

**ICANN  
Transcription ICANN Hyderabad  
GNSO NPOC Community Outreach Event  
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Note: Although the transcription is largely accurate, in some cases it is incomplete or inaccurate due to inaudible passages or transcription errors. It is posted as an aid to understanding the proceedings at the meeting, but should not be treated as an authoritative record.

The recordings and transcriptions of the calls are posted on the GNSO Master Calendar page <http://gnso.icann.org/en/group-activities/calendar>

Man: Good evening, everybody.

((Crosstalk))

Man: So is there anybody there (unintelligible)?

((Crosstalk))

Man: So I would like to request all NGOs please come to the – please come to the – on the chairs and not real chairs please. In a few minutes we are going to start about the Internet Governance so please cooperate with each other.

((Crosstalk))

Man: Can someone help to...

((Crosstalk))

Man: So I think it's all set. Still some people are coming. If anybody – asking to come in, now the session is going to start.

Martin Silva: Hello, everybody. Welcome. Thank you to be here. I am – my name is Martin Silva. I am the Vice Chair of this Constituency called NPOC. I would like to give the floor to Joan for a few welcoming words.

((Crosstalk))

Joan Kerr: Hi, it's Joan Kerr for the record. I formally would like to welcome you to the NPOC session. We've talked already so I have met them, and they're, really, really, really wonderful people. How's that? Yay. Welcome.

Martin Silva: I also know that (unintelligible) wanted to say just a few words of the organization.

Man: Good evening, everybody. I'm (unintelligible). ((Foreign Language Spoken)).

Man: Okay? Thank you. Thank you, Martin. Carry on.

Martin Silva: Thank you. Well once again thank you for being here. I'm going to take just a few to try to introduce what NPOC is about. NPOC acronym stands for Non for Profit Operational Concerns Constituency. A very difficult, strange name. But if you try to put it into pieces at about operational concerns, it's about how NGOs use the domain name system to operate and to achieve their missions, basically it is how they have a Website inside the Internet that is not dependent of a third-party like a social net or other platforms.

To understand what NPOC is and does is to understand what ICANN is. And I believe that most of you are at least familiarized with what the domain name system is, and what ICANN does. But just to say a few words, ICANN manages the domain names and IP addresses which basically are one of the main foundations of Internet that allows the infrastructure to communicate to each other, and it's what allows us to be sort of connected in only one big Net.

So being one of the fundamental pieces, it's a very sensitive part of it. Inside ICANN the roles for domain names and IPs are divided and the community is divided in order to do the work. And inside the ICANN, the house, if you may, or the department that deals with the generic top-level domains, like the dotOrg, dotCom, that are different from the country like dotIN, is called GNSO.

And inside the GNSO we have different stakeholders, people that are – are grouped by the commercial interests or by noncommercial interests. NPOC, as we represent NGOs, are noncommercial interests. So we are a group that represents noncommercial interests and specifically we address the operational concerns that NGOs have when they use the domain name system.

And we do this by developing policy of how these domains are going to be handled now in the future, and that are the conflicts around them. For instance, myself, I mean, in doing some work in the rights protection mechanisms. And that's the tools that ICANN gives to the community when there is a conflict of rights, when two people claim that they have a right to the same name. So that's just to give an example of how an NGO might be interested in something like that.

I think I would like to give the floor to Sam. I think he can explain it a little more what operational concerns means, but before that I will tell you that NPOC is an open constituency, everyone can join. There is no fee. You only

have to fill the forms. It's only for NGOs, but we also welcome anyone that wants to participate and collaborate in maybe not as a voting member but in individual capacity you can also help us and work with us.

Inside the constituency we have an Executive Committee that we are also expanding and developing. And you are going to get to meet I think almost the most part of the Executive Committee today. But at least I can tell you I'm the vice chair and I'm going to give the floor to Sam Lanfranco who right now is the treasurer of NPOC. That is going to tell us a little bit more about what operational concern means, I mean, what is really NPOC about.

Sam Lanfranco: Namaste. (Unintelligible) thank you, Martin. I'm going to say what operational concerns are about but I'm also going to be passing out a card that has, in very few words, what NPOC is about. It will take you a while to figure things out. It's a bit confusing. Don't worry about it being confusing, just ask questions later on. I will get to this side later but now I will just talk about...

((Crosstalk))

Sam Lanfranco: You take those. I have to prepare some more. Yes, just pass them. I can't work and talk at the same time so I'm just going to talk. Okay, the creation of ICANN the organization to which NPOC belongs, was at the beginning of the creation of the Internet.

The key to parts of the Internet, for those of you who only know a little bit about it, are that computers, devices, locations can be assigned a unique number in the world. And if one computer or smart phone knows what that number is they can communicate with it anywhere because the networks go like this and not in a straight line. Okay. That was the beginning of the Internet.

But for most humans, we would prefer to use a language and not numbers. So the second stage was to create names to go with the numbers what you

know as a domain name or a Website. And ICANN was created originally to make sure that the names and numbers system for the world was secure, in other words it couldn't be broken, and was stable, in other words it performed well over time. Like you hope that the electricity in your village or town is stable over time. You hope it's not broken.

Well, ICANN, our parent organization, is worried about making sure that the Internet, at the technical level, continues to work. It does not deal with content. If a particular government decides that it doesn't want particular websites, there is nothing ICANN can do about it.

If a particular government in the world decides that a certain region will not have Internet access, cell phone access, there's nothing that ICANN can do about it. There are other venues and places for that, so we will focus here for what ICANN worries about and that's the security and stability of the domain name system, which for most of you seems to be very distant from what you do. So that's what ICANN means by operational concerns.

Now I want to talk about what you should mean or think about when we talk about operational concerns. Operational concerns for you are how do you use this Internet ecosystem? Think of it as a digital ecosystem like the natural ecosystem. How do you use it to do what it is you want to do as a not for profit organization? How does it help you? How does it hinder you? How does it benefit you? How might it hurt you?

Okay so at the operational concern level inside NPOC, we worry about the rules and regulations that maintain the stability and security of the name system, the domain name system. And that includes when ICANN creates a lot of new strings, the part on the end of your Website. You had dotOrg, now you've got dotING or you had dotCom and you can now have dotFarm or dotCafe or dotCoffee. They're all the new domain name – top level domains that have been created, about 1000 of them.

They haven't – yes, they have not all been rolled out yet because certain technical conditions have to be met. And, as you know, ICANN is also rolling out domain names in local languages, regional languages. It started out just in English. It started out with the - just the European languages, now it's coming out in all languages. That takes a certain amount of time to work out what are called name collisions.

What happens if the same word has multiple meanings or there are multiple words for the same thing? That has to be reconciled at a language level before a local language like the language of this area can operate on the Internet globally. And this area is there now. That's possible. You can work in the local languages.

Okay, so that's how ICANN worries about it. If we switch down to not-for-profit organizations, community organizations, civil society organizations then why did these operational concerns have to do with what you're doing? Well I will say two things there. One, if you're worried about content, you're not happy with people who are putting in the way of content on the Internet, either it seems to be not true or it is bad, it is malicious, it is attacking somebody, it is being bad toward women, bad toward tribals, bad toward the elderly, whatever, ICANN and NPOC, as internally, we do not deal with that.

But you have to deal with that. So your operational concerns will be wider than our operational concerns inside NPOC. And many of us worked outside NPOC as well. I work with (Bali) groups in Maharashtra, for the last 25 years. And we deal with some of these issues.

So what should you be thinking about? And I'm not going to give you answers here. I am going to push you to have questions for us and for each other because we are here now, we leave, you're still here, you need to be talking to each other about our problems, your questions, and your issues.

So the operational concerns from the level of the NGO are how do you have a presence in the Internet ecosystem? Should it be just in social media? Just email? What about websites? Each of these has strengths and weaknesses. And I will give one of the things that I worry about with the organizations that I belong to that are not for profit.

We worry about social media because – we worry about social media because of the amount of information social media gathers on our participants when they go to our sites. If they go to Facebook or whatever, much information is being taken from our employees, our supporters, our clients. We worry about that.

And I as an economist do not think that in the long run these services will continue to be free. They have to be paid for. So I recommend my clients to also have a web – a domain name even if they are barely using it. To have it and not use it at the moment, is affordable. If they can use it it's even better because they can prevent people from gathering information from their clients, their supports and their members.

I'll stop there.

((Crosstalk))

Man: (Unintelligible).

Sam Lanfranco: Who has no bag? Raise your hand if you have no bag.

Joan Kerr: A bag like this.

Sam Lanfranco: A bag like that.

Man: Okay thank you.

Sam Lanfranco: Okay.

((Crosstalk))

Martin Silva: No, good. Pardon the two broken.

Sam Lanfranco: Yes, we now have an expedition to go get the bags. I hope he is successful.  
If he doesn't come back he was not successful.

((Crosstalk))

Man: (Unintelligible) donation bag, the projects. Only bags are in the donation in  
that bag for projects.

((Crosstalk))

Sam Lanfranco: Okay so let – I want to finish at that point – is James Galvin here?

James Galvin: Yes.

Sam Lanfranco: Oh there you are.

James Galvin: Yes, ready to go.

Sam Lanfranco: You're not at the front.

James Galvin: There were no seats.

Sam Lanfranco: Take this one.

((Crosstalk))

Martin Silva: No.



James Galvin: Okay, or I can do the handheld mic. No, that doesn't work with...

((Crosstalk))

Martin Silva: Now we're going to have James Galvin Afiliias. He's going to tell us how to be safe on the Net, a security premier. James, you have the floor. Thanks for coming.

James Galvin: Thank you very much. It's a pleasure to be here. And can I have my slides come up on the screen, I guess, too? While I – I'll start talking while that comes around. Boy, I see a lot of new faces here so I'll take a moment just to say a little bit about me.

Actually what I first should do is I'm not really going to talk about a security primer, that was in the old version of the agenda.

Woman: I changed it.

James Galvin: Yes, you did. That's – and the agenda does – the agenda that was up there does correctly say it's protecting your domain name is, yes, no that's fine, I just wanted to make sure that folks were not confused about that. So next slide please.

((Crosstalk))

Man: Is there anybody to translate the language? Please be set up of...

((Crosstalk))

Man: (Unintelligible). ((Foreign Language Spoken)).

Man: Okay?

James Galvin: Okay. So just so that you know who I am, I have been – I'm a technologist, I have been around the Internet for well let's just say more than 20 years. ((Foreign Language Spoken)).

James Galvin: And I am a security technologist. So I've been dealing with security issues for that length of time. And in this context I also, in the ICANN community, I serve as Vice Chair of the Security and Stability Advisory Committee. And I've been part of the SSAC for – since its inception in 2002. So - ((Foreign Language Spoken)).

James Galvin: So if you could skip forward slowly over the next three slides while I speak to them. So the organization I work for is Afilias and we are a global registry service provider. You'll see on the next slide when you go through the next two slides we'll give you a sample of some of the TLDs that we are the service provider for. So and I - ((Foreign Language Spoken)).

James Galvin: And please continue forward. Skip the next slide, yes, and the next slide. So that – stop here. And you'll be able to see the slides. You should have them and I'm sure that they were distributed.

So the question here – the first question to look at is why protect your domain name? And there are a lot of things that you can do. The focus that I have here in this presentation is about things that you can actually do that are essentially free and also some principles and guiding principles for you to think about when you have a domain name going forward. And these are some of the reasons why you need to care about this. ((Foreign Language Spoken)).

James Galvin: People often don't consider their domain name valuable and one of the reasons for that is typically they are inexpensive in most areas of the world. I imagine in some areas that, you know, it might not seem that way given local economics, but as compared to having a building in which you might have,

you know, a warehouse of goods that you sell, a domain name really is inexpensive as compared to having a store.

And so it's often...

((Crosstalk))

Man: ((Foreign Language Spoken)).

James Galvin: Your domain name represents you. And it will do that for all time because an important thing is that the Internet never forgets. So you get your domain name, you really do need to think about what you do with it and how you use it. You're creating a brand, you're creating your own imagine online. And that will be there forever. And it's important to think about that and that has value. It has value long-term. ((Foreign Language Spoken)).

James Galvin: Next slide please. So a very important consideration about protection your domain name is to think about what you want it to be. And keeping in mind things like your name is forever, okay, and it is an image. It is what you want to be represented as, you know, it's a picture of who you are and what you are. So, you know, you need to choose carefully what you want your name to be.

Something to consider, though, too is maybe one name is not enough. You know, people often think that I have to have just one name, and one domain name and that's what I need to do on the Internet. But in fact you can have a portfolio of names. You can have a primary name and then you can have any number of other names that you use that might be directly correlated with geography or purpose or a particular project, some particular activity that you have.

You know, if you're a large corporation, often they might have separate names for each of the products that they sell for example. ((Foreign Language Spoken)).

James Galvin: So next slide please. In summary, you know, the point here is you should think carefully about what you want your name to be and also keep in mind that you can have more than one name and there might be some real value in having that. So that you can have names that are focused on particular things.

So what can you do to protect your name? And I'm going to walk through just a few things for you to think about. And again, these are things that are free that you can take advantage of. The first thing to think about is you have to figure you have to decide where to buy your domain name so you have to find a registrar, you have to pick the registrar. And your registrar is your first line of defense.

The choice of who your registrar is is very important. Okay because they are the one that are going to help you with most of the protection that you need. Think about when you want to put up a store you have to pick a location. Which street corner are you going to put your store on? I know if I'm going to offer a service I'm – want to appeal to a particular community, I want to exist in that community.

In the case of a registrar, registrars offer security services and they offer – they themselves implement security features as a goal to protect you. Some do this differently. There are different levels of service and you need to think about. So you should think about these particular services that I'm going to go through here, I'll pause for a moment for you to translate. ((Foreign Language Spoken)).

James Galvin: So when you're looking for a registrar you should think about these four things. The first one up there is make sure you own your domain name. What

that means is sometimes especially small NGOs, NGOs or small organizations, you might use a consultant or some other advisor to help you through the process. And you might ask them to actually do the registration for you wherever it is that you're going.

Well, if you're not careful, they might not set up your account or let me say that the other way, when you use an advisor, make sure that they set things up at the registrar so that you are the owner and it's your name and your contact information that goes in there. It is common for consultants, it's a very common occurrence and it's completely ordinary, for them to set it up themselves and just make the registration and do that.

The problem is what happens when you no longer need the consultant for whatever reason? Suddenly you can't get your domain name back because now it's theirs and now you have a process that you have to go through in order to get it assigned back to you. So something to think about right up front is make sure that you own it and it's set up that way. ((Foreign Language Spoken)).

James Galvin: Second, use multifactor authentication. A password alone is generally a bad idea. Passwords are bad mostly because of mismanagement. Passwords are bad because people tend to write them down, they pick poor passwords, they make poor choices. I mean, if you are careful about how you manage your passwords, there are, you know, you can get by with it. But what you really want is at least two different methods of authentication to get you into your registrar account.

When you pick your registrar and you go to log in it's okay to enter the password, but maybe you want them to send you a text message on your phone to confirm that it's really you that's logging in. This is important, you don't want someone to be able to hack into your registrar account and then steal your names. Okay? ((Foreign Language Spoken)).

Man: More than one way of securing your Website. ((Foreign Language Spoken)).

James Galvin: Question over here?

Man: Yes, you said that how do you know that a particular domain name is on my name or not? Is there a Website like that?

James Galvin: Yes, when you create a registration and you – when you create a domain name and you buy it, well jumping to the next bullet, one of the things that happens is you have to enter contact information and that contact information is visible in Whois, if you do a Whois query on the name. So you can see if it was set up with your name and your contact information and phone number and such. You know, you could also do the obvious and look over the shoulder of your consultant if you're using them but, you know, hopefully you can arrange that with your consultant in advance. Okay? ((Foreign Language Spoken)).

James Galvin: So continuing with Bullet 3 here, when you buy a domain name, you do have to enter contact information. You do have to say who you are. You enter a physical address. You'll enter a phone number. Okay? And you have to enter an email address because that's one of the primary forms of communication with a registrar.

I won't go into details in the interest of time of explaining why this is important. There's a reference at the end I'll give you and you can go in and find out in detail why this is important.

But you should not use an email address for your contact information that is the same as the domain name. For example, if you buy Example.com, you should not use in your contact information the name Contact at Example.com should not be your email address.

You need to use Contact at something else for email addresses, and that turns out to be a very significant security advantage if you do that.

Man: (Unintelligible) (unintelligible) Dot Com (unintelligible). ((Foreign Language Spoken)).

Man: So with respect to the fourth item, the other thing that's important is you will have to enter multiple contact information sets when you buy a domain name. You have to enter, you know, who you are as the owner of the domain name. You enter a technical contact, you enter an administrative contact, you can enter a billing contact.

Typically -- especially for small enterprises, individuals -- all of those things are the same. And your registrar probably defaults to making them all the same.

And what this last bullet up here is intended to say is have a different email address for the contact information for each one of those points of contact.

And again, I won't go into all of the security reasons why that is very significant and very valuable; there will be other references you can go and look this up. But I encourage you to do that.

And given that there are a number of free service providers for email addresses, you know, hopefully you can get access, you know, to a Gmail or a Hotmail or a Yahoo. There's lots of opportunity for free email addresses so that you can have a different one for each of the contact points.

Man: ((Foreign Language Spoken)).

Man: Next slide please.

So as a principle to keep in mind, security is about boundaries, okay. It's about establishing, you know, fences/walls to scope a particular problem space so that you can understand it. You can manage the risk; you need to know where you are vulnerable and where you're not. And anything that you can do to protect yourself is a good thing.

Those four bullet points on the previous slide were all about just that. Your registrar is your first line of defense. Those are four things to do with your registrar and they each establish a certain type of boundary that will help you in protecting your name to ensure that it is for you.

Man: ((Foreign Language Spoken)).

Man: Next slide please.

So with the principle abstracting back from the four specific items, okay, you want to use - think of security as a boundary; establish the boundary for your protection that you're looking at. And, you know, use a separate mechanism for each of the boundaries that you define where appropriate. It's about looking at your overall situation.

You already do this in general if you think about it. You know, as an ordinary action in your life, you just don't think about it in these terms; you don't think about it in security terms.

But consider that, you know, you have tasks and projects. You give them different names, right, so that's just sort of an ordinary action.

In this case, you could use different domain names for different tasks and different projects, and so you could easily have different Web sites.

And you can also use different technologies for different tasks or projects. So if you're using a different name, you know, your social media might use a



different name than what you're using for your Web site, and there's different forms for social media.

So these are all ways of providing protection. And think about the fact that for each of these things, if you had a separate domain name if you had a different password for each, okay, then if somebody does break into one of them, you don't lose everything.

So it's about creating boundaries and it's about assigning the appropriate protection for those boundaries to save the assets on the inside.

Man: ((Foreign Language Spoken)).

Man: So the last bullet up there uses a different credential for each. And the obvious specific suggestion is a different password for each boundary that you set up; each domain name that you have, each account that you have. Next slide please.

Similarly, when you use certificates or you use credentials in which you have domain names, one of the things that I want to emphasize to you, again, as a security advantage, this is a no-cost thing that you need to make sure that you do, and it will overall enhance your security and your risk. It's a risk-mitigation strategy.

Whatever you use your domain name, be sure to use a fully-qualified domain name. and what I mean by that is always use - if you were to have the domain name, you know, Example Dot Info, always use Example Dot Info everywhere that you need to put your domain name down; don't just say example, all right. And even on your Web site, make sure that anywhere you're specifying links, always use the full name.

If you were to get a certificate -- which you probably would do for your Web site because you're going to want to support, you know, TLSSSL, you want

to, you know, get a secure tunnel -- encrypted tunnel to your Web site -- you'll get a certificate.

So it's just important to keep in mind that it's a simple thing that you can do. Always use the whole domain name.

And if you have third-level names that you're using like WWW Dot Example Dot Info, or even Mobile Dot Example Dot Info -- whatever your third-level domain name is -- where appropriate for that service, use its full name at all times.

Man: ((Foreign Language Spoken))

Man: Next slide please.

The next thing that you should ask your registrar for -- or find a service provider that will work with your registrar and support this for you -- is to use DNS security. And I'd strongly encourage you to do that.

The principle motivation for that is to understand that the DNS is a critical infrastructure protocol. Virtually everything you do on the Internet depends on the DNS -- from a user's point of view. Everything has a domain name behind it. So it should seem as a fairly natural thing to do to want to protect that domain name and to protect it using DNS.

This is actually a protection. It's another layer of mitigation against some forms of hijacking and man-in-the-middle attacks, okay. It actually increases your security profile; it makes it better. It's just one more thing to help you in protecting these assets that you have that are so important.

Man: ((Foreign Language Spoken)).

Man: Next slide please. So in summary, to motivate the presentation that I had here, I, you know, started by hopefully getting you to see -- if you didn't know already -- the value that your domain name has and why it's important. And it is, actually, fairly significant to you to put a little extra effort into protecting that name.

I have given you a few very specific examples of actions that you can take that will, in fact, give you substantial additional security profile. They are risk mitigation strategies; they will help you. And these are free things. They are, mostly -- well except for DNS SAC -- they really are no-cost items. You can simply get those from your registrar and ask for them and take advantage of them.

The big items, they are using multifactor authentication and different email addresses. It's very important to do those two things.

Man: ((Foreign Language Spoken)).

Man: Finally, as a security professional -- security technologist -- you know, it's important to me to tell you that as you move into this space of using domain names and being active on the Internet and representing yourself, embrace security; think about security upfront.

And I hope that I have given you some examples of how you already do this in your everyday life. You just don't think of it as a security decision that you're making.

You know, you make choices in your life that help you establish boundaries, and it is those boundaries that give you protection. And you should think in those terms -- think in protection terms -- as you move forward in how you make use of your domain name and what you do.

Man: ((Foreign Language Spoken)).

Man: So the next slide please. The next slide has a set of references. These are documents which you will find at that location at the top. I encourage you to take a look at those. Some of them can be a little bit dense, but they should all be readable by you.

They will provide much deeper advice and explain some of the principles that I've talked about and help you in understanding Internet security, Internet risks, and hopefully, give you an opportunity to consider new and better risk mitigation and (unintelligible).

Man: ((Foreign Language Spoken)).

Man: Next slide. And that's it, that's my email address up there. Very happy to take any questions after this session; we'll take some now. But very happy to take questions down the road if they should come up for you.

I would ask that if you write to me, just, you know, put in the message how you found out about me and that you got my email address from this session. I generally have to be careful about random people reaching out to me, but.

Man: ((Foreign Language Spoken)).

Man: Questions.

Man: ((Foreign Language Spoken)).

Man: Are you going to manage the queue or shall I?

Man: No, please do.

Man: Oh, okay. So I guess over here first.

Man: Yes, I think, you know, thank you very much. I think this is (unintelligible), the security issues, nobody in the NGO sector looks at.

And I think I would like to also kind of add so it's a little more clearer in some of these things. There is a bit of confusion, I think, on the Web site and the registrars what you actual use a registrar for.

Can somebody - can you pull up - anybody who has got a Web site name. Who has got a Web site? What is it?

Man: (Unintelligible).

Man: So can you just put up a WHOIS of that?

Man: Say again?

Man: Yes, it's a D-I-S-C; Disc hyphen NGO Dot In.

Man: Okay, so can you do a WHOIS?

Woman: (Unintelligible).

Man: So can you just do it online so we can see it so they understand what is a Whois because for most people, a Web site is what they see or after a Web (unintelligible) actually be shown at demand. They're looking at the frontend pages but not actually what they own.

Do a Whois so they just see the whole list.

((Crosstalk))

Man: It's Disc -- D-I-S-C.

Man: (Unintelligible).

Man: Hyphen.

Man: Hyphen.

Man: N-G-O Dot In.

Man: N-G-O-

Man: Dot In.

Man: (Unintelligible).

Man: D-I-S...

Man: C. Just Hyphen N-G-O Dot In. Please don't hack my Web site okay?

Man: Can we just see the Whois on the Registry?

Man: You want to do a Whois?

Man: On my Dot Com.

Man: (Unintelligible).

Man: You'll have to go to the Dot IN Registry and then look in there.

Okay, is this one? Is this yours? One second.

Man: Yes it is.

Man: There's a reason why I'm asking him to come up.

So why I asked him to bring this up is for you to see. This is exactly what you're looking at. Does it have all the details which actually put into UR or is it something else? Who booked this site for you? Who did the UR?

Man: There's some other NGO (unintelligible). Actually, my name should be there, but it's not there.

Man: Exactly, so that's exactly why I asked you.

Woman: (Unintelligible).

Man: There's too many mics on, can you turn a mic off? Okay, so...

Woman: His Web site is D-I-S-C dash N-G-O Dot I-N. And we have looked up Whois for Dot Com.

Man: So I think that the point of this is to show you that each registry has its own directory service -- its own Whois opportunity. And so in order to look up who owns the Dot I-N name, you need to go to the Whois server for the Dot I-N registry.

What he showed a few minutes ago was a look up of P-I-S-C Dot Com, and it showed you who owned that domain name. He went to the Dot Com Registry and looked up in the Dot Com Registry the Whois value for that, okay. So that's how you would find out who owns a domain name; you have to go to the Whois server for that name and see it. And that's different for the Web site.

I think that's the point that you were trying to show, right? Okay. Did you have another question or can we move on?

Man: I have another question but let everybody else.

Man: Anyone else have a question?

Man: My Web site WWW Dot (Solidius) Dot IN.

Man: We're not doing the Web sites anymore; we're fine with that. So do we have any - I just wanted to make the distinction about Whois and we just wanted to show what that looks like instead of a Web site.

So anyone else have a question? Hands? Anybody? Okay, please go ahead.

Woman: By doing the (unintelligible) for the domain name and (unintelligible), do they charge for this or it is free of cost or anything? They charge.

Man: ((Foreign Language Spoken)).

Man: So each registry will have its own policy about what it does. In fact, in general, most registries will charge for the domain names although there have been examples of TLDs that, in fact, don't charge for their domain name and they'll give one to anybody, and sometimes they just do special things.

There was a registry recently that for, you know, a few hour period, they were selling domain names for one penny U.S., and they sold like four million names or something like that -- I don't know.

But yes, registries generally charge for it. And the amount will vary by registry.

Sam Lanfranco: Sam Lanfranco here. I'd like to make a comment there.

I work with some groups in Africa, and they set up - they had one of their members set up their Web site, but it was set up in such a way that when that



member got mad and left, there was no way to get into that Web site and change it or update it.

And they couldn't get their ownership back; they had to give up that name and create a new name. And try to shut - and the only way they could shut down the other Web site was to let it run out of payment because they had to pay every year to hold the domain name. So when you do this, you have to do it right at the beginning.

Man: (Unintelligible) I would like to add something.

NGOs, they are very, very small and they find it very difficult to do the work that they are supposed to do. And having a Web site itself is a deviation, a distraction from the work, and you must (unintelligible).

So this is the main reason why they are looking for a single (unintelligible) solution. So from that aspect, one single point solution and still taking care of these account issues, (unintelligible) but it would be great.

Man: You have a question?

Woman: Because the NGO was in India, basically we - I mean they're competing into another region. We have (unintelligible) every day. So we are completely born to do our own work, and then we are going to (unintelligible) or when we are going to prevent organizations (unintelligible), they are likely posing a question like you have the Web site or you have the Internet (unintelligible) to update your programs (unintelligible).

Please update the programs. (Unintelligible), 10, 11 to 12:00 if we do the night programs also. Please update the programs immediately. So if you are in the village, we cannot come over from the village immediately to the city and we are unable to update the programs totally.

And many of the NGOs, they are not willing to put up the concentration on Web site (unintelligible) because it's a very costly affair. They are asking 5 to \$10,000 to create an NGO file and everything.

And if possible, it is (unintelligible), a common NGO when it's working with the Web site, if it created because anyone we are service (unintelligible) poor and (unintelligible) people as well as the young generation also. Also all the NGOs are trying to (unintelligible) our efforts.

We are in full-time job. Maybe we get the (unintelligible)...(unintelligible), professionally we get the money, but not through the organization.

When we are doing serving the people, can we have a total networking through the NGO sector and create a Web site so that we can join that one (unintelligible) also. If it is possible to (unintelligible), we will be very happy.

Man: So thank you for that. And I do understand completely that, you know, there is a burden in having a domain name. There's a cost burden in buying the domain name, there's a cost burden in hosting. You need to have the Web site exist somewhere on the server, so presumably, you have to pay someone for that.

And you have to have updates to that. And all of that is true and I do understand that. And for NGOs and ONGs in particular, you're very small, you might be your only staff; maybe you have one other person. And obviously, you are more inclined to serve your community than serve the Web site.

I don't have an answer for those problems. You know, I'm sensitive to the fact that...

Man: May I put in a word?

Man: Yes.

Man: ((Foreign Language Spoken)).

Man: ((Foreign Language Spoken)).

Man: ((Foreign Language Spoken)). And he will give all the details to you.

Man: ((Foreign Language Spoken)).

Man: Dot Net, I guess.

Man: Sorry, Dot Net?

Man: You can get all the details from (Unintelligible). He's available here.

Man: Oh fine, thank you.

Man: (Unintelligible), stand up so they can see you and they connect with you.  
Okay, thank you. Sit down. Okay, next.

Woman: (Unintelligible).

Man: (Unintelligible) and he's a very good worker. And in my experience, I would like to share with you Dot NGO Domain. We are one of the earlier adopters, and these people are helping us create that.

And they are so fast. If I want some update, they will (unintelligible), but the next day it will be done. So if you want to (unintelligible), once you go to them, you say you'd like solutions to all one place. So you need to be in contact with them. They're very responsible, very quickly respondent to you.

Man: (Austin) the level services.

Man: Next (unintelligible).

Man: Any other questions?

Man: I have some questions.

Man: Please.

Man: We normally we have the Web site. And when you type W-W-W, the site will go up in. and then sometimes we open the (unintelligible) Dot W-W-W (Unintelligible). And then you just now mentioned that at G-D-P-E, yes because that is not there in our operations. Then how do you connect that one and what are the other formulas we have to go about it?

Man: So HTTPS refers to the use of what's called TLSSSL. It's about creating an encrypted tunnel between your Web site and the person who is making the request.

In order for that to work on your Web site, you need to first have a certificate that you buy. Most registrars -- not all -- but many registrars will sell you a certificate along with a domain name when you buy it so that you can use that on your Web site.

And that protects your Web site. That is another layer of protection like DNS SAC -- DNS Security -- that you should add to your Web site.

What that certificate does is it allows - it ensures that when your customers -- when your people who are coming to your Web site -- when they communicate with your Web site, that that traffic is encrypted and protected so that no one else can see it. DNS SAC ensures that they get to the right server, so they are complementary services.

Man: ((Foreign Language Spoken)).

Sam Lanfranco: Okay thank you. I'd like to thank James and Afilias for coming and doing that presentation. Let's give him a little – and we'll move on to the next item in the agenda but I'll hand it back to Martin.

Martin Silva: Thank you very much Sam. Thank you very much to everyone for participating so much. I think that the next one has already begun and we already did some dialog, but I would like to introduce to – Rubina Nafees Fatima, Founder and CEO of SAFA India, and Mr. Rajen, Internet Governance and Civil Societies. If - you may have the floor.

Rajen Varada: You could just – yes. Please. Ladies first.

Martin Silva: Thank you.

Man: ((Foreign Language Spoken)). Rubina Nafees Fatima ((Foreign Language Spoken)). She runs an organization that is SAFA and ((Foreign Language Spoken)) digital marketing ((Foreign Language Spoken)). Over to Rubina.

Rubina Fatima: Thank you very much and good evening everybody. I speak English and I speak Hindi. Telugu I can understand so you can just throw questions at me at – in Telugu.

So basically what James was talking about just now was, you know, his domain names, how to protect them and the security part of it. And unfortunately for us in 2008 when we set up our NGO the first thing that we did was we were actually looking at, you know, putting up a Web site, having a presence on the net.

And exactly the same thing had happened to us so we spent nearly like a year trying to get everything back and we couldn't get it back because the person – the technical person who was supposed to set it up for us just

closed his shop and he ran away somewhere, and we lost the name that we had so we had to reregister.

I mean, it was a whole lot of trouble that we were put through so what he was talking about made a lot of sense. A few months back we had a workshop for – hosted by DEF, Digital Empowerment Foundation, at SAFA in our office.

And it was very surprising for me that even in 2016 there were a lot of NGOs there, about 32 NGOs and hardly 45 persons of them had Web sites. And what I feel basically is that without a Web site basically we do not have an identity.

We are NGOs working at the grassroots level and we have a lot of good stories to tell. We need to reach out to the world. We need to create an awareness about ourselves.

And like the lady here was saying that - we spend so much time on doing other work. We are doing community outreach programs. We are working on health.

We are working on different issues that we work on but we don't get time to do these things. But I do feel that this is something which we cannot afford to ignore in this day and age.

We are creating stories. We are doing a lot of work which has to reach out to the rest of the world I feel. It is imperative that we get onto the net and when I say net we are not just looking at having a Web site presence.

That is not it. I speak personally – I will be speaking personally about the experiences that we have had. We have basically an NGO working on livelihoods for women in – living in the urban slums.

And towards this effort we have – our women have created beautiful products, handcrafted products which are ecofriendly and – but the first thing for us is that we had to market these products.

And how we reached out to the markets – immediately our thoughts go to – (Az) and (Jill)'s working in India. We - immediately we say, "Okay let's apply for a grant."

And when you apply for a grant you look – you put down a marketing budget. Do you think any funder would give it to you? Maybe I want to create a brochure.

We are going to, you know, put up ads. We are going to put up holdings and be compared (unintelligible), wherever. Do you think any, you know, donor or sponsor is going to give those funds to you?

Not at all. What we need to be doing is leveraging the digital markets, and this is something which is probably very, very low in cost and the outreach is going to be really huge, very huge, very big expense.

So our experiences are mostly bad experiences of what have actually shaped the strategy that we decided to get into. For us it was a do or die attempt and in that we actually framed out a digital marketing strategy for ourselves.

With spending the minimal amount of money we have been able to achieve considerable impact I feel. That is why I'm sitting here and probably trying to share what we have gone through.

So the basic things that we done on social media – when you say social media there is a whole lot of different entities which get into that. And a lot of us – so basically we always think of Facebook as social media.

That is the only social media. But what SAFA has done is that we have also got into different areas. Wherever we could get free stuff we have got into that and we have actually got in AdWords.

So if you are looking at promoting your Web site online what is it that you need to do? You need to do SEO, which is search engine optimization. How do you do that?

You have to ensure that somebody types in that NGO working on HIV in the Lingana region so you type in those words. What is going to happen? On the first page you get about seven names out there and you have to make sure that you're on that first page.

What is it that you do? You have to do SEO, search engine optimization, to come onto the first page. Otherwise nobody ever moves on to the second page.

You have to be really desperate to move on to the second page. So the first page to put – make sure that you're coming out on the first page of Google. Let it be anything you are doing.

If you are doing say a solar, you know, products that you're doing or you're working with senior citizens and you want somebody to actually, you know, they will not go looking for your Web site, like your Web site, what you said I – it – do you see us?

I mean, how would people actually know what is the kind of work you're doing? So what we have done is we have also managed to use Google AdWords.

Google AdWords is again a program. You will find Google giving grants to NGOs who have Web form and they have the criteria for selection. So I find



very few NGOs were actually using Google AdWords to come onto the Internet.

So you have a Web site. That is your basic identity but how do people actually reach your Web site is a big question that we have. So you have to use Google AdWords, go and apply for Google grants.

They will give you - in terms of credits it'll not be money. Forget about money. It'll be credits which they give you. You have to use that effectively to be promoting anything that you're doing online.

Man: ((Foreign Language Spoken)).

Rubina Fatima: I understood.

Man: ((Foreign Language Spoken)).

Rubina Fatima: Okay.

Man: ((Foreign Language Spoken)) digital marketing. ((Foreign Language Spoken)) digital marketing interface ((Foreign Language Spoken)) Google AdWords ((Foreign Language Spoken)) optimization, SEO ((Foreign Language Spoken)).

Rubina Fatima: So the choice is when you're doing marketing of any of the services let it be goods or products, whatever you have to offer as an NGO. So suppose you have a health camp which is running which you want, you know, people probably from the next stabling – neighboring five villages or five blocks to be coming down to you.

Or if your villages' beneficiaries are making products which are really excellent, which are very unique, how do you actually manage to sell all of those?

And it's a big challenge that most of the NGOs in India are facing. I keep attending conferences all the time. The same questions come up. How do we market the products? How do we market our services?

So one way what I told you was probably using Google AdWords. Another thing that we all need to be very active on and invest our time and energy on is using social media, which is if you use Facebook.

Of course I'm sure quite a few all have pages but what are you doing on those Facebook pages? What is it? So – be – I hear people telling me, “You know, we have 6000 likes on our page.”

What does those likes mean? So what you need to get onto is the next level, which is you have a likes then you engage the people who are on your page. Engage them in different ways.

So unless they are responding to you and talking to you on the Facebook page, those likes do not mean anything at all. And another thing that people overhear - usually a lot of, you know, scam companies are saying that, “We can increase your likes to 11,000 or 20,000 or 30,000.”

I think the best way to do it is let the likes be very organic and let them grow. You know, you need to be working on them. You cannot just, you know, have - like overnight you've paid somebody or like you paid them a rupee or 5 rupees, and then suddenly you have 50,000 likes on your Facebook page.

It doesn't really make a difference. So make sure that the likes which are coming up on your Facebook are genuine organic likes; and number two, that you keep them engaged.

So on a daily basis if you are a founder of the organization or if – even if you're working over there on projects and programs, make sure that you keep it very interactive.

The Facebook pages – and these have to be very interactive so unless you connect with the people who are with you on social media, it doesn't have any, I mean, for – I would say it's next to minimum whatever efforts you're putting in. Also...

((Crosstalk))

Man: May I finish this very quickly?

Rubina Fatima: Sorry. Sorry.

Man: Yes. Social media ((Foreign Language Spoken)) social media so Facebook ((Foreign Language Spoken)) Facebook. ((Foreign Language Spoken)).

((Crosstalk))

Martin Silva: I was wondering what happened.

Rubina Fatima: Yes.

Man: Something interesting happening.

Rubina Fatima: Nothing. I wish it was interesting. I will just be wrapping up very soon. Another thing that we can be looking at that is probably out of the box thinking over here – NGOs – we are used to just applying for projects grants – project grants.

Let's try to get out money on our own. There is a lot of things happening on the Worldwide Web and also on Internet, which is things like affiliate marketing.

So you set up an Affiliate Marketing button on your Web site, which means that like if you're – it's a Flipkart Affiliate Marketing button. And from there you click on and you look – land onto the Flipkart pages and people do your shopping – people do their shopping from there and we earn commissions on that, and these are simple tools that we need to be doing probably.

It could actually come into lots of rupees that we can earn in a month based on the number of well-wishers and supporters that we have. So we have started doing that recently.

Using Twitter, using LinkedIn effectively, using Pinterest. If you have products which you're selling using Pinterest is another very good option that we can actually look at.

So in terms of traditional versus digital marketing I would say that digital marketing wins definitely hands down. And we actually need to take a call on whether we want one person doing 100% of the work, or we want to engage 100 people on doing 1% of the work.

That is the power of social media and digital marketing for you. Thank you very much. I'm open for questions.

Man: Facebook ((Foreign Language Spoken)) Twitter, LinkedIn, Pinterest ((Foreign Language Spoken)) social media ((Foreign Language Spoken)) out of the box ((Foreign Language Spoken)).

Affiliate program and the Flipkart ((Foreign Language Spoken)) out of the box solutions ((Foreign Language Spoken)).

Martin Silva: Thank you very much. Before we go into questions please can we have Rajen speak first?

Sam Lanfranco: Yes okay.

Martin Silva: And then we have the time left. We can use them for questions and participation. Thanks.

Rajen Varada: Okay thank you very much. I think I'm going to skip that what I was going to plan altogether, because I think we are way out of time and that's going to take a lot of time.

So I think it's – and I'm - since I am in the NGO sector just to kind of – I can always come back to that topic in the future because I'm – not only am I NGO but I'm also on the Board of DEF, Digital Empowerment Foundation.

I was one of the persons who founded the Dot NGO network in India so you can always get in touch with me anytime so it's not a problem. And this topic is another deeper topic so I think we'll skip it.

So what I'll do is first and foremost thank you NPOC for engaging with us, and I think it's the first time I have seen in India -- I'm not sure the rest of the world -- that you chose to directly interact with Civil Society members especially NGOs.

And believe me it is a momentous thing because this is the largest community which has the least representation on the Internet. And this is very important because today I hope that it's opened a window for you to see how much there is out there.

And also I would like to urge you all to engage with almost all the topics which are there which ICANN does.

Joan Kerr: Yes.

Rajen Varada: And I hope to see you all move forward to become representatives and talking about policy of the NGOs on the Internet.

Joan Kerr: Please.

Rajen Varada: And that is where we have to go. Okay and I am sure we can go forth.

Man: And quickly ((Foreign Language Spoken)).

Rajen Varada: Yes. Oh I could've spoken. Anyway go ahead. Yes.

Man: ((Foreign Language Spoken)). So you need to be glad for this too ICANN and NPOC.

Rajen Varada: So ((Foreign Language Spoken)).

Man: Okay.

Rajen Varada: Okay. ((Foreign Language Spoken)) so please, I'm sorry. So ((Foreign Language Spoken)). This is very important so ((Foreign Language Spoken)) if you won't believe only two people are representing NGOs and that 1.2 billion members of this country, so many NGOs and only two advisors ((Foreign Language Spoken)).

So I want you all to get engaged so in the future ((Foreign Language Spoken)). We'll see how to go forward so just thank you for coming through today and if you want my contacts Section 09 anytime. I'll be happy. ((Foreign Language Spoken)). (Connie) you should get my telco back. Thank you very much. I'll give you my laptop.

Man: ((Foreign Language Spoken)). Please.

Rajen Varada: I'll give my email. Take it from (unintelligible). ((Foreign Language Spoken)).  
Announce it? Okay you can – I've got two email IDs. One is on Gmail. I think  
all of you have Gmails so that is most easy: R-A-J-E-N, Rajen Varada.

Man: (Unintelligible).

Rajen Varada: J-E-N dot V-A-R-A-D-A.

Man: (Unintelligible).

Rajen Varada: Rajen, R-A-J-E-N.

Man: All right. Rajen.

Rajen Varada: Varada, V-A-R-A-D-A.

Man: Yes. Yes.

Rajen Varada: D, [varada@gmail.com](mailto:varada@gmail.com). Okay. ((Foreign Language Spoken)) and I will  
definitely respond to you.

Man: Cell number too you say.

Rajen Varada: Cell number isn't normally – no cell number ((Foreign Language Spoken)).  
Okay ((Foreign Language Spoken)) or you'll try for me best. You send me a  
mail and I promise, you know, that I'll reply.

So also this will force you to come on the Internet. Okay but that I want you  
and let us engage on the Internet. It is very important. So then...

Man: Rajen.

Rajen Varada: Yes the same, Rajen Varada. Okay thank you.

Man: ((Foreign Language Spoken)).

Rajen Varada: ((Foreign Language Spoken)), right. Thank you.

Man: ((Foreign Language Spoken)). Thank you.

Sam Lanfranco: Okay thank you. Thank you.

Joan Kerr: Yes.

Sam Lanfranco: Just – okay Klaus, our Chair, has something to say. Klaus?

Klaus Stoll: Yes I'm – and acting just my broad motive as Chair, before Sam is closing I would like to say I'm just very grateful for your short contribution and I promise you we as NPOC really learned a lot this day and this afternoon.

And whilst this was not strictly Internet governance - but this is the way to Internet governance. And what we will do as NPOC is as NPOC promote – this NPOC promote and work with you on Internet governance, but also continue through other organizations to work on your more basic users' questions, users' needs and awareness and capacity building.

So as you said we hope this will be only just the beginning and – of something bigger. Thank you.

Man: ((Foreign Language Spoken)).

Sam Lanfranco: Oh okay we – I have three quick comments here. First of all we don't have to evacuate the room at the – at 6:30 so I can hang around if people want to have some more discussion.



Man: ((Foreign Language Spoken)).

Sam Lanfranco: The second is is all of our colleagues in ICANN are holding a reception at this moment on the lawn of the Novatel, which is a tempting thing to do if you're not going to be here and they said everybody is invited.

The last thing I want to do – I'll thank you for coming. I'll let Martin thank you but are there some questions you'd like to put or some comments you'd like to put on?

We have a few more minutes as I said. We can formally close the formal part and still sit around and talk.

Joan Kerr: I have one thing to say.

Man: Yes just one – I'll just put this into them. ((Foreign Language Spoken)). Over to Joan.

Joan Kerr: Okay everyone. Here's a story. I am the Membership Chair, which means that all of you are going to become members of NPOC, right?

Rajen Varada: Yes.

Rubina Fatima: Yes.

Joan Kerr: All right. And you're going to be...

Rubina Fatima: Should we clap?

Joan Kerr: Yes.

Man: ((Foreign Language Spoken)).

((Crosstalk))

Man: Yes. ((Foreign Language Spoken)). We have a lot of brochures.

Sam Lanfranco: We have brochures in three languages.

Rajen Varada: Yes.

Joan Kerr: Oh okay.

((Crosstalk))

Sam Lanfranco: And I was – oh.

Joan Kerr: Sam they want my email address. Okay here it is. Joan Kerr, J-O-A-N K-E-R-R -- I know it doesn't sound very Indian -- at F as in Frank, bsc.org. And (unintelligible) if you don't get in touch and we'll give it to you as well.

Man: Yes.

Joan Kerr: But please do become members. Thank you.

Sam Lanfranco: Thank you Joan. Mine can be found online. Just look for my name. You have to go to the Web site. You have to go to the Internet to get it.

((Crosstalk))

Sam Lanfranco: Are there any – is there anyone here? Everybody's in motion but if somebody wants to put a question on the table now or catch us afterward just raise your hand or punch your red button.

Man: Yes. ((Foreign Language Spoken)).

Rajen Varada: ((Foreign Language Spoken)).

((Crosstalk))

Man: ((Foreign Language Spoken)).

(Hachina Gunentar): (Hachina Gunentar).

Man: Miss (Hachina) ((Foreign Language Spoken)).

Rajen Varada: ((Foreign Language Spoken)).

(Hachina Gunentar): ((Foreign Language Spoken))

Man: ((Foreign Language Spoken)). You'll give all the information.

((Crosstalk))

Sam Lanfranco: Thanks.

((Crosstalk))

Rubina Fatima: No it's wonderful. And for that so same to you. The – in the lawn you were telling about the controlling offer in Dot Net - how to control it? That's...

END