

gTLD String: .london

Applicant Entity Name: Dot London Domains Ltd

Application ID#: 1-1252-62369

SPECIFICATION 11 PUBLIC INTEREST COMMITMENTS

Our intent is to create a world-class, innovative and trusted TLD for London, to be operated in the public interest, through a commercial business model which reinvests 100% of TLD net profits for the benefit of London and Londoners. DLD Ltd, (as a wholly owned subsidiary of London & Partners) is an organisation whose core purpose is to act in the public interest and for the benefit of London. We are absolutely committed to working with ICANN, with the UK Government (through the Department of Culture, Media & Sport – DCMS) and with regional and local government to ensure our stewardship of London's new TLD is undertaken to the highest standards.

We agree with the Government Advisory Committee (GAC) that some representations made in new gTLD applications should be binding. We believe that this step will increase consumer confidence in the new gTLD program, and will enable the various compliance functions built into the new gTLD program to more easily correct behavior that is inconsistent with the stated purpose of the application.

For the new TLD for London, we offer here a set of commitments that are a distillation of what we believe are the important and relevant portions of our application, worded as commitments to which we can be held. We believe that they are responsive to what we understand to be the concerns behind the PIC program and they bind us in a real and substantive way to behave responsibly and in the interest of the global Internet. Our commitments are meant to provide protection to consumers and other affected parties, and are worded in a way that provides sufficient flexibility in their implementation to be effective.

We are committed to responsible self-governance and to developing the new TLD for London for the benefit of London, Londoners and the wider Internet community. We look forward to finalising the PIC program into a safeguard that encourages consumer choice and competition and assures the security and stability of the Internet.

Commitments

1. The Registry Operator will use only ICANN accredited registrars that are party to the Registrar Accreditation Agreement approved by the ICANN Board of Directors on [date to be determined at time of contracting], 2013 (or any subsequent form of Registrar Accreditation Agreement approved by the ICANN Board of Directors) in registering domain names. A list of such registrars shall be maintained by ICANN on ICANN's website.

2. The Registry Operator agrees to perform the following specific public interest commitments, which commitments shall be enforceable by ICANN and through the PICDRP. Registry Operator shall comply with the PICDRP. Registry Operator agrees to implement and adhere to any reasonable remedies ICANN imposes (which may include any reasonable remedy, including for the avoidance of doubt, the termination of the Registry Agreement pursuant to Section 4.3(e) of the Registry Agreement) following a determination by any PICDRP panel and to be bound by any such determination.

The new TLD for London will operate a robust abuse mitigation process to minimise abusive registrations that have a negative impact on Internet users, as articulated in its Acceptable Use Policy, as amended from time to time. The Acceptable Use Policy will include enforceable processes intended to prevent the use of the domain name for illegitimate activities. This will include, but not be limited to the following commitments:

- To publish and make readily available to the public policies and procedures that will cover domain name acceptable use and naming standards, and define malicious or abusive behavior. This will include providing a community flagging process allowing members of the public, law enforcement and other government entities to call attention to possible cases of non-compliance with these policies or to report abuse. Registrars will be required to obtain registrant agreement to these policies as a condition of registration during the sign up process;
- To provide a single point of contact responsible for addressing reports of abuse, non-compliance and other matters requiring expedited attention; and for providing a timely response to abuse complaints concerning names registered in the TLD through accredited registrars of record, including resellers;
- To review and seek to resolve promptly all reported cases of abuse, including procedures that will allow the Registry, in cases where domain registrations are determined to have been used abusively, to:
 - Suspend or delete abusive domain names;
 - Block registrants of abusive domain names from further registrations; and
 - Suspend or delete all names associated with a registrant.
- To work constructively with law enforcement to address reported cases of abuse;
- To prevent registration of exact matches of geographic names at the second level as defined by the Applicant Guidebook of January 12, 2012, except by authorised representatives of the governmental authority of the territory in question;
- To prevent registration of exact matches of IGO names at the second level, according to the list to be provided by the GAC as per the GAC Toronto Communiqué of 17 October 2012, except by authorised representatives of the IGO in question;
- To offer sunrise registration services for a minimum of 60 days using the Trademark Clearinghouse process; and
- To implement security policies and procedures commensurate with the security profile of the TLD.