



## Key Business Values

The [.INSURANCE](#) domain provides instant confirmation of an insurance business' online identity to its website visitors and demonstrates the company's commitment to operating in a trusted environment.

fTLD Registry Services operates .INSURANCE in a highly controlled manner to ensure it serves and protects the global insurance community and the customers and stakeholders it serves.

.INSURANCE domains:

- Provide instant recognition as a **trusted provider** of insurance products, services and information
- Create new **marketing and branding opportunities** with **memorable names** that can be more **relevant** to products and offerings
- **Differentiate** themselves in the competitive online marketplace and **build customer awareness**
- Offer a more **secure environment** for communication with customers, third-party providers and other stakeholders

The high-trust .INSURANCE environment is the result of robust security technologies and practices designed to mitigate cyber threats. The [Security Requirements](#) for .INSURANCE include:

- **Mandatory Verification and Re-verification of .INSURANCE Domain Registrants** to ensure that only legitimate members of the global insurance community are awarded and can use these domain names.
- **Email Authentication** to ensure brand protection by mitigating spoofing, phishing and other malicious email-borne activities.
- **Strong Encryption** to ensure confidentiality and integrity of communications and transactions over the internet.
- **Website Integrity** secured by use of Domain Name System Security Extensions (DNSSEC) to ensure that internet users are not being misdirected to malicious websites.



fTLD Registry Services is owned, operated and governed by banks, insurance companies and their respective trade associations. The Internet Corporation for Assigned Names and Numbers awarded fTLD the right to operate .INSURANCE on February 19, 2015 and it launched in May 2016. More information about fTLD is available at <https://www.ftld.com> and .INSURANCE at <https://www.register.insurance>.