FREQUENTLY ASKED QUESTIONS

If you are thinking about registering a .INSURANCE domain name this year, the following information will help you join the future of financial services websites.

** IMPORTANT DATES **

.INSURANCE will be available starting May 9, 2016 at 00:00:00 UTC (New York - 8pm May 8; London - 1am May 9; Singapore - 8am May 9) for members of the global insurance community with trademarks registered in ICANN's Trademark Clearinghouse (TMCH). For organizations that have not registered their trademark in the TMCH, domain names can be registered starting on June 15, 2016 at 00:00:00 UTC (New York - 8pm June 14; London - 1am June 15; Singapore - 8am June 15 Please see the timeline here for other important dates.

Q.   WHAT ARE THE BENEFITS OF HAVING A .INSURANCE DOMAIN NAME?

.INSURANCE is the place for insurance providers and distributors to enhance and differentiate their online presence in the marketplace. Directed by insurance and security experts, .INSURANCE is a trusted, verified, and more secure location online. All .INSURANCE domain names must meet strict Security Requirements, and only verified members of the global insurance community will be approved.

Q.   WHO IS RESPONSIBLE FOR .INSURANCE?

.INSURANCE was founded by the global insurance community to meet the needs of insurance providers and distributors and their respective customers.

.INSURANCE is managed by fTLD Registry Services, LLC, an organization established in 2011 by a coalition of banks, insurance companies and financial services trade associations from around the world. In 2012, fTLD applied to the Internet Corporation for Assigned Names and Numbers for the right to operate .INSURANCE, to serve and protect the community, and was approved on February 19, 2015.

Q.   WHERE CAN I REGISTER MY .INSURANCE DOMAIN NAME?

Domain names are available from fTLD-approved registrars. The current list is viewable here and registrars are added on a rolling basis as they are approved.

Q. WHAT DOMAIN NAMES CAN I HAVE?

If you have registered your trademark in ICANN's TMCH, you may apply for an exact match of your mark during the Sunrise Period, May 9 – June 8. If you do not have a registration in the TMCH, you may apply for a domain name that corresponds to your trademark, trade name or service mark during General Availability, beginning June 15. For additional guidance on selecting a domain name please see the .INSURANCE Name Selection Policy here.

Q. HOW CAN I GET THE DOMAIN NAMES I WANT?

Organizations need to act quickly to assure ensure the best chance of securing desired domain names as they will initially be awarded on a first-come, first-served basis. You should engage a registrar well in advance of the registration period for which you qualify. There is no pre-registration for .INSURANCE, but going through a pre-screening process with an fTLD-approved registrar will enable you to apply for your desired domain names as soon as possible.

Q. WHEN DO I REGISTER A .INSURANCE DOMAIN NAME?

Domain names in .INSURANCE are available at different times depending on your organization's eligibility. Details about the timeline are available here and most organizations will qualify for the General Availability period beginning June 15.

Q. HOW MUCH DOES IT COST?

Prices for .INSURANCE domain names are set by the registrars and will vary based on a number of factors, including the number of domain names registered, the period of time for the registration and the suite of services purchased with the registration. Organizations should consult with registrars to determine the ideal solution.

fTLD's operation of .INSURANCE, including the mandatory verification process, implementation of Security Requirements and deployment of monitoring and detection systems, all designed to ensure the security, stability and resiliency of .INSURANCE , means its costs are greater than traditional gTLDs.

Q. WHAT IS THE RETURN ON MY INVESTMENT?

Your .INSURANCE domain name will be a trusted, verified, more secure and easily identifiable location on the Internet. It can be operated in place of or alongside your current domain name.

How to take advantage of the benefits of .INSURANCE is up to you. While some organizations will transition some or all of their consumer-facing online presence to .INSURANCE to maximize the value of participation, others may use the new address as a channel to communicate with customers, vendors and regulators.

What differentiates .INSURANCE from other gTLDs, beyond it being owned, operated and governed by banks, insurance companies and financial services trade associations are its Security Requirements including:

- **Mandatory Verification and Re-Verification of Charter/Licensure for Regulated Entities** to ensure that only legitimate members of the global insurance community are awarded domain names.
- **Domain Name System Security Extensions (DNSSEC)** to ensure that Internet users are landing on legitimate websites and not being misdirected to malicious ones.
- **Email Authentication** to mitigate spoofing, phishing and other malicious activities propagated through emails to unsuspecting users.
- **Multi-Factor Authentication** by registry and registrars to ensure that any change to registration data is made only by authorized users of the registered entity.
- Strong Encryption (i.e., TLS/SSL) to ensure security of communication over the Internet.
- **Prohibition of Proxy/Privacy Registration Services** to ensure full disclosure of domain registration information so bad actors cannot hide.
- **Domain names must be hosted on .INSURANCE Name Servers** to ensure compliance with all technical security requirements.

More information about fTLD's approach to security can be found [here](#). General information about fTLD is available [here](#).

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