

.neustar Registration Policies

Mission: The .neustar TLD will create a trusted and secure location for Neustar brand constituents to log in to mission-critical Internet and telecommunications infrastructure services provided by Neustar, obtain customer service, and exchange critical information required by the communities that use Neustar's services. Neustar provides trusted and neutral real-time information and analytics to the Internet, telecommunications, entertainment, marketing and advertising industries, which use the services to find, connect and authenticate their end-users.

More specifically, Neustar's goals for the .neustar TLD are to:

- 1 Provide a single, secure location for all Neustar-branded services;
- 2 Ensure no customer confusion regarding location of Neustar-branded services; and
- 3 Provide the Internet community a single location for interacting with Neustar.

Registration Policies

Neustar currently intends for the .neustar TLD to be used exclusively by Neustar and its qualified subsidiaries and affiliates. As Neustar intends to use the TLD for its own branding purposes, most of the registration policies will be written into existing corporate policies. Neustar will implement the following registration policies:

1. .neustar Domain Name Eligibility Requirements
2. Acceptable Use Policy
3. Rights Protection Mechanisms
4. ICANN Consensus Policies

1. .neustar Domain Name Eligibility Requirements

The .neustar Domain Registration Eligibility policy sets forth the guidelines that dictate the allowable labels for domain name registrations, who or what entities may register the names, how the names may be used as well as the technical criteria each name must meet.

Only Neustar, its qualified subsidiaries and affiliates will be allowed to request second level domain name registrations. Neustar has implemented an internal process that defines how requests can be submitted for second-level registrations and the process which will be used to approve such registrations. Neustar has a domain management department responsible for the receipt of domain name registration requests from specially designated and approved managers (Domain Manager) through a documented internal request form. Once the Domain Manager receives a registration request, an internal review will be completed to ensure the name complies with internal policies and procedures governing the registration of .neustar domain names as well as complies with the technical specifications in the ICANN Registry Agreement. Once the domain name has undergone the standard review, and is deemed in compliance with internal rules and procedures, the name will be approved and submitted through an ICANN-Accredited Registrar for registration.

2. Acceptable Use Policy

This Acceptable Use Policy gives Neustar the ability to quickly lock, cancel, transfer or take ownership of any .neustar domain name, either temporarily or permanently, if the domain name is being used in a manner that appears to threaten the stability, integrity or security of Neustar, or any of its registrar partners - and/or that may put the safety and security of any registrant or user at risk. The process also allows Neustar to take preventive measures to avoid any such criminal or security threats.

The Acceptable Use Policy may be triggered through a variety of channels, including, among other things, private complaint, public alert, government or enforcement agency outreach, and the on-going monitoring by Neustar or its partners. In all cases, Neustar or its designees will alert registrar partners about any identified threats, and will work closely with them to bring offending sites into compliance.

The following are some (but not all) activities that may be subject to rapid domain compliance:

- Phishing: the attempt to acquire personally identifiable information by masquerading as a website other than .neustar's own.
- Pharming: the redirection of Internet users to websites other than those the user intends to visit, usually through unauthorized changes to the Hosts file on a victim's computer or DNS records in DNS servers.
- Dissemination of Malware: the intentional creation and distribution of "malicious" software designed to infiltrate a computer system without the owner's consent, including, without limitation, computer viruses, worms, key loggers, and Trojans.
- Fast Flux Hosting: a technique used to shelter Phishing, Pharming and Malware sites and networks from detection and to frustrate methods employed to defend against such practices, whereby the IP address associated with fraudulent websites are changed rapidly so as to make the true location of the sites difficult to find.
- Botnetting: the development and use of a command, agent, motor, service, or software which is implemented: (1) to remotely control the computer or computer system of an Internet user without their knowledge or consent, (2) to generate direct denial of service (DDoS) attacks.
- Malicious Hacking: the attempt to gain unauthorized access (or exceed the level of authorized access) to a computer, information system, user account or profile, database, or security system.
- Child Abuse: the storage, publication, display and/or dissemination of child abuse images or engage in the exploitation of individuals under the age of majority in the relevant jurisdiction.

Neustar reserves the right, in its sole discretion, to take any administrative and operational actions necessary, including the use of computer forensics and information security technological services, among other things, in order to implement the Acceptable Use Policy. In addition, Neustar reserves the right to deny, cancel or transfer any registration or transaction, or place any domain name(s) on registry lock, hold or similar status, that it deems necessary, in its discretion; (1) to protect the integrity and stability of the registry; (2) to comply with any applicable laws, government rules or requirements, requests of law enforcement, or any dispute resolution process; (3) to avoid any liability, civil or criminal, on the part of Neustar as well as its affiliates, subsidiaries, officers, directors, and employees; (4) per the terms of the registration agreement or (5) to correct mistakes made by Neustar or any registrar in connection with a domain name registration. Neustar also reserves the right to place upon registry lock, hold or similar status a domain name during resolution of a dispute.

3. Rights Protection Mechanisms

Neustar is committed to following all mandatory ICANN rights protection mechanisms aimed at protecting third party intellectual property rights within the .neustar TLD. Neustar plans to operate and maintain the .neustar name space as an extension of its current branding activities, therefore, it is highly unlikely that names in the zone will interfere with the rights of other third parties.

Nevertheless, Neustar plans to implement all Rights Protection Mechanisms (RPMs) as required by ICANN. These RPMs include, but are not limited to the following:

- Sunrise and Trademark Claims Process
- Implementation of the Uniform Dispute Resolution Policy (UDRP)
- Implementation of the Uniform Rapid Suspension (URS) mechanism

4. Privacy

Neustar will ensure that the operation of the .neustar TLD will be consistent with Neustar's Privacy Policy, available on its website at the following link: <https://www.home.neustar/privacy>.