
ICANN82 | CF – GNSO: RrSG Outreach: A Registrant's Journey
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TERRI AGNEW

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SARAH WYLD

Hello, this is Sarah Wyld. Thank you all for joining. Welcome to our Registrar Communications and Outreach Team session where we are going to tell a story together. We will go through a path adventure learning about the lifecycle of a domain name, and we hope that it will be fun and informative for everybody, yes. So that's welcoming background. That might be the entire welcoming background actually. Yeah, all right. So let's do our little overview of the game.

Shall we play a game? If anybody gets that reference, I'll be pleased. Yes, good, all right. How many people here have registered their own domain name? Yes, this is the room for that.

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Thank you. The numbers were a bit different in the GAC session where we shared the same thing, but hopefully even if you have registered the domain before, it will still be fun, and if you have not, I think you might learn something today, I hope. Next slide, please.

So what we're gonna do is split up into small groups at the flip charts around the room. Please try to not band together with your friends and usual suspects. Go with people you don't know that well. And also, please try to make even numbers of groups, don't all be in one big group. And our virtual participants will stay in the Zoom room, and we have the fantastic Heidi who will be leading the virtual story group. So when we make it into our groups, your group leader will read a story.

And at each point in the story where the main character has a decision to make, the group needs to decide what the choice will be. If you were at the other session where we did this with the GAC, we were voting in the Zoom polls, and in that context, it was a sort of majority wins. Here, it hopefully will be a bit more collaborative and you can come to a decision together rather than just taking a vote.

There will be time for consideration and discussion at each step of the way as you choose your path. At the beginning, you will select a goal, and then as you go, there will be points where you can win and you meet your goal or you fail, and the goal cannot be met. If you do fail, you can back up and try again. Don't be too hung up on it because the point is to play all the paths and learn all the things

about what can and does happen when registering a domain. Did I miss anything? I think that was all. Yeah, all right.

Let's see the next slide. Does anyone have questions at this point? I say that and then I'm not looking at the Zoom. Okay, all right. So that's our intro, we're gonna split up into groups now. If you're only in the Zoom, please stay in the Zoom and it will work like magic, thanks to our excellent tech team. And if you're not in the Zoom, then now is the time to go to a flip chart, one leader per chart. That's all. That's all. Thank you.

TERRI AGNEW

Please pause the recording.

SARAH WYLD

All right. Welcome back everybody. I hope you had a really good, fun educational time. I know there was a little bit of contention around how the paths went. I think we all learned. What we're gonna do now is go around to each group to hear what we learned. You will each have two minutes, and I have a timer. We'll start with this group, then we will go to our Zoom group, and then I will continue around the room, around the world, yeah. All right. So Michael, what'd we learn?

MICHAEL BAULAND

I learned that it's very hard to sell a domain for high price. I found an infinite loop, that was fun, but unfortunately, I wasn't able to get rich.

SARAH WYLD Okay, absolutely. And did we learn anything else about the lifecycle of a domain? Any other takeaways from the group?

MICHAEL BAULAND Yeah, you have to respond to your registrar's email, otherwise you are in trouble.

SARAH WYLD Thank you. Good one.

UNKNOWN SPEAKER And always use accurate and honest information, guys, when you're registering domain names, yeah.

SARAH WYLD That's an important lesson. Thank you. All right. You still have a little bit of time if there's anything else the group wants to share? No obligations.

MICHAEL BAULAND No thanks.

SARAH WYLD Super, thank you. All right, well done. We'll now move please to Heidi or whoever is speaking for Heidi in the Zoom group.

HEIDI REVELS

Hi, Heidi Revels. And so yes, sharing for our Zoom group, we had some really good discussion. And I'll quickly go on camera for you guys since I'm not in the room. But first thing we wanted to share, particularly between a regular gTLD and a special gTLD, our team highlighted that since this was a very special project for Sophia, she'd probably want to go with a regular gTLD because the special gTLDs can have some difficult requirements that may make it a little bit more challenging for her in this new role and with this very special project.

But then also regular gTLDs have a little bit more trust and recognition in the market. And so it might just make for a better introduction of the very special project for her. And then also on the data inputs, we pretended to give fake data initially, and obviously that did not work. But Sophia had some concerns about her data remaining private, and she probably didn't understand privacy proxy and whether or not that was available to her.

And so we walked it back, she provided the accurate data, was able to register her domain. And then upon receiving the UDRP, we recognize that sometimes UDRP notices can come across as though they're spam, and so she might have ignored it. But realizing too the domain names can be attached to different brands, and so it's safer to respond, or at a minimum, to investigate, reach out to the UDRP provider and see if the claim is actually legitimate.

One thing that we did not see, but we had hoped to see in our path on the registrant journey was if she attempted to sell the domain and the offer was not legit and the domain ended up being stolen from her, what would've happened then? But overall, we had some really good discussion, and I don't know if anybody else from the Zoom wants to add anything, but I think those are our main takeaways.

SARAH WYLD

That's great. Thank you. I love that note about what if the sale offer was not real? I hadn't thought of that. Geez. Yeah. What if? All right. Thank you Zoom group. And who's speaking for this group here?

UNKNOWN SPEAKER

Oh, we're gonna do it as a group, but now I realize that might be ineffective.

SARAH WYLD

Well, you hand it down.

UNKNOWN SPEAKER

So you can start.

UNKNOWN SPEAKER

Okay, I can start. We went through a similar process of because it was a special new work project for Sophia-- Yes, it's on. Oh, there we go. Because it was a special project for her work, we had

assumed it would be a longer-term project that would want a successful renewal, so we went down that path, and we went with a regular gTLD without any extra or difficult requirements.

And then it got interesting when we got down to trying to figure out when she was trying to find her-- she was cautious about providing all that extra information. So we went down the path of well, if in doubt, and if we were Sophia, we would contact our provider which was a useful thing to do because after that discussion, she was able to provide all real information rather than pretend information, and therefore was able to get to the point of completing her verification and registering.

UNKNOWN SPEAKER

And I'll step in real quick. So one of the things in the conversations we had was that we found it helpful that the service provider was so informative. And so Sophia, our Sophia felt trusted with the service provider, gaining the information to feel confident in giving the data. So then that led to the UDRP, she ended up getting more information from the provider. We chose that path in order to win the claim. And then we went on to Mars, which is when her friend joined the party.

UNKNOWN SPEAKER

Yeah, turns out that her friend isn't too friendly to Sophia. Actually, she took all the bad decisions. No, just kidding. But yeah, definitely she made a bad decision and that's how we ended up getting our first skull and bones unfortunately. It's crazy how life turned

downwards so quick when you make one bad decision, but anyways.

UNKNOWN SPEAKER

So yeah, don't respond to the emails, I think we heard it from another group, that can be bad for the domain. So yeah, it's great.

SARAH WYLD

Excellent work group. Thank you. All right, I'm coming over here. Who's speaking for this group? Volker.

VOLKER GRIEMANN

That would be me.

SARAH WYLD

Oh, yes, you can stay in that chair. Sure.

VOLKER GRIEMANN

So the first lesson is always respond to your registrar emails and read them carefully. If you don't, you'll suffer the consequences. The second one is proactively keep your data updated. While we had the scenario in the document or in the play through that, you get the UDRP mail and should update it because your university's email is running out, it might have already run out, then you wouldn't receive the UDRP mail. So keep that data updated. The next thing is read them terms.

If you don't read the terms of your registrar, of the TLD, of the UDRP, you might be in for a surprise, and those surprises are rarely fortunate. And the final one that we didn't note it down, but it seems to be the case that UDRP providers are stupid because if the case is decided on the question of whether you respond or not, and the facts of the case remain the same, then there's clearly something wrong with the process.

SARAH WYLD

Thank you. Good insights, and in our time limit. Well done. Farzaneh, thank you.

FARZANEH BADIEI

You're welcome. Hello everybody. So our group discussed all the scenarios, the long term, short term, update, don't update. And obviously she decided to do long term, but then she didn't update information, and then her domain name died. Then she updated the information, and then one of the questions was that, I mean, that was my question, whether the registrar keeps sending the reminders or at some point the registrar doesn't anymore.

But it seems like that the registrar is not obliged to send reminders to verify or update the information. Then we discussed the-- in one scenario, she ignored the UDRP, dumb, and then her domain name was transferred. And then in one scenario she responded to the UDRP and she miraculously won. And she didn't even use a lawyer. She didn't pay like \$40,000 for a lawyer, and she won. And then for

the scam looking email that wanted to buy her domain name, she decided not to sell it.

And then she decided not to sell it in one scenario, and then in another scenario, she sold it, she negotiated and she sold it, and everything went really well. Yeah, that was surprising. All right. And then, oh, the Mars thing. I did not mention the Mars thing. Oh yeah. We did the scenario and her friend was very trustworthy and she responded to emails and she updated information.

But we also discussed what if the friend would not understand the importance of responding to these emails. So a few things that we learned was that what the registrants should do, but I would have liked to also talk a little bit like in this next sessions that you do what the registrar usually does or doesn't, especially registrars that are not nice.

SARAH WYLD

Excellent notes. Thank you. Everybody's so smart. This is just wonderful. You're speaking for your group, Ashley.

ASHLEY HEINEMAN

Yeah, my group abandoned me, but that's all right. We had a very smart group, very, very smart. We were the winning, very winning group. We got the trophies for each and every single scenario. Very proud, very proud. And I think that some of the big takeaways we had, similar to everyone else is reading privacy statements, very important, knowing what you're getting yourself into.

We did choose a special TLD route because I guess we felt comfortable with all this extra information we had to provide. My group was pretty mad at me for being a little bit too rigorous with the rules, but that's okay. So this is about like, we wanted to change midstream our decision because we were feeling super empowered after winning that UDRP case. It's like, well, we don't want to let this sucker expire now, we want to renew. So we did change a little bit midstream, our original goal, but that's okay. Something else that became very clear to us is that this is really an email dependent process.

And when you think about all that we're taught about be suspicious about emails, it's like, there's lots of opportunities for things to go wrong here. There's spam folders, there's this lazy Sophia who doesn't want to respond to anything. And so if you're totally dependent on email, this could be a problem point if you weren't as smart as all of our group was. We would have liked to have learned more about the post-sale transfer, like what happens in that process.

And also, would've liked to have fleshed out a little bit more about using this kind of outdated email. What could have gone wrong here? And also what if this friend of hers wasn't so nice and decided to put her own contact information into the fields and how things could have gone really awry in that respect. So that's where we are, very smart people in my group. Congratulations. Thank you.

SARAH WYLD

Wonderful. Thank you. I've seen a trend online with providers who put terms of service, they have the long legal one, but they also have like a summary or a what you need to know piece, and I think that's really helpful. All right. Who's here?

CHRIS

So, you had very smart people in your group, we did not have smart people, but we tried to sort of clear our minds of the stuff that we knew, and so we could approach this with a good deal of like, Hey, I don't know what any of this stuff is. And we ended up in a scenario where we won twice and we failed twice, sort of approaching all of this with this sort of like, skepticism and confusion.

So we ended up making up some data. We ended up ignoring some things, and it did cause some failures. And it was very useful, I think, for us to be able to put ourselves in the minds of people that don't live this stuff, that aren't a part of this process on an ongoing basis. And it was really useful to us to remember, I think that this is how everybody else is approaching this with that same level of confusing, and those failures, most of them are reasonable.

I don't know if like the completely ignoring the email, but like, I don't want my friend, even if I'm on Mars, messing in my accounts, I thought that was pretty reasonable to say, you know what, don't go messing in my accounts. So anyway.

ROGER CARNEY

Thanks, Chris. And the one thing I'll say is we did have one of our members that knew exactly the UDRP process, so that was an easy

one for us. But she knew every reason why you had to have everything there, so it was great. But yeah, I think, because I think Farzi kind of touched on it real quick, is we got to the end and it's like, okay, yeah, this is simple. You can go through this and click on everything, but we just said registrants don't know that, especially a new registrant, it's like, why am I getting an email, why am I getting an email from a UDRP provider?

I don't even know who that person is. And again, it's like, why do I have to do that? And the one thing that's making up to the data, it just seemed logical to us that registrants are gonna do that. It's gonna happen. Half the time they don't know what that number is that they're supposed to provide, so they're just gonna put something in. So it was good.

SARAH WYLD

Excellent. Such good insights from everyone. Ultimately, I feel like what this has really revealed is my personal dislike for answering emails. Okay, so I think we're just about done. Did we leave out anything important? We had some thoughts about other things we would've liked to see and what happened with the transfer after it was done? Yeah, Farzaneh, you have a thought. Thank you.

FARZANEH BADIEI

So I think that we are thinking about a registrant that is based in a country that has access to credit cards and ID. So it would be good to think about registrants that have to go through a reseller and they don't have any registrar in their own country, so they have to

go through a reseller. They don't have access to credit card and sometimes they can't put in their own information, somebody else that sells the domain now puts their information.

SARAH WYLD

Absolutely, yes. And there can be legitimate reasons for that, or it can be a real problem. Yeah. Good insights. Anybody else have thoughts on things that we left out?

ROGER CARNEY

Yeah, I think that's a great path to add is a reseller path, and maybe even a privacy proxy path to walk down that step as well.

SARAH WYLD

Or two paths, one for privacy, one for proxy. Yeah, Volker.

VOLKER GRIEMANN

I think it would be helpful to put this journey on rrsg.org as a scenario that people can play through if they want to, that we could maybe also expand on over time, that we basically provide this as a resource to the entire community, not just at meetings, but rather online. So I mean, this appears to be very well suited to HTML following through, click the links and get through the results, and therefore, I think this would be a good fit for our site.

SARAH WYLD

Thank you. Yeah, there's a tool online once the story's all written that you plug it in, and it like, yes, yes, and yes. Thank you. Owen.

OWEN SMIGELSKI

Thanks. There's one thing I just thought unique of having done this twice because I was at the Sarah with the GAC session is, boy, the GAC really responds quickly to emails and follows all the rules. Whereas here, Volker's like, yeah, just ignore it, for everything. And so I just think it is interesting, I don't know if that just happened to be governments following the rules or just there was a lot less penetration of people there that had domain names, and so that's maybe why they did that.

But I know people keep suggesting, oh, what about this scenario, this scenario? We only have the 45 minutes here, if we wanted to cover everything, we'd be here for half a day, and I don't think I could talk that long to my group. But no, certainly, it's possible, something we could expand in the future because there are a number of adventures and every registrant and registrar is different, so certainly there's more to explore and I hope we can play this online. I think the Board should do it too.

SARAH WYLD

There are a number of adventures. I love that. We actually have until noon in this room, so we could talk for another 30 minutes together if we have things to talk about. Does anybody else have important domain events that we've left out? You have a thought.

OWEN SMIGELSKI

When we originally came up with this idea, it was that there would be a winner and we determined which group would be a winner. However, we decided, no, that's not good. Win, lose, and we wanted to explore too and see that skull and crossbones, which is good. So I did commit to buy chocolate to give to the winning team, however, we decided to buy more. So there is chocolate up here, you can help yourself too. I got it the other day at Whole Foods, so come up here, enjoy it because I can't eat all of this.

SARAH WYLD

I will help you. I appreciate that. You know what we did leave out and it was in the session description, it was transfer process, and mostly because the story kind of got long enough and it became complicated. But that could be another very fun thing for us to do, yeah. Anybody else want to talk about important events or was there something unexpected? Yes, Luc. Thank you.

LUC SEUFER

I would also add something in the adventure about securing your registrar account because we see a lot of icon that are compromised, so using 2FA and all the measure that the registrar is offering is something that you could add.

SARAH WYLD

Yes. Got to have good security. Michael. Oh, Ashley. Ashley, then Michael.

ASHLEY HEINEMAN

There's one thing that we had thought about doing, but it didn't make the cut, I guess, and it's something that registrars have to deal with all the time. And that's when, say you're a company and you have an employee register the company's domain with their own name and contact details, and then they leave, and the company is like, well, that's my domain.

It's like, well, you put the wrong contact information in there and things get really hairy really, really fast. And that is something that we deal with all the time. So just being very careful how you set up your domain, and make sure that you keep those things in mind that you might have a disgruntled employee that's gonna walk off with your domain and it gets pretty messy.

SARAH WYLD

That is a good lesson, yes. Michael.

MICHAEL BAULAND

Yeah, two points. One could be about the grace periods and how they work. Like if you delete it within the first five days, you get the money back or if you delete it after transfer, something like that. When are the occasions where you have the chance to revert something, so to say.

Also, the redemption periods, deletion, restoration, well, it's advanced stuff, of course, but that could be interesting too. And a second point is the expiration date. For example, some registries,

they only extend the expiration date after the 45 days of auto-renew grace period, which confuses several registrants because for 45 days you have an expiration date that's in the past, but it still does not really hurt you, it causes no harm, but it can be confusing.

SARAH WYLD

It confuses me. I have spent so much time trying to figure out like, was the domain renewed? What date is it showing? Which one should I look at? Yeah, good thoughts. Anybody who hasn't spoken yet, maybe would like to say something? No? This is a friendly room, I think. I find this friendly. Yeah. Okay. Anybody else want to talk about something unexpected that might have happened or new information? Any final wrap up thoughts?

Everyone seemed to be having fun, I like that. One person said he did not come here for fun and games. I did. All right, yeah. And chocolate, I came here for the chocolate too. Okay. Well, with that I think we can wrap up. It's a bit earlier than we had planned, but that's okay, y'all can get out to lunch early. Thank you so much for attending, I appreciate it, it's good to see you. I hope everybody had fun and we look forward to doing this next time.

TERRI AGNEW

We can stop the recording.

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