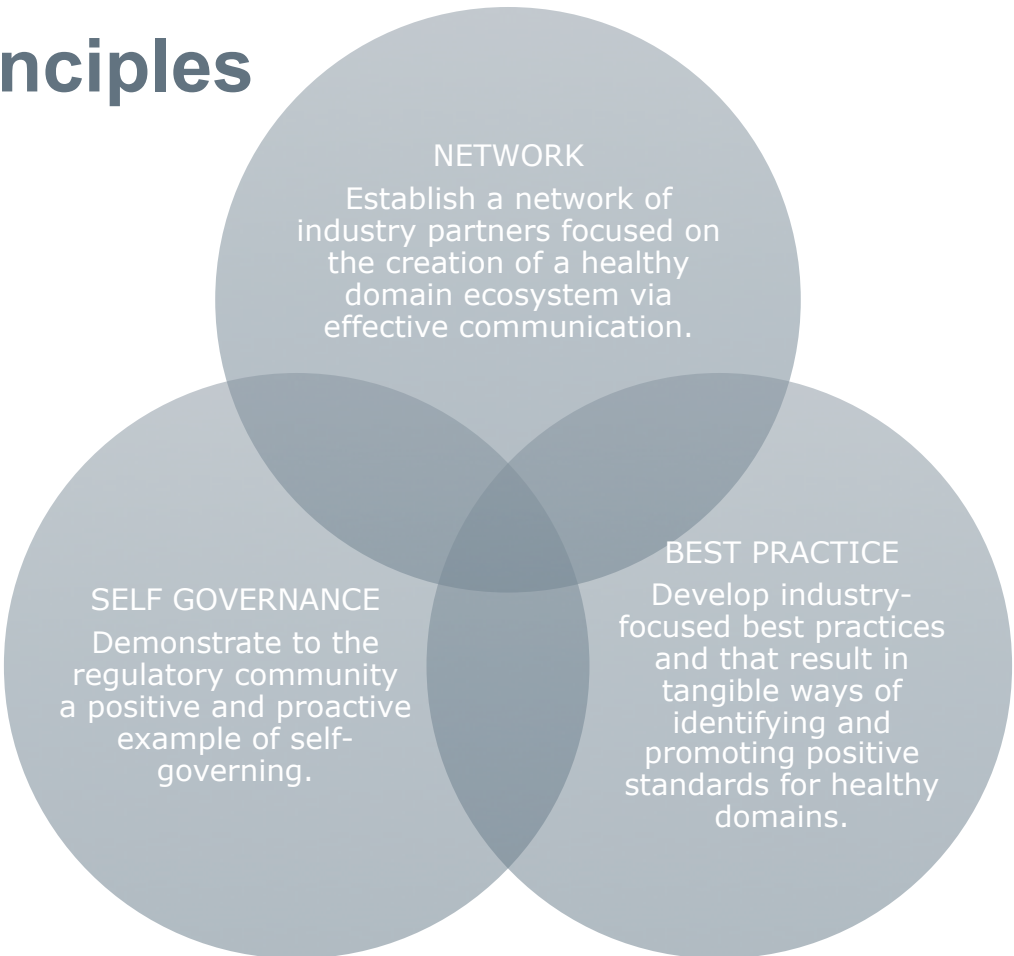
Maturity of Domain Name Industry

Opportunity to build on success / positives of industry

Global online growth of domain names and increased importance raising profile of the industry especially to government and law enforcement

Proactive self regulation led and managed by the DNA

Foundational HDI Principles



Breadth of Participation

- Registries
- Registrars
- Law enforcement
- Child protection authorities
- Illegal pharma experts
- Intellectual property
- Content industry

3 Key Benefits to Industry and Registrants

1. The DNA, as leader and spokesperson, takes very seriously the role of maintaining a healthy domain name ecosystem
2. Publicly drives home the point that domain names are a safe and secure place to conduct online business
3. Domain name Registrants that are the “good actors” will be more comfortable to engage and invest in the use of domain names

Why Proactive Self Regulation?

HDI engaging all industry parties = better set of thoroughly vetted practices

Positively demonstrates the industry can be proactive and aspirational

Demonstrates we can self regulate which helps prevent burdensome oversight, thus creating more certainty for registrants

And if we don't?

Regulators Like to Regulate – If We Do Nothing, *Contractually Required Regulation Could Increase.*

Two Examples:

- **Proactive Approach:** Entertainment industry (movie and recording) took steps and it worked (e.g. movie ratings)
- **Did Not Self Regulate:** Tobacco industry chose to do nothing in spite of numerous signals and eventually regulation was thrust upon them

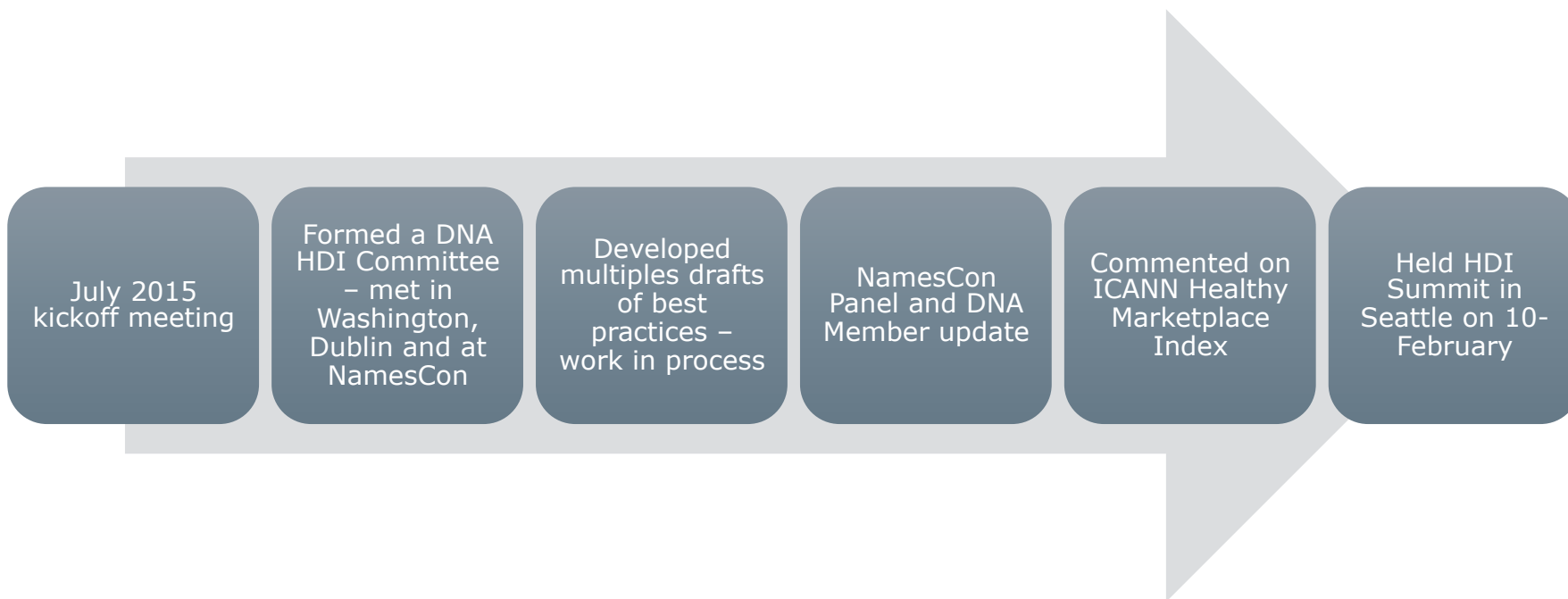
What's the End Game?

In one sense, there is no particular “end” to promoting a safe and secure namespace.

However, HDI aims for:

- Voluntary self-regulation / dissuade outside regulation
- Promotion of a healthy domain environment through positive industry “pressure”
- Increased trust in the DNS
- New level of cooperation with outside parties

Deliverables and Progress to Date



A Successful HDI Summit 10-February

- Held at Amazon offices in Seattle
- 70 in attendance, 7 remote participation
- Attendees included Registries and Registrars, Amazon, Google, Microsoft, FBI, Facebook, RIAA, MPAA, NCMEC, NABP and many others
- Positive feedback from attendees – packed agenda and all day discussion focused on online abuse areas, content, and potential best practices

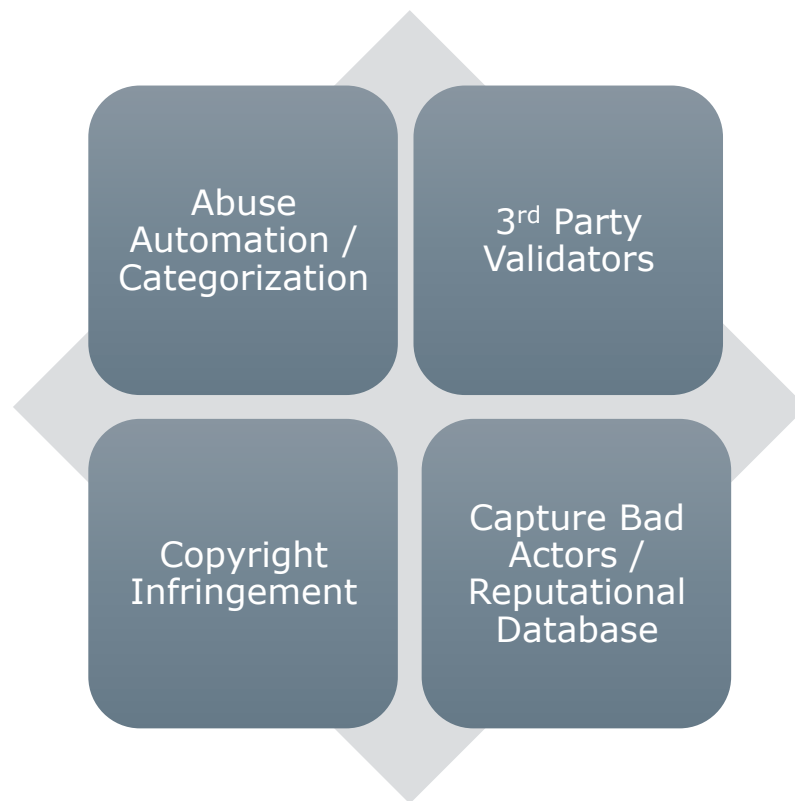
HDI Press release & communications

- DNA Board approved press release issued on 16-February
- Received decent pickup with a good push from DNA PR group
- Communication to DNA Members also sent on 16-February, focus was on objectives of HDI and benefit to the DNA, the Summit and best practices process

Best Practice Concepts Move Forward

- Discussed in depth at Summit
- Game plan agreed to was to focus on categorizing and assessing all areas of online abuse as well as analyzing a set of potential best practices programs discussed in breakout groups
- Follow-up game plan sent to Summit attendees with deliverables established for each Team Lead
- First HDI Deliverable: Best practices document for ICANN 56

Best Practice Concepts Examined



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Best Practice Concept #1 - Online Abuse Areas Analyzed

- Phishing / Malware / Botnet
- Child Porn
- Bullying / Harassment
- Pharmacy
- Counterfeiting / Piracy / Goods / Copyright
- Trademark
- Terrorism / Hate
- Spam
- Fraud / Wire Transfer

Best Practice Concept #2 - 3rd Party Validators

- 3rd Party Validator has expertise, accountability and credibility to evaluate complaints and complainants
- Form a trusted relationship between 3rd party and Registries / Registrars
- Can be proactive or reactive
- Critical that 3rd party has
 - Expertise – demonstrated proficiency
 - Transparency – clearly identify any potential conflicts of interest
 - Accountability – willing to be held accountable for information provided
- DNA plays a role of setting standards and certifying qualified entities?

Best Practice Concept #3 – Copyright / Piracy / Counterfeit Goods

- Clearinghouse that could include copyright, piracy and counterfeiting along with other abusive behavior
- Develop new dispute resolution model similar to UDRP

Best Practice Concepts – Areas Still Being Analyzed

- Abuse Automation / Categorization
- Capture Bad Actors / Reputational Database
- Incentives for “good actors”
- “Trusted Notifier”

FIRST DELIVERABLE: HDI Best Practices Document – Next Steps

Finish analysis on online abuse areas, target is to issue report by ICANN 57

Continue to analyze five identified Summit best practices programs, target to have best practices document by ICANN 56

Develop process for the DNA role in standard setting, certification, voluntary implementation, measuring, auditing – target is ICANN 57

Implement first phase of HDI Best Practices by ICANN 57

On-going new online abuse areas and potential best practices to be constantly evaluated and implemented

How can you participate?

- Join the HDI Group (contact Mason Cole to join)
- Share your ideas and reactions
- Provide constructive thoughts on proactive steps HDI can take

HEALTHY DOMAINS INITIATIVE



QUESTIONS?