

Application ID: 1-1130-18309
Applicant Name: CUNA Performance Resources, LLC
Applied for String: .CREDITUNION

CUNA Performance Resources, LLC, the registry applicant for the .CREDITUNION gTLD, makes the following Public Interest Commitment in connection with its application.

2. Registry Operator will operate the registry for the TLD in compliance with all commitments, statements of intent and business plans stated in the following sections of Registry Operator's application to ICANN for the TLD, which commitments, statements of intent and business plans are hereby incorporated by reference into this Agreement. Registry Operator's obligations pursuant to this paragraph shall be enforceable by ICANN and through the Public Interest Commitment Dispute Resolution Process established by ICANN ((posted at [url to be inserted when final procedure is adopted])), as it may be amended by ICANN from time to time, the "PICDRP"). Registry Operator shall comply with the PICDRP. Registry Operator agrees to implement and adhere to any 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.

Registry Operator shall in accordance with representations made in its application enforce the following four policies:

- 1) **REGISTRANT ELIGIBILITY POLICY.** Registry Operator shall only permit the registration of names to registrants that meet the registrant eligibility policy. The current registrant criteria limits registrations to those entities with a meaningful nexus to the credit union sector, including but not limited to credit unions, credit union associations and leagues, credit union service organization, regulatory bodies and entities offering products and services aimed primarily at credit unions.
- 2) **NAME SELECTION CRITERIA POLICY:** Registry Operator will initially require that third party registrants only register domain names that correspond with their business and/or trade name. While it is the full intention of Registry Operator to make available for registration generic, geographic, and other domain name strings that do not correspond to a registrant's business and/or trade name to potential registrants meeting the nexus requirements, Registry Operator has not yet decided on a suitable equitable allocation process. Registry Operator will likely delay this decision until after developing and implementing its own hierarchical and intuitive framework using these generic/geographic domain names.
- 3) **ACCEPTABLE USE POLICY:** Registry Operator shall set forth a list of prohibited activities that registrants must refrain from conducting while using a .CREDITUNION

domain name. This list of prohibited activities is intended to be distinct and different from prohibited activities set forth in the Abuse Policy described below. The Acceptable Use Policy is envisioned as best practices and other standards which the Registry Operator might be able to build consensus on within the global credit union community.

- 4) **ABUSE POLICY:** Registry Operator shall have abuse policy designed to address potential malicious use of domain names by engaging in illegal or fraudulent activity. Repeat violations of the abuse policy will result in a case-by-case review of the abuser(s), with the Registry Operator reserving the right to escalate the issue, with the intent of levying sanctions that are allowed under the abuse policy.