

Date: 10 Nov, 2015

Priority Number:	1330
Application ID:	1-1309-46695
Applying Entity Name:	DotKids Foundation Limited
Applied-for TLD:	kids
Notes:	Please post this letter [7 pages], along with the included attachments (2 letters of support [total 2 pages], Refined version of Q18 & 20 [28 pages] and a CPE requirements explanation document [total 59 pages]) as correspondence

Attention: ICANN Board, CPE Evaluation Panel, and ICANN Global Domains Division (GDD)

Re: Update and Input to the Community Priority Evaluation (CPE) for the .kids Community TLD application

We write to provide update and input to the Community Priority Evaluation process for the .kids Community TLD application from the DotKids Foundation.

1) Additional supporting letters

Included with this letter are 2 additional letters of support (included in Appendix 1.) for the .kids Community TLD application:

- **Terre des Hommes Netherlands (<https://www.terredeshommes.nl/en>):** Terre des Hommes Netherlands's head office is located in The Hague, they work with local project partners and are active in fifteen countries (and provide emergency aid in two countries) spread across four regions: Southeast Asia, South Asia, East Africa and South America, and has regional offices in each of the four regions: in Jakarta (Indonesia), Colombo (Sri Lanka), Nairobi (Kenya) and Cochabamba (Bolivia).
- **Viva (www.viva.org):** Viva works in 21 different countries, including USA, Costa Rica, Cuba, Dominican Rep., El Salvador, Guatemala, Honduras, Nicaragua, Argentina, Bolivia, Paraguay, Venezuela, Slovakia, Denmark, United Kingdom, Kenya, South Africa, Tanzania, Uganda, Zimbabwe, Cambodia, Hong Kong, India, Nepal and The Philippine, supporting thousands of projects working with children at risk in 35 city-wide networks.

Other than the latest supporting organizations, we also wanted to highlight the following reputable children-rights organizations and individuals across different continents and countries who signed supporting letter before:

- Child Welfare League of America, Americas: Representing over 700 children organizations from the United States
- Association for Childhood Education International, Americas
- Members of the European Parliament, Europe: Non-exhaustive listings of the 230 Signatories of the Written Declaration on protecting children and their

- Rights in the context of internet namespace targeting children
- Mr. Reidar Hjermand, Former ombudsman for children in Norway, Europe
- Rights of Young Foundation Uganda, Africa
- Child Rights Coalition Asia, Asia
- ACT Human Rights Commission, Canberra Australia, Australasia

The exhaustive list and letters of supporting organizations including the 2 latest organizations are available here: http://www.dotkids.asia/wp-content/uploads/2015/11/Letter-of-Supports_DotKids-Foundation_with-listings.pdf

The DotKids Foundation has been invited to participate at the United Nations Committee on the Rights of the Child as well as the ITU Child Online Protection working group to jointly develop the .kids as a kids-friendly namespace with the global kids and children rights community.

To further elaborate on Criteria #1 Community Establishment, we wish to emphasize that the kids community is compromised by:

1. Children, defined by UNCRC that a "child" as a person below the age of 18, unless the relevant laws recognize an earlier age of majority,
2. Children rights organizations

United Nations Convention on the Rights of the Child (UNCRC) is signed by all member nations on the planet, is the universal standard that represents and protects the rights of all kids around the world. While the UNCRC has been signed by United States and is awaiting ratification, the DotKids Foundation vision of developing the .kids namespace adhering to the UNCRC principles have garnered support from the largest children-rights organizations in the U.S., including the Child Welfare League of America representing over 700 children organizations. Thus, the United Nations Committee on the Rights of the Child, which is the UN committee commissioned to oversee the implementation of UNCRC, is the recognized authority for the entire global community described by the DotKids application. Organizations which follow UNCRC are recognized as part of the community. International organisations, such as UNICEF and Save the Children, are commissioned to serve all kids in the world with the principles of UNCRC and are well-recognized globally for their work. We are honoured to have their local support and global participation in this initiative to ensure the child rights protection can extend to Internet.

2) Contribution by community members on Content Guidelines which will serve as the foundation of registration policies

We wanted to share an exciting development. As per our responses to #20(e) regarding registry policies a Senior Expert Group has been formed. Between the experts are decades of experience in child rights and child protection in a global context. The Senior Expert Group is working together, contributing as representative of their organizations and/or in their individual capacities, towards the drafting of the Kids-Friendly Content Guidelines and Best Practices (KFC Guidelines) as contemplated in the original application by the DotKids Foundation, in particular policies and rules for content and use consistent with the articulated community-based purpose of the .kids Community gTLD. The following are current initial

members of the Senior Expert Group¹:

Name	Title	Email
Ms. Amy CROCKER	Hotline Development Coordinator, INHOPE Foundation	[REDACTED]
Ms. Hope Esquillo TURA	Manager for the Regional Child Rights Governance Program, Save the Children Programs Coordinator	[REDACTED]
Mr. Jonathan SSEMBAJWA	Children and Youth Participation, Rights of Young Foundation	[REDACTED]
Ms. Linda SPEARS	Commissioner, Massachusetts Department of Children and Families	[REDACTED]
Mrs. Priscilla LUI Tsang Sun-Kai	First Administration and Director of Against Child Abuse	[REDACTED]
Ms. Yvette Gatilao MURPHY	Director of Advocacy and Outreach, Association for Childhood Education International	[REDACTED]
Mr. ZHANG Hai Bo	Supervisor, China National Youth Palace Association Media Literacy and Education Research Centre	[REDACTED]

We trust that you understand that these guidelines necessarily evolve over time, and that their validity with respect to the Community gTLD application is not diminished by the fact that the application itself provides clear framework and indication that these guidelines are to be revised by the community from time-to-time as appropriate to establish the “.kids” as a kids-friendly namespace on the Internet, consistent with the goals of the Community gTLD program established by ICANN.

The support for and development of the following draft KFC Guidelines demonstrates the commitment from DotKids Foundation to follow through with the framework set out in the community gTLD application (in response to #20e). This will also be crucial for the .kids gTLD’s content to remain coherent to the Content and Use criteria under Registration Policies Criterion #3.

Furthermore, this draft KFC Guidelines serve to substantiate and evidence that the framework provided by the application on registration policies is adequate and consistent with the purpose to encourage kids-friendly and kids-safe content, while the process through which these guidelines are developed demonstrate the accountability to the community for which DotKids Foundation serves.

Kid-Friendly Content Guidelines (KFC Guidelines) DRAFT 2015-09

¹ Brief bios of the members are included in Appendix 2.

DotKids Foundation with the mission and vision to create a child-friendly Internet via the top level domain (TLD) namespace “.kids”, endeavors to have all materials and information within our TLD space to be child-friendly. Hence, the below content guideline sets the basic requirement and outlines the prohibited content. All registrants are obliged to strictly comply to these content guidelines. Any observation or reports of inappropriate materials or misconduct described below within the registered domain online will be subject to the take-down mechanism.

A. Prohibition of Illegal and Inappropriate Materials:

- Child Abuse Images and Pornography
 - The use, procuring or offering of a child for prostitution, for the production of pornography or for pornographic performances; Adult or mature content with obscene materials containing explicit description or display of sexual organs or activity; Any content or language that promotes the conduct of such activities shall also be prohibited.
- Tobacco and Alcohol
 - Any content that promotes the consumption, or related to the selling activities of tobacco and alcohol shall be prohibited.
- Drugs
 - Any content that promotes the consumption, or related to the selling activities of illicit drugs that will have detrimental effect on the health of children shall be prohibited.
- Child Labour, Trafficking & Soldiers
 - Any content that contains and promotes the use, procuring or offering of a child for illicit activities, in particular for the production and trafficking of drugs as defined in the relevant international treaties shall be prohibited.
 - Not all work done by children should be classified as child labour that is to be targeted for elimination. According to the definition of child labour of International Labour Organisation, we discourage content encouraging children to participate in work which is:
 - ◆ Mentally, physically, socially or morally dangerous and harmful to children either because of its nature or because of the conditions in which it is carried out;
 - ◆ Interferes with their education by:
 1. depriving them of the opportunity to attend school;
 2. obliging them to leave school prematurely; or
 3. requiring them to attempt to combine school attendance with excessively long and heavy work;
 - ◆ All forms of slavery or practices similar to slavery, such as the sale and trafficking of children, debt bondage and serfdom and forced or compulsory labour, including forced or compulsory recruitment of children for use in armed conflict;
- Gambling
 - Any illegal gambling activities or simulation involving actual currencies shall be prohibited
- Violence
 - Any verbal or pictorial aggression depicting the intentional use of physical force or power against, threatening or intimidating others which either results in or has a high likelihood of resulting in injury, death, psychological harm, mal-development, or deprivation shall be prohibited.
- Childhood commercialization

B. Privacy:

- Content providers should not collect any personally identifiable information (such as but not limited to identity number, telephone number, home address) from children under 18 years old without their parents or legal guardians' written consent.
- Any non-personal information collected shall also be kept confidential to avoid the susceptibility of the child user to be identified and targeted for any criminal activities.
- Any personal information or data collected should not be transferred without clients and clients parents' consent.

C. Rights to Survival:

- Any content that encourages the suicidal act of a child, or instigate the concept of self-destruction, or harmful behaviours that results in injuries or negative effect on their healthy development shall be prohibited.
- Any content that encourages injury of others and/or violation of human rights and others properties should not be allowed.

Kids-Friendly Content Best Practices DRAFT 2015-09

A child-friendly cyberspace should contribute to the positive development and well-being of children around the world and value child voice and participation. While the Child-Friendly Content Guideline provides the baseline of the prohibited materials on ".kids" websites. This Child-Friendly Content Best Practices further offer reference for developing a child-friendly cyberspace, which aims to encourage content providers to deliver appropriate and child-friendly information for children.

The fundamental principles of DotKids Foundation are based on the well-recognized and the most ratified universal treaty, United Nations Convention on the Rights of the Child (UNCRC), to protect, promote the rights as well as ensure the best interest of children. Below are the related articles of UNCRC that set the principles which guides the operation and policy development of the Foundation.

- Children's right to information access (Article 17)
- Best interests of children (Article 3)
- Non-discrimination for every child (Article 2)
- Listening to children and respecting their views (Article 12)
- Protect supportive nurturing, and child-friendly environments (Articles 28, 29, 30, 35)
- Participation of children in community life (Articles 13, 30, 32, 33, 37)

A. Non-Discrimination

- Content or language that provoke any kind of discrimination which may interfere with the psychological emotions and development of child users is discouraged.
- Content providers are encouraged to facilitate and develop as well as distribute their content in ways that are equally-accessible to children that are physically disabled.

B. Marketing & Advertising

- Any marketing and advertising activities shall support and respect children's rights with UNCRC as the fundamental principles.

- Registrants shall dedicate effort in ensuring any products or services offered through the .kids domain space is safe.

C. Content Categorization

- While the maturity and susceptibility to risks between different age-ranges of children differ, content providers are encouraged to clearly indicate the appropriateness of their content to respective age groups or their specific targeted age group on their websites.

D. Security

- Sufficient reminders and warnings to the children users shall be given in special circumstances that might offer risks to their well-being, Examples include a reminder to not disclose their personal information or to seek adult supervision to participate.

E. Policy Development

- Specific policy and appropriate guidelines that are tailored in consideration of the uniqueness of children shall be developed within the operation of the registered namespace.

F. Children Participation

- The opinion of children shall be taken into account in matters that affect and related to them in order to enhance their best interest.
- Registrants are encouraged to engage children and seek their opinion on the development of their contents and websites to maximize the child-friendliness of it.
- Registrants are encouraged to develop space on the website which allows the participation of children and provides a platform for child voice.

G. Multi-Stakeholder Collaboration

Registrants are encouraged to work with different parties to ensure and realize a child-friendly Internet. Achieving a child-friendly space may require a collaborated effort among different stakeholders such as teachers, parents, child-development experts, and child advocates.

We wanted to stress that the KFC Guidelines & Best Practices are evolving documents based on the discussion of the stakeholders. By engaging the wider community on the policy, DotKids Foundation is also adhering to the advice of the Government Advisory Committee (GAC) of ICANN. They identified .kids as one of the strings that requires specific safeguards for which the registry operators shall be made aware of the importance of protecting children and their rights consistent with the UNCRC. (https://gacweb.icann.org/download/attachments/27132037/FINAL_Buenos_Aires_GAC_Communique_20131120.pdf?version=1&modificationDate=1385055905000&api=v2). The DotKids Foundation, in continuing its commitment set forth in the community gTLD application, will be proactively supporting the development of an annual conference, tentatively named Child Internet Governance Forum (ciGF). These KFC Guidelines & Best Practices are expected to be discussed, and further refined by the community at the annual conference. The importance of the KFC Guidelines is that it will be a core element in the “.kids” gTLD registration policy, and will be executed to safeguard and protect children under “.kids” domains.

3) Other updates

In accordance with the process as expressly accepted by ICANN, we are re-submitting our other major updates and comments in a form of public correspondence through this letter, which were submitted and publicly posted on applicant comment forum since 25 June 2014 and intended to form an integral part of the DotKids Foundation application.

You may find a link to the applicant comment forum below:

<https://gtldcomment.icann.org/comments-feedback/applicationcomment/viewcomments>

Questions 18(a)(b)(c) & 20(a)(b)(c)(d)(e)(f) from the DotKids Foundation:

1. A refinement of our response to Question 18 and 20 respectively

<http://www.dotkids.asia/wp-content/uploads/2014/06/DotKids-updates-18-20-20140430.docx>

2. A "red-line" version of the changes included in 1. for your reference

<http://www.dotkids.asia/wp-content/uploads/2014/06/DotKids-updatesREDLINE-18-20-20140430-Copy.docx>

A clean version of the updated response to Questions 18 & 20 is included in Appendix 3.

3. A brief summary based on the CPE requirements for your consideration

<http://www.dotkids.asia/wp-content/uploads/2015/11/DotKids-X-CPE-Guideline-Comparsion.pdf>

The comparison summary is included as Appendix 4 of this document for your convenience.

This is consistent with the explanations provided by ICANN at:

<http://newgtlds.icann.org/en/applicants/cpe> (more specifically the CPE FAQ: <http://newgtlds.icann.org/en/applicants/cpe/faqs-31oct13-en.pdf>)

Finally, we strongly believe that in order to best assess if the DotKids Foundation's .Kids Community TLD application truly satisfies the intents and requirements of the Community Priority as explained in the GNSO policies, AGB and GAC advices, face-to-face, teleconference, or otherwise interactive correspondence between the evaluators and the applicant is indispensable.

Finally, quoting from an open letter in support of the DotKids community gTLD application:

Children are undeniably impacted by policy decisions to which they cannot participate. It is precisely here that society needs to step in to advocate on behalf of the children's best interests, to give voice to their perspective and needs. It is no surprise that the UNCRC... is the most ratified international instrument – the world

recognizes that children are a global community that is vulnerable to exploitation and has collectively put forth a set of guiding principles that comprehensively articulate the rights of the child.

The internet permeates almost every aspect of our lives, and the present generations of children are born into an increasingly connected world. The internet as tool for learning, as a conduit for the freedom of expression cannot be downplayed. Furthermore, with the internet poised at the cusp of exponential expansion, there is an even greater need to acknowledge that there must be safeguards in place to allow children to positively develop and fully participate online.

ICANN [and the CPE Panel] needs to recognize that it is in a unique position, last line of defense, to do the right thing. To allow an internet space dedicated by its very name to kids to free fall into commercialized branding that openly disregards the fundamental rights enshrined in the UNCRC is reprehensible. The costs to society of failing its children is far-reaching. Consequences of inaction, impact of what is not done when it is preventable are quantifiable. I strongly support the community application for .kids and urge ICANN to fully consider the exceptional circumstances of this case and strike a rational balance when making its final decision.

Yours' Sincerely,

DotKids Foundation Limited

Appendix 1: Additional Community Support Letters

- Terre des Hommes Netherlands (<https://www.terredeshommes.nl/en>)
- Viva (www.viva.org)

Letter of Endorsement for DotKids Foundation

Dear ICANN,

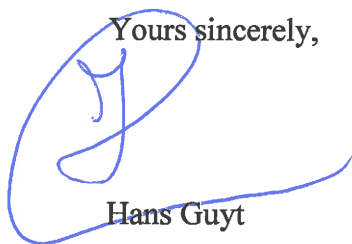
Dotkids (.kids), the proposed gTLD, ought to be a domain dedicated to serving specifically the children community. The domain should recognize and care for the special needs of the kids, for they are the primary beneficiary and major end-users. In view of this, I commend the DotKids Foundation, a not-for-profit, community-based organization, for its commitment and mission in creating a kids-friendly cyberspace that protects children from inappropriate content and promoting child participation in Internet governance, whose initiatives are distinct from the other two applications submitted by the profit-making non children centric corporates.

I recognize that the DotKids Foundation strictly adhere to the principles of the United Nations Convention on the Rights of the Child (UNCRC)¹. Its express complaint-response system² together with the Monitoring Committee³ is believed to be an effective portal in monitoring the registrants. In the meantime, the DotKids Foundation establishes a core mandate to advocate a kids-friendly namespace.

I also recognize that the DotKids Foundation is dedicated to providing the best environment for children's participation and contributing funds to projects that support the training of children to participate in the global Internet government discourse and incorporating children-led groups into the children advisory council⁴.

I hereby support the DotKids Foundation and its mission and principles in promoting a kids-friendly Internet space, encouraging children participation in Internet Governance discussion and supporting the children community through the proposed .kids initiatives. I also express my interest in the DotKids Foundation's future development and render my support to the shared goals and principles.

Yours sincerely,



Hans Guyt

Director of Special Projects and Campaigns
Terre des Hommes the Netherlands
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+31 6 20499296

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Yours sincerely,



Mark Stavers
Chief Executive, Viva

Unit 8, The Gallery, 54 Marston Street, Oxford, OX4 1LF
Direct line: (01865) 811662
Switchboard: (01865) 811660
Web: www.viva.org

Viva is an operating name of Viva Network. Viva Network is a company limited by guarantee no. 3162776, registered charity no. 1053389, and registered in England at Unit 8, The Gallery, 54 Marston Street, Oxford, OX4 1LF, UK [P]

Appendix 2: Brief Bios for the Senior Expert Group

Ms. Amy Crocker, Hotline Development Coordinator, INHOPE Foundation

Amy is currently the Hotline Development Coordinator for the International Association of Internet Hotlines - INHOPE, and its charitable arm the INHOPE Foundation, which together represent a collaborative network of 51 hotlines in 45 countries dedicated to removing Child Sexual Abuse Material from the Internet. A British national based in the Netherlands, Amy holds a Masters in Violence, Conflict and Development from the University of London and has spent much of the last 10 years contributing to the online and offline protection of children, working previously as a criminal intelligence analyst with the INTERPOL Crimes against Children Team and at the British Embassy in the Netherlands, and as a project manager for a network of child protection NGOs in Colombia.

Ms. Hope Esquillo Tura, Manager for the Regional Child Rights Governance Program, Save the Children

Hope is responsible to oversee the child-rights governance programs in the Southeast and East Asia Region of Save the Children, funded by the Swedish International Development Cooperation Agency. They support the Hong Kong Committee on Children's Rights and Child Rights Coalition Asia which is a regional network of child rights and human rights organizations with the main objective to mainstream child rights perspectives and agenda into the regional and international advocacy process.

Mr. Johnathan Ssembajwa, Programs Coordinator Children and Youth Participation, Rights of Young Foundation

Rights of Young Foundation (RYF) is a coalition of children and youths focused organizations and individuals working to promote the observance of children and young people's rights in Uganda fully registered with clear records. The Foundation is currently a member of the Child Online Protection Initiative of the International Telecommunications Union (ITU).

Ms. Linda Spears, Vice President, Policy and Public Affairs, Child Welfare League of America

The Child Welfare League of America (CWLA) is the oldest and largest child welfare organization in the United States. The organization's primary objective is to "Make Children a National Priority". The CWLA is the trusted authority for professionals who work with children and the only national organization with members from both public and private agencies, providing unique access and influence to all sectors of the children's services field. In addition to her position with CWLA, she is a member of the board of Advocates for Children, Youth and Families. She is also one of the core members of the US Campaign for Ratification of the Convention on the Rights of the Child.

Mrs. Priscilla Lui Tsang Sun-Kai, First Administration and Director of Against Child Abuse

Mrs. Lui is one of the veterans in the child-right sector and instrumental in piloting various innovative programmes over the years to prevent children from being abused. She was the administrator of Against Child Abuse (ACA) in Hong Kong back in 1979 when ACA was still an action group. She re-joined the agency as the Director in 1983, a position which she retired in 2011. One such project responding to changing societal need commenced in 2008 is the Good Parenting Project with trained volunteers led by social workers befriending and visiting new parents of cross-border families. She was one of the awardees for Hong Kong Humanity

Awards in 2009. She is currently the Vice Chairperson of Hong Kong Committee on Children's Rights, the organization that she helped to set up first under the auspices of ACA and later went independent.

Ms. Yvette Gatilao Murphy, Director of Advocacy and Outreach, Association for Childhood Education International

Association for Childhood Education International (ACEI) serves as a source of information for both members and the general public who want to know more about the education and care of children, and with the mission of promote and advocate for children's right to education. ACEI was established as the International Kindergarten Union (IKU) in 1892. While ACEI has expanded today, their members are in many nations, country liaisons, and network groups.

Mr. ZHANG Hai Bo, Supervisor, China National Youth Palace Association Media Literacy Education and Research Center

Mr. Zhang has been working on youth media and child education for a long time. He is now served as Supervisor of China National Youth Palace Association Media Literacy Education and Research Center, Vice Supervisor of Guangzhou Children's Palace and Member of UNESCO-UNAOC UNITWIN on Media and Information Literacy and Intercultural Dialogue.

Mr. Zhang was also a guest researcher of the Guangdong Province Academy of Social Sciences, Tutor of Nanjing University of Science and Technology School of Design Art and Media and expert of Guangzhou Family Education Lecturer. Mr. Zhang first advocated the "Apple Generation" and its related research. Mr. Zhang is responsible for the key teaching topics in many major cities in China and has published a number of books on education and media.

Appendix 3: Refined Responses to Questions 18 & 20

This refined version has been publicly posted and available for public scrutiny and comments since 25 June 2014 at the ICANN new gTLD website:

DotKids CPE Additional Information

<https://gtldcomment.icann.org/comments-feedback/applicationcomment/commentdetails/12578>

Updated DotKids responses Q18,20

<https://gtldcomment.icann.org/comments-feedback/applicationcomment/commentdetails/12579>

<https://gtldcomment.icann.org/comments-feedback/applicationcomment/commentdetails/12580>

<https://gtldcomment.icann.org/comments-feedback/applicationcomment/commentdetails/12581>

<https://gtldcomment.icann.org/comments-feedback/applicationcomment/commentdetails/12582>

<https://gtldcomment.icann.org/comments-feedback/applicationcomment/commentdetails/12583>

<https://gtldcomment.icann.org/comments-feedback/applicationcomment/commentdetails/12584>

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<https://gtldcomment.icann.org/comments-feedback/applicationcomment/commentdetails/12600>

<https://gtldcomment.icann.org/comments-feedback/applicationcomment/commentdetails/12601>

<https://gtldcomment.icann.org/comments-feedback/applicationcomment/commentdetails/12602>

18(a). Describe the mission/purpose of your proposed gTLD.

The DotKids Foundation proposes the .kids gTLD as a domain dedicated to serving the global kids community. DotKids' nature is community-based. As defined by Article 1 of United Nations Convention on the Rights of Child (<http://www2.ohchr.org/english/law/crc.htm>), there is a clear definition of children: they are every human under 18 years old.

a) Adopt UNCRC as our guiding principle for operations and to promote the adoption of UNCRC for content and services provided on ".kids" domain names

According to UNCRC Article 13, "the child shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of the child's choice."

Adopting the UNCRC, especially with reference to Articles 13 and 17, DotKids Foundation believes that children are entitled to the freedom to express opinions and to have a say in matters affecting their life online. Based on the UNCRC, DotKids Foundation have the best interests of kids in mind in the promotion of the well being of children online and uphold children's rights

b) Bridging kids with the children rights organizations who advocate and defend for their rights

The DotKids Foundation has an open membership structure that invites community members outlined in 20(a) to join together in supporting the advocacy of UNCRC principles and reaching kids online.

c) Encourage children's participation online

A core principle of the Internet governance discussion is in its multi-stakeholder model, where everyone can participate. Kids is one of the important stakeholders of the Internet world as Internet is becoming widely available to many people at their early stages of development. The inclusion of children in the building process is important, and that their participation indeed also makes the multi-stakeholder model of the Internet stronger. However, there is still not enough Internet Governance discussion that involves children as they require extra guidance, facilitation and also financial support. DotKids Foundation aim to contribute to addressing these needs by facilitating kids to .exercise their right to participate as stipulated in Articles 12 and 13 of the UNCRC..

As a not-for-profit organization, DotKids Foundation is dedicated to developing and operating the .kids TLD as an economically viable registry that not only provides a kids-friendly namespace for the Internet, but also have the capability to contribute funds to projects that support the training of children to participate in global Internet governance. Furthermore, as the Foundation and the .kids TLD grows, we hope to contribute more widely to projects

enhancing the wellbeing of children, especially as related to their wellbeing online, but also their general welfare.

Beyond supporting kids' participation in global Internet governance, DotKids Foundation itself will also act as a breeding ground for kids to be involved with the Internet Governance discussion process. We will incorporate children-led groups (such as Kids Dream in Hong Kong, Kid's Link from Fiji, and the Children's Committee from Cambodia) as part of its organizational structure and governance, as children advisory councillors. The DotKids Foundation believes that this process not only ensures that the voices of children are heard in all policy development processes, but will also contribute to nurturing children participation in Internet governance and other global policies in general.

d) Create a kids friendly internet space

Provide an Internet space with best interests of kids in mind

Create a movement where content providers would create websites for kids from kids' perspective -

We have published books specially designed for kids. However, there are few websites that are specifically designed for kids' from their angles. The DotKids foundation will develop guideline for content providers for reference.

Development of relevant guideline

Kids-friendly is not primarily about safety, but also the complexity of information, effectiveness and attractiveness of its presentation to kids. In order to be truly kids-friendly, the platform should be built from a child's point of view but not merely an illustration from the adults. For example, today there is a lot of information online, but many articles, such as on Wikipedia, even though may be kids "safe", may not be kids "friendly". The language, presentation and flow are all important parts of making content kids-friendly.

".kids", as the specific domain dedicated to the kids community, will have a core mandate to advocate the production and publishing of more kids friendly content online. One of the goals of the .kids TLD would be to develop it as a domain of choice for kids friendly content, which in turn engages the interest of kids and hence the participation of kids globally to take part in contributing to the Internet world.

UNCRC encourages the development of appropriate guidelines

According to Article 17 of the UNCRC, it encourages the development of appropriate guidelines for the protection of the child from information and material injurious to his or her well-being, bearing in mind the provisions of articles 13 and 18. The DotKids Foundations develops a set of appropriate guidelines for the takedown mechanism and the protection system to protect the children from materials on the content of the internet that may harm and disturb kids.

All .kids registrants must adopt the guideline and the failure to adhere to the guidelines will be grounds for suspension of the domain. The mechanisms for suspension is further discussed in #20e. Registrants are also encouraged to produce content and services that are kids friendly and would enhance the browsing and user experience of kids.

Protection Scheme designed and maintained by children rights experts

Beyond the standard gTLD dispute resolution (UDRP) and suspension policies (URS) the “.kids” registry will develop and implement special dispute and rapid suspension policies as mechanisms to curb inappropriate content and services. Further details are included in #20e.

e) Support and Contribute to the Children Community

As a not-for-profit organisation, DotKids is committed to contribute to the children community including the support to children's rights, children welfare and other children oriented initiatives. The .kids TLD aims to drive not only the social value but also to leverage the economic value that could be developed from this domain to contribute back to the children community and fund projects with kids' best interest at heart.

The Foundation hopes to serve as a sustainable source of support to various children-related initiatives and organizations. This enables the community to have sufficient resources in advocating the rights of child, especially those from developing countries and the minority groups who are always in lack of support and resources.

The utmost mission of DotKids is to make the domain name self-sustainable, while able to serve our community and meet our goals.

A. Competition

.kids helps in promoting constructive competition in the use of TLDs by promoting of kids friendly content, which in turn advances constructive competition among content providers, including education and infotainment publishers to increase kids friendly content.

B. Consumer Trust

At the heart of the .kids TLD vision is the enhancement of consumer trust: to develop a trusted, secure and stable platform with kids' best interests in mind. While DotKids does not believe in censorship, a core policy of the .kids TLD is a rapid suspension policy to mitigate against harmful materials for kids.

C. Consumer Choice

.kids provides a choice for registrants to associate with and lend their support to kids friendly content and services. Internet users, especially kids, can choose to browse to .kids websites for kids friendly content.

18(b). How do you expect that your proposed gTLD will benefit registrants, Internet users, and others?

.kids with its community-based nature is believed to offer the below distinguished benefits to the registrant, Internet users and the Internet world as a whole:

- An enhanced consumer choice for registrants or other Internet users with a highly identifiable and measurable segment for differentiated or concentrated marketing at a heightened accessibility
- A better-tailored user experience for the targeted end-users through developing Content Guidelines for content providers as reference
- A specialized Internet space of higher trust and confidence level for both the end-users and the various related stakeholders

Area of Specialty

Defined by the UNCRC convention, a child means every human being below the age of eighteen (18) years unless under the law applicable to the child, majority is attained earlier.

As consistent with the children rights approach of the United Nations Committee on the Rights of the Child, kids do not exist independently in the community they are a vulnerable group whose rights are to be advocated and defended by those who are involved with kids to protect, promote and advocate their rights for their best interests.

The Government Advisory Committee (GAC) of ICANN also identified .kids as one of the strings that requires specific safeguards for which the registry operators shall be made aware of the importance of protecting children and their rights consistent with the UNCRC.

(https://gacweb.icann.org/download/attachments/27132037/FINAL_Buenos_Aires_GAC_Communique_20131120.pdf?version=1&modificationDate=1385055905000&api=v2) This further outlines the inherent role of children's rights in the kids community. The DotKids Foundation application is the only ".kid(s)" application that is committed to adopting the UNCRC.

As a child centric domain space serving the kids community, ".kids" must have appropriate safeguards beyond the baseline ICANN gTLD requirements, and be represented by entities and individuals that advocate and defend children rights based on principles of the UNCRC.

The resources at DotKids will be channeled towards meeting the demands and needs of these specific groups. We will also devote to create a movement where content providers would create websites for kids from kids' perspective. DotKids will also devote resources to create relevant guidelines for registrants and content providers to design kids-friendly content websites.

Service level

DotKids is committed to establish a trusted and extended kids-friendly space for children which enables them to acquire information online at ease. We will come from the perspective of children, each registrant will get access to the Guideline which we developed to facilitate registrants in maintaining their website. This also helps registrants to effectively communicate to their target group. On top of that, resources generated from the domain registration will contribute back to the kids community so as to further support their development and participation.

To ensure the content is not harmful to children, we have the Protection Scheme in place designed and maintained by children right experts. In adhering to Article 13 where it states children have the freedom to acquire knowledge; we do not intend to censor any information. In view of the special needs of kids, the Protection Mechanism will be in place. We have designed an online portal where it allows children experts from around the globe to vote on whether the content is harmful to kids when any Internet user reports any cases. Moreover, they are handled immediately with serious offences of the content guideline. Any Internet users can report a violation of the Content Guidelines. Details of the Protection Mechanism will be outlined in 20e.

Reputation as Kids' Best Interest Domain

We aim to be recognized as a domain that is the ultimate destination for kids browsing online, in terms of relevance of content and user-friendliness. DotKids will become the primary choice of gTLD for kids-related businesses or content; and the cornerstone in supporting children-centric initiatives and Internet development.

ANTICIPATED BENEFITS TO THE CURRENT SPACE

Improved Competition

As the first TLD specifically serving the children community, the establishment of .kids domain will provide an alternative consumer choice and thereby allowing registrants to choose a name that best fits their need and to best reach their target group online. To be a gTLD available globally, it must promote a constructive competition in the domain industry.

Differentiation and Innovation

DotKids is designated as an online space for kids, whereby it would set apart other domain name spaces regarding the relevance of the content for kids, and how the content are produced with kids' best interest in mind. Moreover, with the Protection Scheme in place maintained by other children right experts, we can ensure the information within the DotKids domain is not harmful to children. This provides a significant differentiation to other TLDs.

Moreover, DotKids is set up as a not-for-profit organization, and revenue from selling the domain names will channel back to community projects for children, especially those related to Internet governance discussion. DotKids would also be a ground for training

children on Internet Governance discussion, by including them into our Advisory Board whereby we include their voices in the operations of our domain. This sets us apart from other profit making community based gTLD, which does not channel resources on the betterment of this underprivileged sector.

Improving User Experience

Users are primarily divided into 2 segments, the primary user being the registrant, and secondary user are the Internet users accessing the domain.

The primary reason of registering a domain name is to establish an online presence, whereby it would help the registrants on various aspects, including enhanced visibility, promotion of their brand and eventually to improve their business operations. In clearly defining our community, it is much easier to reach to the target group (our community) for using DotKids domain, instead of using other TLD. Better search results, together with easier reach to their target group provide registrants clear benefits as to why register a DotKids domain instead of other gTLDs.

Regarding children who access the domain, our published Guidelines would help registrants to create more relevant content to our community, whereby our community has the trust in our Protection Scheme that children right experts are looking after their needs in not reaching to harmful content for the community.

These policies differentiate our positioning, and also to create a better experience both for the primary and secondary users of the TLD.

INTENDED REGISTRATION POLICIES

Our gTLD will operate as a community TLD, the needs of our community is our priority. The registration policy reflect the design of the best interest domain for kids.

Eligibility for a .kids domain name is restricted to community members (and their members and entities having a verifiable nexus).

In the initial stage, registration is limited to children centric organizations, initiatives around the worldThe second stage is for trademark protection. Applicants should provide a proof of ownership in a trademark. The details of Sunrise Process please refer to 20e.

All .kids registrations are subjected to the Guidelines and Protection Scheme to ensure the operation of the domain in kids' best interest.

Privacy and Confidentiality Protection

According to Article 15 of the UNCRC, "No child shall be subjected to arbitrary or unlawful interference with his or her privacy, family, or correspondence, nor to unlawful attacks on his or her honour and reputation."

As a socially responsible operator, the Registry is dedicated to ensuring that the privacy users and confidentiality of information is protected. The Registry, leveraging the infrastructure supported by its Registry Back-End Services provider, Afilias, maintains a highly secure environment physically and technically to ensure that confidential information are not leaked. The Registry is also committed to developing and implementing policies that complies with privacy laws in the locality it operates out of and can be compatible with privacy laws of registrars and registrants of the registry. The Registry understands that there is no guarantee of compatibility of such laws especially given the global nature of the DNS and of the Internet at large, and is committed to dedicate itself, especially through its partner DotAsia (through Namesphere, as the Registry Front-End Services Provider for the Registry), to participate in the global Internet Governance discourse on the subject.

18(c). What operating rules will you adopt to eliminate or minimize social costs?

The Registry is committed to introducing the .Kids TLD in an orderly manner to minimize the social costs and maximize the social value of the TLD. Following the successful launch of the .ASIA TLD, and leveraging the experience and knowledge from the DotAsia (through Namesphere), the Registry is committed to developing and implementing a comprehensive startup process that would include, besides Sunrise and Landrush processes, a Multi-Category Pioneer Domains Program.

The Pioneer Domains Program will be designed to curb abusive registrations, whereby reducing social costs, as well as to promote the adoption of the TLD, to maximize the social value of the TLD. An important goal of the program is to allow for the introduction of showcase domains under the TLD in a well structured manner, while ensuring that the protection of the rights of others are maintained. The implementation of showcase domains support the development of positive foundation of usage of the TLD. More detailed explanation of the overall startup process is included in #29.

In response to the question specifically:

1. Mechanisms for Resolving Multiple Applications to a Domain

A comprehensive Sunrise and Landrush program will be put in place at the launch of the TLD. As an important stakeholder of the Registry, DotAsia (through Namesphere) will be lending its experience and knowledge in the development of an appropriate Sunrise and Landrush program that includes mechanisms for resolving multiple applications to a domain when the TLD is first launched. More detailed explanation of the approach is included in #29. In short, during the Sunrise and Landrush processes, a first come first served model will not be used as previous launches has demonstrated that such mechanism creates undue tension, chaos and frustration in the process. Applications for domains will be received within a designated time period and all applications received within such

period will be considered to be received at the same time. All applicants will be verified first for their eligibility against the Sunrise and Landrush policies respectively. If there is only one successfully verified application for a particular domain, then it will be allocated directly. If there is more than one successfully verified application an auction will be held to resolve the contention.

During regular operations of the registry (upon GoLive and after Sunrise and Landrush), domain registrations will be accepted on a first-come-first-served basis. In cases of contention, the Registry will not prohibit the use of secondary market mechanisms for interested registrants to resolve the contention. Eligibility requirements for registrants remain enforced (i.e. Eligibility for a .kids domain name is restricted to community members, and their members and entities having a verifiable nexus). Registrant transfers will be administered by accredited registrars without intervention by the Registry. In the cases of contention against abusive registrations, the Registry will adhere to the UDRP and URS procedures.

When a domain name registration is deleted and after completing the lifecycle according to ICANN requirements, the domain name will be re-released to the available pool and registrations will be accepted on a first-come-first-served basis. If activities to snatch names from this "dropzone" becomes contentious, the Registry is prepared to work closely with the community to provide better mechanisms to resolve contentions where appropriate.

2. Cost Benefits for Registrants

The registry intends to implement periodic cost reduction programs to encourage the adoption of the TLD by registrants. Such cost reduction programs can also be targeted towards key segments of the market in relation to the mission and vision of the Registry explained above. Based on the experience of DotAsia (through Namesphere), rebate programs that essentially lower the costs for registrants are one of the most effective ways to drive the adoption of a new TLD. Cost reduction oriented programs are included in the financial projections provided for #45-50.

Introductory programs will be important to drive awareness and interest in the TLD as well. These should include not only broad price discounts but also targeted programs. Based on DotAsia's past experience, targeted programs, such as Home Market Growth programs are effective in raising the awareness for targeted segments. Such programs can also come in the form of special price reduction promos or rebate type programs.

Besides price reduction programs, other cost benefits can also be introduced to registrants. For example, DotAsia also pioneered the offering of free gift redemption programs to spark interest from registrants as well as to drive the cost benefits for adoption of the TLD.

3. Contractual Commitments to Registrants

The Registry will abide by the ICANN Registry Agreement requirements as well as ICANN Consensus Policies, including to offer domain registrations for periods of one to ten years at the discretion of the registrar upon GoLive (when normal first-come-first-served registrations begin). During Sunrise and Landrush the Registry will request multi-year initial registrations. The Registry does not plan to implement contractual commitments to registrars regarding the magnitude of price escalation, but is committed to providing a stable environment for registrations, including a stable pricing for registrars.

Besides policies and rules implemented, the Registry believes that prudent operations as an economically viable and socially responsible TLD operator in itself is an important mitigation of increased social costs as a new gTLD is being introduced. The Registry will leverage the knowledge and expertise from its technology provider and DotAsia to ensure that a substantial portion of the costs for operating the registry is managed in variable costs leveraging the economies of scale from already established operations and focus on delivering value to registrants and consumers with the introduction of the .Kids TLD and its mission and features.

Measures to curb abusive registrations will also be put in place to avoid costs from the community caused by such activities. Further details are included in the response to #28. Furthermore, security measures explained in #30 and #31 help reinforce a robust registry system to guard against DDOS and other malicious attacks which have implications to social costs. As explained above, above and beyond the compliance with the Trademark Clearing House (TMCH) requirements, startup policies will be put in place to address issues around reserved names (#22) as well as trademark, copyright and intellectual property concerns (#29).

4. Protection Scheme

To facilitate the enforcement of the Guiding Principles described in 20e A. Eligibility, an express complaint-response system will be implemented through an online portal. The online portal will accept complaint reports of any inappropriate content from the public through a structured report form (i.e. such that the complainant can indicate the type of inappropriate content they are reporting and its severity in the view of the complainant, etc.). Upon the receipt of a complaint report, a takedown decision process will be initiated depending on the type of complaint report filed:

1: Illegal Content & Activities

In the case of a complaint report filed alleging illegal content and activity, the Registry, with the support from Afilias as the registry back-end services provider, will activate the Anti-Abuse process as described in #28 (Abuse Prevention & Mitigation). If the investigation based on the Abuse Policy finds the complaint to be substantiated, the Registry, with the support from Afilias, will act according to the Abuse Policy. If the investigation finds the

complaint not to be of an abusive nature in the view of the Abuse Policy, the complaint will be passed to 2.

2: Inappropriate Content

In the case of a complaint report filed alleging inappropriate content or activity (or as a result of 1 above), the complaint report will be passed to the Monitoring Committee for further process. Anyone online can access the complaint-response portal to file a complaint report. This includes the DotKids Foundation itself as well as all members of the Foundation and members of the community. In fact, the DotKids Foundation is prepared to proactively guard against inappropriate content through this mechanism. A complaint report should clearly state the rationale of why the content or activity should be considered inappropriate and how the .kids domain is inconsistent with the .kids Guiding Principles and should be suspended.

Once filed, the report will be posted on the complaint-response portal and the Monitoring Committee will be notified.

Monitoring Committee

The Monitoring Committee consists of members of the Foundation, individuals from the Professional Advisory Council and other qualified children's rights, children services or children centric organization who volunteers to be on the notification list. Each Committee Member will be able to login to the complaint-response portal and place a "vote": Red, Yellow or Green against a complaint report filed:

Content Violation Indicators

Red: The domain has severely violated the .Kids Guiding Principles developed by the DotKids Foundation and the domain should be taken down.

Yellow: The domain has marginally violated the .Kids Guiding Principles, a warning should be given and if changes are not made and violation rectified in 10 calendar days, the website should be taken down.

Green: The website did not violate the .Kids Guiding Principles and no action should be made.

Takedown Action

The Voting Period commences immediately upon the posting of the complaint report and notifications sent to the Monitoring Committee. The following are trigger points for takedown or warning actions:

1) If at least 5 Reds and 0 Greens are received within the first 24 hours, the domain will be suspended and a warning notification issued to the registrant.

2) Else, after a 5 day (120 hour) Voting Period completes, the votes will be tallied and form of action will be chosen based on the category with the highest vote.

3) If there is a tie, the higher severity action will be taken.

The number of votes for each category for each complaint report will be maintained on the complaint-response portal, but the organization who casted a votes will remain anonymous.

Appeal Mechanism

An Appeal Mechanism is in place to allow registrants to reverse the domain taken down and a specific Appeal Committee is set up by members of the Foundation along with qualified children's rights professionals that are independent from the Monitoring Committee. The Appeal Committee will re-elect its constituencies every year to ensure a fair process. An Appeal Request must be submitted to the Appeal Committee within 30 calendar days after the Protection Scheme result notification to the registrant based on the Protection Scheme. The Appeal Committee will then review the case again and go through the process and guidelines of the Protection Scheme to determine if the Appeal should be sustained. The decision of the Appeal Committee will be final. While the Appeal Request is in process, the domain will remain at the stage of the action undertaken per the Protection Scheme as a precaution to avoid the exposure of harmful materials to kids.

20(a). Provide the name and full description of the community that the applicant is committing to serve.

The DotKids Foundation is a not-for-profit membership consortium formed by the community and committed to serve the community.

Clear Delineation of Kids Community

Establishing ourselves as a kids' best interest domain, the .kids domain is intended for the kids community. Our primary beneficiary is certainly the kids themselves who are the major end-users of the kids-friendly space and benefiting from our advocacy. Defined by the UNCRC convention, a child means every human being below the age of eighteen (18) years unless under the law applicable to the child, majority is attained earlier.

(<http://www2.ohchr.org/english/law/crc.htm>) With the above clear definition of Kids, it shows that they are clearly delineated from the Internet community at large.

If it is not clearly delineated, there wouldn't be a UN Convention on the Rights of the Child (UNCRC) independent from the Universal Declaration of Human Rights. The Declaration in 1959 states, "the child, by reason of his physical and mental immaturity, needs special safeguards and care, including appropriate legal protection" The UNCRC has been ratified by 194 countries globally making it the most universally accepted human rights convention.

The kids community:

The kids community is clearly delineated with clear and straightforward membership definition:

- 1) Kids themselves: Defined by the UNCRC convention, a child means every human being below the age of eighteen (18) years unless under the law applicable to the child, majority is attained earlier
- 2) Consistent with the children rights approach considered by the United Nations Committee on the Rights of the Child, kids do not exist independently in the community. They are supported and also represented by those who are no longer kids but are intricately involved with kids to protect, promote and advocate their rights for their best interests. They are Children Rights and Children Welfare organizations (charities, NGOs, etc.), Children-Led groups and alliances, which together are considered the children rights community.

In short, the Kids Community are the kids themselves (under 18) and children rights organizations around the world (UNCRC).

Organized and active kids community

There are many organisations dedicated to the kids community. Major international ones include UNICEF, Save the Children, Free the Children, Big Brothers Big Sisters, Boys & Girls Club and many more. Among which UNICEF (HK), Save the Children (HK), Boys' and Girls' Club (HK) are already signed supporters of the DotKids initiative. They all have presence around their globe, and to address their own causes. Major causes that concerns children include adoption and fostering, education, human rights, disability, social care, child protection, etc. The community is very active and the different organizations hold regular activities around the world.

UN Committee on the Rights of the Child holds meetings regularly where community members: kids, children rights organizations and government institutions report on the situation in their own countries. (<http://www.ohchr.org/EN/HRBodies/CRC/Pages/CRCIndex.aspx>) Child Rights Coalition Asia, a regional child rights alliance and a supporter of ".kids" focuses on bringing civil society groups in the region together to organize activities including research, child rights campaigns and children's participation in related activities. (<http://childrightscoalitionasia.org/about-us/what-we-do/activities/>)

The community is organized with requisite recognition and awareness among themselves which can be seen from their own mission statement and the advocating causes.

Pre-existing community since the world started

This community has existed since the beginning of mankind, and the recognition for it being identified as a delineated community can be traced back throughout history and more importantly in the 20th Century from the drafting of the Declaration on the Rights of the Child by the League of Nations in 1923 leading up through the adoption of the UNCRC by the United Nations General Assembly in 1989 and the Convention becoming part of International Law in 1990. The document that best represents the idea of community that is formed around kids, is first witnessed back to 1923 when Eglantyne Jebb,

founder of Save the Children, summarised the rights of children in five points.

Many of the community members are established prior to 2007 such as Child Welfare League of America (CWLA), since 1921, Protect and Save the Children, since 1999, and Child Rights Information Center Moldova, since 1998.

Estimated size of the community

Children and youths represent approximately 30-35% of the world population, or 2.5 billion, as reported by the Department of Economic and Social Affairs. (<http://esa.un.org/unpd/wpp/Excel-Data/population.htm>) There is no geographical constraints to the community but members enter and leave with consistency and stability. There is an unlimited longevity as babies are born and teenagers will grow past 18. Besides individuals (kids under 18), youth organisations, especially child-led initiatives are key members of the community. As explained above, the kids community include children rights organizations that serve the best interests of kids. Based on the Child Rights International Network (CRIN) database (<https://www.crin.org/en/library>), there are more than 3,000 children rights community organizations globally. The DotKids Foundation has a governance structure that invites all to join and participate in the governance of the.kids namespace.

Longevity of the community

The kids community is a dynamic one. While there is a clearly defined age of children, the composition of the community and its needs changes with time and may continue to evolve. As such, this is a sizable community with a considerable longevity and most important of all, the need for dynamically evolving advocacy to address changing needs of the community.

Community members collaborate in the best interest of kids online also, e.g. Child Online Protection (COP) Campaign initiated by the ITU. DotKids Foundation was also invited to share our views at their working group meeting in Geneva in Feb 2014. (<http://www.itu.int/en/council/cwg-cop/Pages/eighth.aspx>)

Summary

In summary, the community is clearly delineated from the Internet users at large, well organized, pre-existing and extensive. This is demonstrated by the multitude of children's rights and children's welfare organizations around the world. Moreover, there is no end to the community as time progress, there will always be new additions to the community.

Most importantly the community is geographically diverse and with many active organizations, yet unified under a universal cause enshrined in the United Nations Convention on the Rights of the Child (UNCRC).

The community is clearly delineated, organized and pre-existing.

The community is clearly delineated based on the UNCRC and the United Nations Committee on the Rights of the Child: kids themselves

as persons under 18 based on the UNCRC and the fact that kids do not exist independently in the community, as recognized by the United Nations Committee on the Rights of the child, they are supported and also represented by Children Rights and Children Welfare organizations.

There are many entities dedicated to the community with well documented evidence of community activities before September 2007.

Community member organizations are well aware of the existence of the community as defined above, and recognize the community as such, with solidarity and a sense of cohesion, and not a mere commonality of interest. The activities of community member organizations are all consistent with the UNCRC as the unifying and universal instrument shared by all community member organizations.

Most of the community member organizations have clear guidelines, mission statements and/or directives promoting the UNCRC, its adoption and application on matters affecting the community.

20(b). Explain the applicant's relationship to the community identified in 20(a).

The Registry will work closely with community organizations and will invite community organizations in its policy development processes and governance structure.

DotKids Foundation is formed: From the Community, For the Community, By the Community. Also, we see the participation from the community crucial to our success in realizing the mission and purpose of ".kids" as stated in 18(a) and 20(c).

The formation of the DotKids Foundation is entirely community-driven to address the growing concern of the online well-being of kids with the opportunity presented by the envisaged benefits achieved from the proposed new gTLD string .kids.

An initial working group consisting of members from the community was formed to perform the secretariat function of the Foundation and to actively reach out to the community and invite children rights community to join the Foundation as members and form the Board of Councilors and Advisory Councils according to the framework below.

Profiles of a few of the Initial Working Group Members

Cheney Cheng has been devoted to the advocacy of children's rights in Hong Kong and international level since 2004. In 2006, he co-founded Kids' Dream, the first child-led organization promoting children's rights in Hong Kong with members more than 200 people now. He represented Kids' Dream to attend various international conferences and meetings organized by United Nations (UN), Save the Children and other organizations. Cheney was leading the preparation of a report about the implementation of children's rights in Hong Kong to the UN. He was selected by the UN to be the Asia-Pacific

representative in an advisory group evaluating the reporting system of the UN Committee on the Rights of the Child in 2008.

Elaine Cheng has been devoted to the advocacy of children's rights in Hong Kong and international level since 1999 when she was selected as one of the UNCRC Child Ambassadors of Hong Kong. As a founding member of the Children's Council in Hong Kong, she has also co-founded Kids' Dream.

Bianca Ho started being involved with Internet Governance in 2008, where she was selected as a NetMission Ambassador. She led a social campaign in the local community to raise public concerns towards digital divide.

Relations to the community and its constituent groups
Community support is a key element of the success of the DotKids foundation. We have gathered support from various parts of the world, including Asia, Europe, North America, South America and Africa etc. We will continue to outreach to and engage with the community as the .kids Registry develops.

Some of the many endorsements Received to Date for your quick reference: (Please refer to 20(f) for the complete list of endorsements.)

Media Education Center, Armenia

Mr. Alasdair Roy, Children and Young People Commissioner, ACT Human Rights Commission, Canberra, Australia

Mr. Reidar Hjermand, Former ombudsman for children, Norway
Child Rights Information Center Moldova, Moldova

Children's Lobby, Switzerland

Child Welfare League of America (CWLA), United States

First Focus, United States

The Association for Childhood Education International (ACEI), United States

Rights of Young Foundation, Uganda

Cambodia Children and Young People Movement for Child Rights (CCYMCR), Cambodia

Protect and Save the Children, Malaysia

The Foundation for Network Initiatives "The Smart Internet", Russia

Alliance for Children's Commission, Hong Kong, China

Hong Kong Committee for UNICEF

Hong Kong Committee on Children's Rights

Save the Children Hong Kong

Child Rights Coalition Asia (CRC Asia), Asia Region

Cambodia NGO Committee on the Rights of the Child (NGOCRC), Cambodia

Children's Human Rights Foundation, Indonesia

Mindanao Action Group for Children's Rights and Protection (MAG-CRP), Philippines

Human Rights Education Institute of Burma (HREIB), Myanmar

United Against Child Trafficking (United ACT), Myanmar

The Life Skills Development Foundation (TLSDF), Thailand

Vietnam Association for the Protection of Children's Rights (VAPCR),
Vietnam
Institute for Social Studies (ISS), Vietnam
Southeast Asia Coalition to Stop the Use of Child Soldiers (SEASUCS),
Asia Region
Save the Children Sweden - Southeast Asia and Pacific Regional
Office, Asia Region
Study on Violence Against Children, Asia Region

While we have people from the community in our working group, plus the necessary endorsement, .kids have mechanisms in place that ensure our accountability to the community.

About DotKids Foundation

The operating registry, DotKids Foundation, is a not-for-profit organization founded as a consortium of children rights and children welfare organizations and a governance structure that openly invites the community members outlined in 20(a) to participate in the application and operation of the domain ".kids".

Special Features of the Governance Structure and Operation:

1. A membership consortium formed by children rights and children welfare organizations, children-led groups and alliances
2. Board Members formed by children-right organizations, children rights experts, DOTKids Foundation executive(s) and professional individuals
3. Advisory Councils formed by children right professionals, IT technology specialist and children-led groups

DotKids Foundation Governance Structure:

The DotKids Foundation will conceptually be a consortium of Children Rights and Children Welfare Organizations globally with the below 3 categories of membership established and the admission determined by the Board:

a) International Members

Organizations of children rights and children welfare group or relevant organizations that are beneficial to children with proof, and with legal entities incorporated in 2 or more countries

b) Local Members

Same eligibility as international members, but only incorporated in 1 country

c) Children Members

Organizations or initiatives that are proven to be child-led and nominated by the existing International or local members. Children Members ultimately form the Children Advisory Council.

The Board of Councilors will in total have not more than 11 seats with the below composition: including maximum of 3 Directors from the DotKids Foundation, maximum of 3 Directors nominated by International Members, maximum of 3 Directors nominated by Local

Members and a maximum of 2 Directors shall be professional individuals.

2 Advisory Councils will be formed to offer advice and opinion to the Board on the all policy matters of the DotKids Foundation, including professional advisory council and children advisory council.

We view Children Advisory Council is a good demonstration on our dedication to the community. We ensure a children-friendly discussion environment will be created where they may form different concern groups at times to freely express their opinion. The inclusion of children is a perfect exemplification of the principles of our foundation.

Finally, the Board of Councilors will create a Proceeds Steering Committee to oversee the allocation of surplus proceeds, if any, from the operations of the Registry. This Committee may consist of board members, advisory councilors and or outside consultants.

In general, the principles for the conceptual structure of DotKids Foundation are:

- Ensure broad representation from the community and the voice of children are heard
- Ensure operations and strategic direction of the registry to be towards the benefit of the community
- Ensure that surplus management will be directed to relevant children-centric initiatives
- Open to all kids community members who can join at their own pace without being disadvantaged

In summary, the DotKids Foundation's initial working group and founding team members are experts in children rights and children welfare work and advocacy. Moreover, we have already received endorsement from many of our community members. Also, our governance structure is the best example for our dedication to the community, and clearly states our accountability towards our members.

20(c). Provide a description of the community-based purpose of the applied-for gTLD.

Eligibility for a .kids domain name is restricted to community members (and their members and entities having a verifiable nexus).

Throughout the Sunrise, Landrush phases and upon Go Live, the .kids TLD all registrants must expressly adhere to the following Guiding Principles in the provision of content and services with their .kids domain.

The intended end-users would be kids, or anyone who might be interested in kids related services or products. As explained in 20(a) above, consistent with children rights approach considered by the United Nations Committee on the Rights of the Child, kids do not exist independently in the community. They are supported and also represented by those who are no longer kids but are intricately

involved with kids to protect, promote and advocate their rights for their best interests. Intended registrants in the TLD are therefore such organizations meeting the eligibility requirements as explained above, along with members of such organizations and entities having verifiable nexus with such organizations.

PURPOSE OF THE COMMUNITY BASED gTLD

- a. Adopt UNCRC as our guiding principle for operations and to promote the adoption of UNCRC for content and services provided on ".kids" domain names
- b. Bridging kids with the children rights organizations who advocate and defend for their rights
- c. Create a kids friendly Internet space
- d. Encourage children's participation online
- e. Support and contribute to the children community

RELATED ACTIVITIES TO SERVE OUR PURPOSE

The string of the domain, as well as policies in place of DotKids will ensure that the domain namespace will be more relevant to these target groups. Concrete actions that DotKids has taken include the design of Sunrise registration policies where we prioritize non-governmental organization (NGO), children centric organizations, children's product manufacturers, suppliers, importers and crafters. Moreover, the Guiding Principles that the registrants would need to agree ensure the registrants would design the website for kids on a best-efforts basis.

Although after the Sunrise and Landrush policies, the domain names will be sold on a first-come-first serve basis, DotKids have policies in place even after the initial stage of registration. The Eligibility Requirements and the Protection Scheme will ensure enforceable measures that are effective.

More details please refer to sections 18(a) and (b) above.

LASTING NATURE OF THE PURPOSES

Unlike adults, kids under 18 years old require more protection, care and guidance. The first ever legally binding international instrument to incorporate the full range of human rights—civil, cultural, economic, political and social rights is the UNCRC. Understanding kids under 18 years old requires more protection, care and guidance than adults, in 1989, world leaders worked together to bring attention on the human rights of kids and designed the special convention just for the kids -- UNCRC.

Moreover, provided that kids have different levels of understanding skills and language capability at different ages and maturity, they are undoubtedly a community with special social needs.

According to a publication of the Scottish Government in January 2010 about advocacy support for children and young people, "Advocacy is about ensuring that children and young people can express their views and that these views are heard and taken into account by those who are involved in decision making about children and young people's lives."

As a matter of fact, many policies and discussions related to kids nowadays are developed without the participation of kids themselves which kids have relatively low control and influence to the decision making process. Advocacy support is therefore important to ensure kids can express freely with adequate facilitation to overcome any communication barriers. While the current advocacy support emphasized by various Acts or guidelines of government bodies is mainly about situations that are related to formal processes such as legal hearings, we believe that advocacy for kids in the Internet world is also an important agenda for the development of kids.

The .kids initiative is not about child protection, but about promoting kids-friendly content and an environment favorable to the development of children with the participation from children. Kids-friendly content is not only about safety, but about the effectiveness and attractiveness of the presentation of the same information to kids. It is often said that children are the future pillars of our society. But people often forget that children are also part of the present society. The .kids initiative embraces a world that respects the rights of the child not only in safety, but also their rights to participate in the development of relevant policies which will shape their world now and into the future.

For harmonious and full development of kids' personality, kids have special social needs distinct from adults. Kids should grow up in the care and under the responsibility of the society. The DotKids Foundation is committed to protecting kids from unwanted materials that are likely to disturb and harm them, at the same time, entitling them basic human rights especially in the use of internet, providing them a platform for knowledge exploration, that embraces the freedom of expression and participation in global policies.

The DotKids Foundation develops and promotes the children's best interests across areas of different human rights, including civil, cultural, economic, political and social rights. Under UNCRC, children all over the globe are entitled to have different basic human rights including the right to survival; to develop to the fullest; to protection from harmful influences, abuse and exploitation; and to participate fully in family, cultural and social life.

The DotKids Foundation aspires to develop the ".kids" domain not only as a playground and knowledge exploration space for kids, but also as a nurturing ground for children participation in global policies, especially in Internet governance. The vision of the DotKids Foundation is rooted in the UNCRC and accepts the guiding principles of the Convention, including non-discrimination; adherence to the best interests of the child; the right to survival,

protection and development; and the right to participation by the child.

Since its inception The DotKids Foundation, ourselves, have already actively promoted and advocated for a kids-friendly cyberspace globally. For example, we supported activities at the European Parliament promoting children rights online. We were also invited to meet with the United Nations Committee on the Rights of the Child, child rights organizations and child-led groups to jointly advocate the idea of a kids-friendly internet via the establishment of ".kids". The Foundation also co-organized the first children forum during the ICANN Beijing meeting and supported Safer Internet Day activities.

ENFORCEMENT OF POLICIES CONSISTENT WITH PURPOSE

Eligibility for being allowed as a registrant is restricted to community members (their members and entities with verifiable nexus).

Name selection rules is consistent with mission statement and must meet Guiding Principles.

Registry policies include content and use rules consistent with articulated community-based purpose and mission statement of .kids.

Policies include specific enforcement measures: eligibility requirement enforcement on registration, Protection Scheme and rapid suspension procedures related to it, constituting a coherent set with appropriate appeal mechanisms. The enforcement measures include investigation practices as well as penalties by way of suspension and takedown. The measures are aligned with the community-based purpose of the TLD. The governance of the Foundation itself as well as the Protection Scheme demonstrates continuing accountability to the community named in the application.

20(d). Explain the relationship between the applied-for gTLD string and the community identified in 20(a).

The selected TLD string "kids" matches perfectly with the community that the DotKids Foundation serves. Based on our research, ".kids" is the most appropriate TLD string to represent the community in the context of an identity for the Internet.

The string "kids" matches the name of the community. The community uses the word "children" commonly too, but "kids" is the term preferred for engaging with kids, therefore more suitable as a TLD for kids. E.g. UNICEF materials online for kids use the term "kids":

- www.unicef.de/kids
- www.unicef.be/kids
- www.unicefkids.org.br
- www.unicef.org.co/kids

There are 4 major reasons that we think "kids" would be the best match for the community that we have defined:

1. Our community member's using the same string to define themselves
2. Unique identifier for kids and relatively short
3. Similarity of the same spelling in other languages
4. Prevalence of the term on the Internet

1. Community Member Organisations utilizing "Kids" as their Main Name

The string "Kids" is used by many organizations that comprise of our community. The following are just a few examples of the many kids/child-related organizations in the different continents, demonstrating the "Kids" is commonly known by others as the identification / name of the community:

Examples From Asia

- Kids' dream (<http://www.kidsdream.org.hk>)
Hong Kong Child-led organization focus on children rights
- Street kids rescue (<http://streetkidsrescue.org/>)
The charity's mission is to support orphaned, homeless and sick children in Southeast Asia.

Example from Europe

- Kids (<http://www.kids.org.uk>)
The national charity working with disabled children, young people and their families across England
- Kids of Africa (<http://www.kids-of-africa.com/>)
A charity based in Zurich, Switzerland whose mission is that the children will become a backbone of the next generation of Uganda's society by strengthening the economic and socio-cultural development of Uganda

Examples From North America

- Caribbean Kids and Families Therapy Organisation (<http://www.ckfto.org/>)
Caribbean Kids and Families Therapy Organisation was founded in 2008 in Port of Spain, Trinidad by a mother of a child with special needs and an Occupational Therapist.

Examples from Australia

- Hug-Ur-Kids Organization (<http://www.hugurkids.com/>)
Australian organization, providing many supportive services, along with helping many Custodial Parents to be re-united with their 'abducted children'
- Cure Kids (<http://www.curekids.org.nz/>)
Address the lack of research into life-threatening childhood illnesses in New Zealand

These are all organizations that the DotKids Foundation would invite as members of the organisation and are members of the community that we serve.

The word "kids" clearly identifies and describes the community and the community members and do not over-reach beyond the community. As described, the DotKids Foundation adopts the United Nations Convention on the Rights of Child (UNCRC) as its fundamental guiding principle. The UNCRC clearly defines the community as children

under the age of 18, and the general use of the word "kids" is not normally used for persons beyond such boundaries of the community.

2. Unique identifier for kids and relatively short

For the word "kid" (without the "s") in English, the definition offered by the Merriam-Webster dictionary is as follows:

1. A young goat
2. The flesh, fur or skin of a kid
3. A young person, especially child

While only the last definition is the same with our intended meaning, the most common understanding of the string "kids" is the same as our intended meaning. Kid as defined as "a young goat" has no significant meaning to a broad base of the Internet users. Internet users will identify ".kids" for the purpose associated with our community.

To establish that "kids" have a much broader understanding and relation to our community in the context of a TLD, we further observe that:

Searching: kids goat

In Google returned about 65,700,000 results;

Whereas searching: kids children

In Google returned about 1,290,000,000 results.

This demonstrates a significantly greater correlation between the string "kids" and the community we serve.

The string "kids" is short and appropriate as a TLD over other options. This is important for the effectiveness of the TLD to serve our community, especially for kids to type in.

3. Kids in other languages

In selecting the appropriateness of the string for the community given the global context of gTLDs, we looked into the similarity of the concept in different languages. Our findings indicated that many languages use similar word origins as "kids" in English:

1. Afrikaans: kinders
2. Basque: kids
3. Dutch: kinderen
4. German: Kinder
5. Norwegian: Kids

4. Prevalence of the term "kids" on the Internet

In determining whether "kids" is a well known term for the community, we also looked in the thesaurus of the word "kids" and found the following relevant synonyms:

kids / kid; youngster; youth; lad; teenager; child; tot; children

To further establish the prevalence of the term "kids" on the Internet versus the other forms, we looked at the search results from 3 different search engines and compared the results returned for each keyword:

Kids

Google (in mm) 2580
Yahoo (in mm) 58.9
Bing (in mm) 1420
Total (in mm) 4058.9

Children

Google (in mm) 2560
Yahoo (in mm) 54.4
Bing (in mm) 1360
Total (in mm) 3874.4

Child

Google (in mm) 1630
Yahoo (in mm) 270
Bing (in mm) 1780
Total (in mm) 3680

Youth

Google (in mm) 796
Yahoo (in mm) 785

Bing (in mm) 354
Total (in mm) 1935

Tot

Google (in mm) 785
Yahoo (in mm) 437
Bing (in mm) 213
Total (in mm) 1435

Teenager

Google (in mm) 153
Yahoo (in mm) 166
Bing (in mm) 1110
Total (in mm) 1429

Lad

Google (in mm) 107
Yahoo (in mm) 183
Bing (in mm) 27.1
Total (in mm) 317.1

Youngster

Google (in mm) 30.4
Yahoo (in mm) 27.5
Bing (in mm) 15.6
Total (in mm) 73.5

Moreover, comparing data on the Global Monthly Searches using the Google Adwords tool, kids has the most searches, with 124 mm searches while children only have 83 mm and child 83.1 mm.

Based on the above, we believe that "kids" is the most prevalent form used on the Internet to describe our community.

In addition, we have also found similar initiatives or previous usage of the same string: "kids" in domain names. This serves as a strong reason for the significance of this string and why it best represents the community we look to serve.

- Kids.us

The Dot Kids Implementation and Efficiency Act of 2002 was designed to create a kid friendly domain .kids.us. This act was signed into law on December 4, 2002 (P.L. 107-317) by the US government. It authorizes the National Telecommunications and Information Administration (NTIA) to require the .us registry operator to establish, operate, and maintain a second level domain within the .us TLD that is restricted to material suitable for minors.

- Kids.net.au

The search engine for Kids, Parents and Teachers. it includes a Directory of kids safe websites, Dictionary and Thesaurus including over 100,000 words, Encyclopedia with 1 million articles and a Language Translator.

- kids.yahoo.com

Yahoo Kids! is described as "the ultimate web guide for kids". It features fun and educational resources for kids with games, animals, music, jokes, movies, news, astrology etc.,

In summary, with the prevalence of its use in children's rights initiatives, including UNICEF, and on the Internet, we believe "kids" is the string that best matches the identity of the community, and that given the context of a TLD, ".kids" has no other significant meaning beyond identifying the community described in our application.

The term "kids" is especially commonly used by "others", i.e. individuals outside the community itself, to refer to the community and is the established name by which the community is most commonly known by others.

The public in general will immediately think of the applying community when thinking of the applied for string "kids".

20(e). Provide a description of the applicant's intended registration policies in support of the community-based purpose of the applied-for gTLD.

The mission and vision of DotKids is exemplified by the registration policies that reflect our community purpose. (Please refer to 20c):

A) Eligibility: For registering a second-level name, and how will eligibility be determined

Eligibility for a .kids domain name is restricted to community members (and their members and entities having a verifiable nexus).

.kids, is created to serve the community as defined in #20a. While intended end-users are kids, registrants of the TLD are Children Rights and Children Welfare organizations, children-led groups and alliances that work on the well-being of children (explained in 18b and 20a).

All .kids registrants must meet the eligibility requirements as set forth above (including Sunrise and Landrush). The registrant must either be a kids community organization or a member of a kids community organization (or an entity with a verifiable nexus, such as an affiliate or associate member, etc.).

Relevant information must be provided with the .kids registration request in the form of a verifiable code from a kids community organization or listing the kids community organization directly as a contact for domain registration.

Documentary proof on legitimacy of the registrant may be requested by the Registry. E.g. if representing a kids community organization, legal entities registered; evidence of past activities; website; Articles of Association; or official explanatory letter, describing the entity and showing the alignment of its mission with the community-based purpose of the .kids domain may be requested to ascertain the eligibility of the organization.

A multi-phased Sunrise process will be adopted (for more information please see application form #29).

In Sunrise phase, the standard ICANN new gTLD sunrise and Trademark Clearing House implementation will be offered for legitimate registered trademarks and service marks owners to obtain domains corresponding to their entity names.

Throughout the Sunrise, Landrush phases and upon Go Live, the .kids TLD is restricted to registrants who expressly adhere to the following Guiding Principles in the provision of content and services with their .kids domain:

1) Strictly adhere to the UNCRC principles in the provision of content and services under the .kids domain;

2) Content, including the domain name itself, and services provided through the .kids domain must be appropriate for children under the age of 18 and must not include any materials related to:

- Gambling
- Illegal drugs
- Pornography & Obscenity
- Violence
- Alcohol
- Tobacco
- Criminal Activities;

3) Illegal content is strictly prohibited (including but not limited to trafficking, substance of abuse, phishing, copyright infringement, and other illegal content as defined by the laws of the country for which the registrant and/or the sponsoring registrar resides); and,

4) Registrants pledge to use best efforts basis to offer kids friendly content and services (i.e. content that are more easily comprehensible for kids) on the .kids domain.

Violation of any of the Guiding Principles is grounds for suspension or cancellation of the .kids domain name registration. The enforcement of the Guiding Principles are described in D) below.

B) Name Selection

In the earlier community Sunrise phase, name selection is restricted to names corresponding to the children centric organizations, NGOs and initiatives, and at the standard Sunrise / TMCH phase names corresponding to registered trademarks and legitimate marks and prior rights holders.

In the Landrush and Go Live phases, registrants can self-select their .kids name of choice. Yet since the domain name is the first manifesting point of kids to the Internet to ensure the kids-friendliness in all aspects, the domain string itself will also be considered as part of the content and subject to the adherence of the Guiding Principles above. In other words, domain name that contains any inappropriate content (i.e. words or phrases) as regarded in the Guiding Principles will be considered in violation of the Guiding Principles.

Name selection restrictions are enforced for all .kids domain registrations (including Sunrise).

C) Content and Use

UNCRC encourages the development of appropriate guidelines:

According to Article 17 of the UNCRC, it encourages the development of appropriate guidelines for the protection of the child from information and material injurious to his or her well-being, bearing in mind the provisions of articles 13 and 18.

The DotKids Foundation has developed a set of Guiding Principles as described above in A) and will continue to refine such Guiding Principles under the guidance of the community. It is mandatory for all .kids registrants to adhere to the Guiding Principles. Violation of the principles, whether or not intentionally by the registrant, especially if such violation results in the proliferation of materials likely to harm and disturb kids, will be grounds for cancellation, suspension and takedown of the domain name.

The DotKids Foundation, along with children information experts, will further develop guidelines for registrants in the creation of

kids-friendly content. For example, the use of kids-friendly language, graphics and presentation formats.

While the protection of children against harmful information is important, the DotKids Foundation deeply understand that under UNCRC, children shall have basic human rights:

According to UNCRC Article 13, the child shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of the child's choice.

Under the guidelines developed by The DotKids Foundation, children are entitled to the freedom to express opinions and to have a say in matters affecting their social, economic, religious, cultural and political life.

More importantly, that underlines an important principle of the .kids TLD to refrain from unnecessary censorship. The framework for enforcement of the Guiding Principles is further discussed below.

D) Enforcement

Eligibility requirements are enforced upon submission of a .kids registration. The registration request must contain either a verifiable code obtained from a community member or have a community member as a contact of the domain registration. If it cannot be verified immediately, the Registry will request for relevant proof explained in A).

The process ensures that all accepted applications are verified in the registration process. The Registry is dedicated to working closely with kids community organizations to ensure such process is enforced efficiently. E.g. Registry will provide web tools for organizations to provide their member organization and membership information to check against and provide tools to easily produce a code for their members to register a .kids domain.

A Protection Scheme is developed and designed with the purpose of striking a balance between protecting kids from unwanted materials (UNCRC Article 17) and the freedom of expression online (UNCRC Article 13).

Details of the Protection Scheme is included in 18c: 4. Protection Scheme.

Open Compliant Platform and Immediate Process

Every netizen can file a complaint via the online portal with clear indication of the point of inappropriate content. The online portal enables all Internet users to contribute on building a kids-friendly Internet space at ease.

We understand the importance of prompt action against abusive materials, therefore when the content is clearly abusive, the domain would be taken down within 24 hours with over 5 Red Ratings.

Borderline cases require more in-depth discussion, so a longer voting period to decide the actions is needed.

Representative Decision of the Community

The Protection Scheme is best maintained by children's rights experts around the world - who are members of the DotKids Foundation governance structure. We understand that there would be cultural differences as to what harmful material are in the eyes of people, however, the children right experts with a long experience of defending rights of children, would know the best.

The online portal would be the most cost efficient way as well as effective way for us to reach to our members globally within a matter of seconds. Moreover, we understand that it would be physically difficult to have our members in present to vote on websites whether they have harmful content to kids. The online portal is the best way to aggregate the information and have allow our members to have flexibility to vote any time they can within the voting period. This platform is scalable, especially because this can be used with 10 members, or 10,000 members. The DotKids foundation would only need to handle the administrative process for each organisation, but not for using the resources to host a voting meeting every time.

As the DotKids Foundation grows, we expect the Monitoring Committee to grow as well. It is reasonable to expect that as the ".kids" TLD grows, the interest and willingness of organizations and volunteers to participate in the Monitoring Committee would grow as well. We have set the preliminary takedown limit as 5 votes from our members. With the growing interest and size of the domain, we expect this number would be reviewed periodically. Eventually, we would hope that it would be around 3% of our total members that would constitute a significant action and representation from our members. The low threshold represents a conservative approach towards reasonably strong protection towards the content in our domain.

Appeal Mechanism

Appeal Mechanism is in place to allow registrants to reverse the taken down. See #18c for details.

In summary, the community Eligibility Requirements, Protection Scheme and Appeal Mechanism combine to effectively enforce the policies on the .kids TLD to serve the kids' best interest in a global community gTLD.

20(f). Attach any written endorsements from institutions/groups representative of the community identified in 20(a).

Attachments updated are not displayed on this form.

Appendix 4: Summary of Conformity of the DotKids
community gTLD application against the Community
Priority Evaluation Criteria

DotKids Foundation’s “.kid(s)” Community Application Community Priority Evaluation (CPE) Guidelines Comparison

Criterion #1: Community Establishment

This section relates to the community as explicitly identified and defined according to statements in the application. (The implicit reach of the applied-for string is not considered here, but taken into account when scoring Criterion #2, “Nexus between Proposed String and Community.”)

Measured by
1-A Delineation
1-B Extension

A maximum of 4 points is possible on the Community Establishment criterion, and each sub-criterion has a maximum of 2 possible points.

1-A Delineation

AGB Criteria	Evaluation Guidelines	DotKids Foundation’s Application
Scoring		
<p>2= Clearly delineated, organized, and pre-existing community. 1= Clearly delineated and pre-existing community, but not fulfilling the requirements for a score of 2. 0= Insufficient delineation and pre-existence for a score of 1.</p>	<p>The following questions must be scored when evaluating the application:</p> <p>Is the community clearly delineated?</p> <p>Is there at least one entity mainly dedicated to the community?</p> <p>Does the entity (referred to above) have documented evidence of community activities?</p> <p>Has the community been active since at least September 2007?</p>	<p>To further elaborate on Criteria #1 Community Establishment, we wish to emphasize that the kids community is comprised by:</p> <ol style="list-style-type: none"> 1. Children, defined by UNCRC that a "child" as a person below the age of 18, unless the relevant laws recognize an earlier age of majority, 2. Children rights organizations
Definitions		
<p>“Community” - Usage of the expression “community” has evolved considerably from</p>	<p>The “community,” as it relates to Criterion #1, refers to the stated community in the</p>	<p>[18(a)]The DotKids Foundation proposes the .kids gTLD as a</p>

<p>its Latin origin – “communitas” meaning “fellowship” – while still implying more of cohesion than a mere commonality of interest. Notably, as “community” is used throughout the application, there should be: (a) an awareness and recognition of a community among its members; (b) some understanding of the community’s existence prior to September 2007 (when the new gTLD policy recommendations were completed); and (c) extended tenure or longevity—non-transience— into the future</p>	<p>application.</p> <p>Consider the following:</p> <ul style="list-style-type: none"> · Was the entity established to administer the community? · Does the entity’s mission statement clearly identify the community? <p>. Additional research may need to be performed to establish that there is documented evidence of community activities. Research may include reviewing the entity’s web site, including mission statements, charters, etc.</p>	<p>domain dedicated to serving the global kids community. DotKids’ nature is community-based. As defined by Article 1 of United Nations Convention on the Rights of Child (http://www2.ohchr.org/english/law/crc.htm), there is a clear definition of children: they are every human under 18 years old.</p> <p>[18(b)]Area of Specialty Defined by the UNCRC convention, a child means every human being below the age of eighteen (18) years unless under the law applicable to the child, majority is attained earlier.</p> <p>As consistent with the children rights approach of the United Nations Committee on the Rights of the Child, kids do not exist independently in the community they are a vulnerable group whose rights are to be advocated and defended by those who are involved with kids to protect, promote and advocate their rights for their best interests.</p> <p>The Government Advisory Committee (GAC) of ICANN also identified .kids as one of the strings that requires specific safeguards for which the registry operators shall be made aware of the importance of protecting children and their rights</p>
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consistent with the UNCRC.
(https://gacweb.icann.org/download/attachments/27132037/FINAL_Buenos_Aires_GAC_Communique_20131120.pdf?version=1&modificationDate=1385055905000&api=v2)
This further outlines the inherent role of children's rights in the kids community. The DotKids Foundation application is the only ".kid(s)" application that is committed to adopting the UNCRC. We believe it is important for the ICANN evaluation panel to understand that such adoption is critical to defending the rights of our child online in the ".kids" namespace.

As a child centric domain space serving the kids community, ".kids" must have appropriate safeguards beyond the baseline ICANN gTLD requirements, and be represented by a group of entities and individuals that advocate and defend children rights. i.e. Children Rights and Children Welfare charities, non-profits, children-led groups and alliances which in general are referred as child rights organizations (i.e. Kids Community) that are child centric and work on the well-being of children by upholding and advocating the principles of the UNCRC.

		<p>[20(a)]For instance, community members continue to collaborate in pursuing the agenda for the best interest of kids in the online space with its growing significance. This can be witnessed through the example of the Child Online Protection (COP) Campaign initiated by the International Telecommunications Union with many children’s rights organizations supporting and contributing to the COP guidelines. DotKids Foundation was also invited to share our views at their working group meeting in Geneva in Feb 2014. (http://www.itu.int/en/council/cwg-cop/Pages/eighth.aspx)</p> <p>The United Nations Committee on the Rights of the Child, which is the UN committee commissioned to oversee the implementation of the UNCRC (United Nations Convention on the Rights of the Child), is the recognized authority for the entire global community described by the DotKids application. Organizations which follow UNCRC are recognized as part of the community. International organisations, such as UNICEF and Save the Children, are commissioned to serve all kids in the world with the principles of UNCRC and are well-recognized globally for their work.</p>
"Delineation" relates to the membership of a	"Delineation" also refers to the extent to	[20(a)]Clear Delineation of Kids

<p>community, where a clear and straight-forward membership definition scores high, while an unclear, dispersed or unbound definition scores low.</p>	<p>which a community has the requisite awareness and recognition from its members.</p> <p>The following non-exhaustive list denotes elements of straight-forward member definitions: fees, skill and/or accreditation requirements, privileges or benefits entitled to members, etc.</p>	<p>Community</p> <p>Establishing ourselves as a kids' best interest domain, the .kids domain is intended for the kids community. Our primary beneficiary is certainly the kids themselves who are the major end-users of the kids-friendly space and benefiting from our advocacy. Defined by the UNCRC convention, a child means every human being below the age of eighteen (18) years unless under the law applicable to the child, majority is attained earlier. (http://www2.ohchr.org/english/law/crc.htm) With the above clear definition of Kids, it shows that they are clearly delineated from the Internet community at large.</p> <p>In fact, if the community was not clearly delineated and have special needs, there would not be a need for a United Nations Convention on the Rights of the Child (UNCRC) independently from the Universal Declaration of Human Rights. This is also specifically stated in the Declaration of the Rights of the Child in 1959, "the child, by reason of his physical and mental immaturity, needs special safeguards and care, including appropriate legal protection, before as well as after birth" (https://www.un.org/cyberschool</p>
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[bus/humanrights/resources/child .asp](http://bus/humanrights/resources/child.asp)) The UNCRC has been ratified by 194 countries globally making it the most universally accepted human rights convention.

The kids community:
The kids community is clearly delineated with clear and straightforward membership definition:

1) Kids themselves: Defined by the UNCRC convention, a child means every human being below the age of eighteen (18) years unless under the law applicable to the child, majority is attained earlier

2) Consistent with the children rights approach considered by the United Nations Committee on the Rights of the Child, kids do not exist independently in the community. They are supported and also represented by those who are no longer kids but are intricately involved with kids to protect, promote and advocate their rights for their best interests. They are Children Rights and Children Welfare organizations (charities, NGOs, initiatives), Children-Led groups and alliances, which together are considered the children rights community.

In short, the Kids Community are the kids themselves (under 18) and children rights organizations around the world (unified under the UNCRC).

[20(a)] Estimated size of the community

Children and youths represent approximately 30-35% of the world population, or 2.5 billion, as reported by the Department of Economic and Social Affairs.

(<http://esa.un.org/unpd/wpp/Excel-Data/population.htm>) There is no geographical constraints to the community but members enter and leave with consistency and stability. There is an unlimited longevity as babies are still born and teenagers will grow past 18. Besides individuals (kids under 18), youth organisations, especially child-led initiatives are key members of the community. As explained above, the kids community include children rights organizations that serve the best interests of kids. The number of children rights and children welfare organizations, children-led groups and alliances is large. Based only on the Child Rights International Network (CRIN) database (<https://www.crin.org/en/library>), there are more than 3,000 children rights community

		<p>organizations around the world. The DotKids Foundation has a governance structure that invites all these organizations to join and participate in the governance of the registry and of the .kids namespace.</p> <p>[18(a)]The DotKids Foundation is a membership consortium formed (Refer to 20(b) for detailed governance structure) by the community and committed to serve the community. The governance structure openly invites the community members outlined in 20(a) i.e. Children Rights and Children Welfare charities, non-profits, children-led groups and alliances which in general are referred to as children rights organizations that are child centric and work on the well-being of children by upholding or advocating the principles of the UNCRC.</p>
<p>"Pre-existing" means that a community has been active as such since before the new gTLD policy recommendations were completed in September 2007.</p>		<p>[20(a)]Pre-existing community since the world started</p> <p>This community has existed since the beginning of mankind, and the recognition for it being identified as a delineated community can be traced back throughout history and more importantly in the 20th Century from the drafting of the</p>

		<p>Declaration on the Rights of the Child by the League of Nations in 1923 leading up through the adoption of the UNCRC by the United Nations General Assembly in 1989 and the Convention becoming part of International Law in 1990. The document that best represents the idea of community that is formed around kids, is first witnessed back to 1923 when Eglantyne Jebb, founder of Save the Children, summarised the rights of children in five points.</p> <p>Many of the community members are established prior to 2007 such as Child Welfare League of America (CWLA), since 1921, Protect and Save the Children, since 1999, and Child Rights Information Center Moldova, since 1998.</p>
<p>"Organized" implies that there is at least one entity mainly dedicated to the community, with documented evidence of community activities.</p>	<p>"Mainly" could imply that the entity administering the community may have additional roles/functions beyond administering the community, but one of the key or primary purposes/functions of the entity is to administer a community or a community organization.</p> <p>Consider the following:</p> <ul style="list-style-type: none"> · Was the entity established to administer the community? · Does the entity's mission statement 	<p>[20(a)] Organized and active kids community</p> <p>There are many organisations dedicated to the kids community. Major international ones include UNICEF, Save the Children, Free the Children, Big Brothers Big Sisters, Boys & Girls Club and many more. Among which UNICEF (HK), Save the Children (HK), Boys' and Girls' Club (HK) are already signed supporters of the DotKids initiative. They all have presence around their globe, and</p>

clearly identify the community?

to address their own causes. Major causes that concerns children include adoption and fostering, education, human rights, disability, social care, child protection, etc. The community is very active and the different organizations hold regular activities around the world.

The Committee on the Rights of the Child (CRC) of UN holds session meetings regularly since 1991 where community members outlined above including kids and children's rights organizations (and government institutions) participate to report on the children's rights situation in their own countries.

(<http://www.ohchr.org/EN/HRBodies/CRC/Pages/CRCIndex.aspx>)

Child Rights Coalition Asia, a regional child rights alliance and a supporter of ".kids" focuses on bringing civil society groups in the region together to organize activities including research, child rights campaigns and children's participation in related activities.

(<http://childrightscoalitionasia.org/about-us/what-we-do/activities/>)

The DotKids Foundation, ourselves, have actively promoted and advocated for a

		<p>kids-friendly cyberspace globally. For example, we supported activities at the European Parliament promoting children rights online. We were also invited to meet with the United Nations Committee on the Rights of the Child, child rights organizations and child-led groups to jointly advocate the idea of a kids-friendly internet via the establishment of “.kids”. The Foundation also co-organized the first children forum during the ICANN Beijing meeting and supported Safer Internet Day activities.</p> <p>This shows that the community is organized with requisite recognition and awareness among themselves which can also be seen from their own mission statement and the advocating causes.</p>
<p>Criterion 1-A guidelines</p>		
<p>With respect to “Delineation” and “Extension,” it should be noted that a community can consist of legal entities (for example, an association of suppliers of a particular service), of individuals (for example, a language community) or of a logical alliance of communities (for example, an international federation of national communities of a similar nature). All are viable as such, provided the requisite awareness and recognition of the community is at hand among the members. Otherwise the application would be seen as</p>		

<p>not relating to a real community and score 0 on both “Delineation” and “Extension.”</p> <p>With respect to “Delineation,” if an application satisfactorily demonstrates all three relevant parameters (delineation, pre-existing and organized), then it scores a 2.</p>		
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1-B Extension

AGB Criteria	Evaluation Guidelines	DotKids Foundation’s Application
Scoring		
<p>Extension: 2=Community of considerable size and longevity 1=Community of either considerable size or longevity, but not fulfilling the requirements for a score of 2. 0=Community of neither considerable size nor longevity</p>	<p>The following questions must be scored when evaluating the application:</p> <p>Is the community of considerable size?</p> <p>Does the community demonstrate longevity?</p>	
Definitions		
<p>“Extension” relates to the dimensions of the community, regarding its number of members, geographical reach, and foreseeable activity lifetime, as further explained in the following.</p>		<p>[20(a)]Estimated size of the community Children and youths represent approximately 30-35% of the world population, or 2.5billion, as reported by the Department of Economic and Social Affairs. (http://esa.un.org/unpd/wpp/Excel-Data/population.htm) There is no geographical constraints to the community but members enter and leave with consistency and stability. There is an unlimited longevity as babies are still born and teenagers will grow past</p>

		<p>18. Besides individuals (kids under 18), youth organisations, especially child-led initiatives are key members of the community. As explained above, the kids community include children rights organizations that serve the best interests of kids. The number of children rights and children welfare organizations, children-led groups and alliances is large. Based only on the Child Rights International Network (CRIN) database (https://www.crin.org/en/library), there are more than 3,000 children rights community organizations around the world. The DotKids Foundation has a governance structure that invites all these organizations to join and participate in the governance of the registry and of the .kids namespace.</p>
<p>"Size" relates both to the number of members and the geographical reach of the community, and will be scored depending on the context rather than on absolute numbers - a geographic location community may count millions of members in a limited location, a language community may have a million members with some spread over the globe, a community of service providers may have "only" some hundred members although well spread over the globe, just to mention some examples - all these can be regarded as of "considerable size."</p>	<p>Consider the following:</p> <ul style="list-style-type: none"> · Is the designated community large in terms of membership and/or geographic dispersion? 	<p>[20(a)] Estimated size of the community</p> <p>[20(b)] Relations to the community and its constituent groups</p> <p>Community support is a key element of the success of the DotKids foundation. We have gathered support from various parts of the world, including Asia, Europe, North America, South America and Africa etc. We</p>

		<p>will continue to outreach to and engage with the community as the .kids Registry develops.</p> <p>[20(f)] Endorsement List</p>
<p>"Longevity" means that the pursuits of a community are of a lasting, non-transient nature.</p>	<p>Consider the following:</p> <ul style="list-style-type: none"> · Is the community a relatively short- lived congregation (e.g. a group that forms to represent a one-off event)? · Is the community forward-looking (i.e.will it continue to exist in the future)? 	<p>[20(a)] Organized and active kids community</p> <p>There are many organisations dedicated to the kids community. Major international ones include UNICEF, Save the Children, Free the Children, Big Brothers Big Sisters, Boys & Girls Club and many more. Among which UNICEF (HK), Save the Children (HK), Boys' and Girls' Club (HK) are already signed supporters of the DotKids initiative. They all have presence around their globe, and to address their own causes. Major causes that concerns children include adoption and fostering, education, human rights, disability, social care, child protection, etc. The community is very active and the different organizations hold regular activities around the world.</p> <p>The Committee on the Rights of the Child (CRC) of UN holds session meetings regularly since 1991 where community members outlined above including kids and children's rights organizations</p>

(and government institutions) participate to report on the children's rights situation in their own countries.

(<http://www.ohchr.org/EN/HRBodies/CRC/Pages/CRCIndex.aspx>)

Child Rights Coalition Asia, a regional child rights alliance and a supporter of ".kids" focuses on bringing civil society groups in the region together to organize activities including research, child rights campaigns and children's participation in related activities.

(<http://childrightscoalitionasia.org/about-us/what-we-do/activities/>)

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Criterion 1-B Guidelines		
<p>With respect to “Delineation” and “Extension,” it should be noted that a community can consist of legal entities (for example, an association of suppliers of a particular service), of individuals (for example, a language community) or of a logical alliance of communities (for example, an international federation of national communities of a similar nature). All are viable as such, provided the requisite awareness and recognition of the community is at hand among the members. Otherwise the application would be seen as not relating to a real community and score 0 on both “Delineation” and “Extension.”</p> <p>With respect to “Extension,” if an application satisfactorily demonstrates both community size and longevity, it scores a 2.</p>		

Criterion #2: Nexus between Proposed String and Community

This section evaluates the relevance of the string to the specific community that it claims to represent. Measured by 2-A Nexus 2-B Uniqueness

A maximum of 4 points is possible on the Nexus criterion, and with the Nexus sub-criterion having a maximum of 3 possible points, and the Uniqueness sub-criterion having a maximum of 1 possible point.

2-A Nexus

AGB Criteria	Evaluation Guidelines	DotKids Foundation's Application
Scoring		
<p>Nexus: 3= The string matches the name of the community or is a well-known short-form or abbreviation of the community 2= String identifies the community, but does not qualify for a score of 3 0= String nexus does not fulfill the requirements for a score of 2</p>	<p>The following question must be scored when evaluating the application:</p> <p>Does the string match the name of the community or is it a well-known short-form or abbreviation of the community name? The name may be, but does not need to be, the name of an organization dedicated to the community.</p>	
Definitions		
<p>"Name" of the community means the established name by which the community is commonly known by others. It may be, but does not need to be, the name of an organization dedicated to the community.</p>	<p>"Others" refers to individuals outside of the community itself, as well as the most knowledgeable individuals in the wider geographic and language environment of direct relevance. It also refers to recognition from other organizations, such as quasi-official, publicly recognized institutions, or other peer groups.</p>	<p>[20(d)]The selected TLD string "kids" matches perfectly with the community that the DotKids Foundation serves. Based on our research, ".kids" is the most appropriate TLD string to represent the community in the context of an identity for the Internet.</p>
<p>"Identify" means that the applied for string closely describes the community or the community members, without over-reaching substantially beyond the community.</p>	<p>"Over-reaching substantially" means that the string indicates a wider geographical or thematic remit than the community has.</p> <p>Consider the following:</p>	<p>The string "kids" matches the name of the community and is a well-known form of the community. The community uses the word "children" commonly as well, but</p>

	<ul style="list-style-type: none">· Does the string identify a wider or related community of which the applicant is a part, but is not specific to the applicant's community? · An Internet search should be utilized to help understand whether the string identifies the community and is known by others. · Consider whether the application mission statement, community responses, and websites align.	<p>"kids" is the term preferred for the purpose of engaging with kids, therefore more suitable as a domain namespace for the target community: kids. For example, UNICEF materials online targeted to kids often use the term "kids":</p> <ul style="list-style-type: none">- www.unicef.de/kids- www.unicef.be/kids- www.unicefkids.org.br- www.unicef.org.co/kids <p>Most importantly, "kids" as the applied-for string is commonly known by others as the identification of the community, i.e. helping kids.</p> <p>There are 4 major reasons that we think "kids" would be the best match for the community that we have defined:</p> <ol style="list-style-type: none">1. Our community member's using the same string to define themselves2. Unique identifier for kids and relatively short3. Similarity of the same spelling in other languages4. Prevalence of the term on the Internet <p>1. Community Member Organisations utilizing "Kids" as their Main Name</p> <p>The string "Kids" is used by many organizations that comprise of our community. The following are just a few examples of the many</p>
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kids/child-related organizations in the different continents, demonstrating the "Kids" is commonly known by others as the identification / name of the community:

Examples From Asia

- Kids' dream

(<http://www.kidsdream.org.hk>)

Hong Kong Child-led organization focus on children rights

- Street kids rescue

(<http://streetkidsrescue.org/>)

The charity's mission is to support orphaned, homeless and sick children in Southeast Asia.

Example from Europe

- Kids

(<http://www.kids.org.uk>)

The national charity working with disabled children, young people and their families across England

- Kids of Africa

(<http://www.kids-of-africa.com/>)

A charity based in Zurich, Switzerland whose mission is that the children will become a backbone of the next generation of Uganda's society by strengthening the economic and socio-cultural development of Uganda

Examples From North America

- Caribbean Kids and Families Therapy Organisation

(<http://www.ckfto.org/>)

Caribbean Kids and Families

Therapy Organisation was founded in 2008 in Port of Spain, Trinidad by a mother of a child with special needs and an Occupational Therapist.

Examples from Australia

- Hug-Ur-Kids

Organization

(<http://www.hugurkids.com/>)

Australian organization, providing many supportive services, along with helping many Custodial Parents to be re-united with their 'abducted children'

- Cure Kids

(<http://www.curekids.org.nz/>)

Address the lack of research into life-threatening childhood illnesses in New Zealand

These are all organizations that the DotKids Foundation would invite as members of the organisation and are members of the community that we serve.

The word "kids" clearly identifies and describes the community and the community members and do not over-reach beyond the community. As described, the DotKids Foundation adopts the United Nations Convention on the Rights of Child (UNCRC) as its fundamental guiding principle. The UNCRC clearly defines the community as children under the age of 18, and the general use of

the word "kids" is not normally used for persons beyond such boundaries of the community.

2. Unique identifier for kids and relatively short

For the word "kid" (without the "s") in English, the definition offered by the Merriam-Webster dictionary is as follows:

1. A young goat
2. The flesh, fur or skin of a kid
3. A young person, especially child

While only the last definition is the same with our intended meaning, the most common understanding of the string "kids" is the same as our intended meaning. Kid as defined as "a young goat" has no significant meaning to a broad base of the Internet users. Most importantly, as a community gTLD ".kids" it is highly unlikely that there would be any ambiguity or confusability for the purpose associated with our intended community.

To establish that "kids" have a much broader understanding and relation to our community in the context of a TLD, we further observe that:

Searching: kids goat

In Google returned about 65,700,000 results;

Whereas searching: kids children In Google returned about 1,290,000,000 results.

This demonstrates a significantly greater correlation between the string "kids" and the community we serve.

The string "kids" is also short, succinct and especially appropriate for use as a TLD over the other options which can be observed by the comparisons further below. This is an important consideration for the effectiveness of the TLD to serve our community, especially given it is for kids to type in and access.

3. Similarity of the same spelling in other languages

In selecting and researching the appropriateness of the string to represent the community given the global context of gTLDs, we also looked into the similarity of the concept in different languages. Our findings indicated that many languages use similar word origins for the same meaning as "kids" in English:

1. Afrikaans: kinders
2. Basque: kids

3. Dutch: kinderen
4. German: Kinder
5. Norwegian: Kids

4. Prevalence of the term "kids" on the Internet

In determining whether "kids" is a well known term for the community, we also looked in the thesaurus of the word "kids" and found the following relevant synonyms:

kids / kid; youngster; youth; lad; teenager; child; tot; children

To further establish the prevalence of the term "kids" on the Internet versus the other forms, we looked at the search results from 3 different search engines and compared the results returned for each keyword:

Kids

Google (in mm) 2580
Yahoo (in mm) 58.9
Bing (in mm) 1420
Total (in mm) 4058.9

Children

Google (in mm) 2560
Yahoo (in mm) 54.4
Bing (in mm) 1360
Total (in mm) 3874.4

Child

Google (in mm) 1630
Yahoo (in mm) 270

		<p>Bing (in mm) 1780 Total (in mm) 3680</p> <p>Youth</p> <p>Google (in mm) 796 Yahoo (in mm) 785</p> <p>Bing (in mm) 354 Total (in mm) 1935</p> <p>Tot</p> <p>Google (in mm) 785 Yahoo (in mm) 437 Bing (in mm) 213 Total (in mm) 1435</p> <p>Teenager</p> <p>Google (in mm) 153 Yahoo (in mm) 166 Bing (in mm) 1110 Total (in mm) 1429</p> <p>Lad</p> <p>Google (in mm) 107 Yahoo (in mm) 183 Bing (in mm) 27.1 Total (in mm) 317.1</p> <p>Youngster</p> <p>Google (in mm) 30.4 Yahoo (in mm) 27.5 Bing (in mm) 15.6 Total (in mm) 73.5</p> <p>Moreover, comparing data on the Global Monthly Searches using the Google Adwords tool, kids has the most searches, with 124 mm searches while children only have</p>
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83 mm and child 83.1 mm.

Based on the above, we believe that "kids" is the most prevalent form used on the Internet to describe our community.

In addition, we have also found similar initiatives or previous usage of the same string: "kids" in domain names. This serves as a strong reason for the significance of this string and why it best represents the community we look to serve.

- Kids.us

The Dot Kids Implementation and Efficiency Act of 2002 was designed to create a kid friendly domain .kids.us. This act was signed into law on December 4, 2002 (P.L. 107-317) by the US government. It authorizes the National Telecommunications and Information Administration (NTIA) to require the .us registry operator to establish, operate, and maintain a second level domain within the .us TLD that is restricted to material suitable for minors.

- Kids.net.au

The search engine for Kids, Parents and Teachers. it includes a Directory of kids safe websites, Dictionary and Thesaurus including over 100,000 words,

		<p>Encyclopedia with 1 million articles and a Language Translator.</p> <p>- kids.yahoo.com Yahoo Kids! is described as "the ultimate web guide for kids". It features fun and educational resources for kids with games, animals, music, jokes, movies, news, astrology etc.,</p> <p>In summary, with the prevalence of its use in children's rights initiatives, including UNICEF, and on the Internet, we believe "kids" is the string that best matches the identity of the community, and that given the context of a TLD, ".kids" has no other significant meaning beyond identifying the community described in our application.</p> <p>The term "kids" is especially commonly used by "others", i.e. individuals outside the community itself, to refer to the community and is the established name by which the community is most commonly known by others.</p> <p>The public in general will immediately think of the applying community when thinking of the applied for string "kids".</p>
<p>Criterion 2-A Guidelines</p>		
<p>With respect to "Nexus," for a score of 3,</p>		

<p>the essential aspect is that the applied-for string is commonly known by others as the identification / name of the community.</p> <p>With respect to “Nexus,” for a score of 2, the applied-for string should closely describe the community or the community members, without over-reaching substantially beyond the community. As an example, a string could qualify for a score of 2 if it is a noun that the typical community member would naturally be called in the context. If the string appears excessively broad (such as, for example, a globally well-known but local tennis club applying for “.TENNIS”) then it would not qualify for a 2.</p>		
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2-B Uniqueness

AGB Criteria	Evaluation Guidelines	DotKids Foundation’s Application
Scoring		
<p>Uniqueness: 1=String has no other significant meaning beyond identifying the community described in the application. 0=String does not fulfill the requirement for a score of 1.</p>	<p>The following question must be scored when evaluating the application:</p> <p>Does the string have any other significant meaning (to the public in general) beyond identifying the community described in the application</p>	
Definitions		
<p>“Identify” means that the applied for string closely describes the community or the community members, without over-reaching substantially beyond the community.</p>	<p>“Over-reaching substantially” means that the string indicates a wider geographical or thematic remit than the community has.</p>	<p>Please refer to [20(d)] also included above.</p>

<p>“Significant meaning” relates to the public in general, with consideration of the community language context added</p>	<p>Consider the following:</p> <ul style="list-style-type: none"> · Will the public in general immediately think of the applying community when thinking of the applied-for string? · If the string is unfamiliar to the public in general, it may be an indicator of uniqueness. · Is the geography or activity implied by the string? · Is the size and delineation of the community inconsistent with the string? · An internet search should be utilized to find out whether there are repeated and frequent references to legal entities or communities other than the community referenced in the application. 	<p>Please refer to [20(d)] also included above.</p>
<p>Criterion 2-B Guidelines</p>		
<p>"Uniqueness" will be scored both with regard to the community context and from a general point of view. For example, a string for a particular geographic location community may seem unique from a general perspective, but would not score a 1 for uniqueness if it carries another significant meaning in the common language used in the relevant community location. The phrasing "...beyond identifying the community" in the score of 1 for "uniqueness" implies a requirement that the string does identify the community, i.e.</p>		

scores 2 or 3 for "Nexus," in order to be eligible for a score of 1 for "Uniqueness."

It should be noted that "Uniqueness" is only about the meaning of the string - since the evaluation takes place to resolve contention there will obviously be other applications, community-based and/or standard, with identical or confusingly similar strings in the contention set to resolve, so the string will clearly not be "unique" in the sense of "alone."

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Criterion #3: Registration Policies

This section evaluates the applicant’s registration policies as indicated in the application. Registration policies are the conditions that the future registry will set for prospective registrants, i.e. those desiring to register second-level domain names under the registry.

Measured by

3-A Eligibility

3-B Name Selection

3-C Content and Use

3-D Enforcement

A maximum of 4 points is possible on the Registration Policies criterion and each sub-criterion has a maximum of 1 possible point.

3-A Eligibility

AGB Criteria	Evaluation Guidelines	DotKids Foundation’s Application
Scoring		
Eligibility: 1= Eligibility restricted to community members 0= Largely unrestricted approach to eligibility	<p>The following question must be scored when evaluating the application:</p> <p>Is eligibility for being allowed as a registrant restricted?</p>	
Definitions		
<p>“Eligibility” means the qualifications that organizations or individuals must have in order to be allowed as registrants by the registry.</p> <p>Criterion 3-A Guidelines</p>		
<p>With respect to “eligibility” the limitation to community “members” can invoke a formal membership but can also be satisfied in other ways, depending on the structure and orientation of the community at hand. For example, for a geographic location community TLD, a limitation to members of the community can be achieved by</p>		<p>[20(e)]Eligibility for a .kids domain name is restricted to community members (and their members and entities having a verifiable nexus).</p> <p>The community based gTLD .kids, is created to serve the community as</p>

requiring that the registrant's physical address be within the boundaries of the location.

defined in #20a. While the intended end-users are kids, registrants of the TLD should be from Children Rights and Children Welfare organizations, children-led groups and alliances that work on the well-being of children (as explained in #18b) by upholding or advocating the principles of UNCRC.

As mentioned in #20a, consistent with children rights approach considered by the UN Committee on the Rights of the Child, kids do not exist independently in the community. They are supported and also represented by those who are intricately involved with kids to protect, promote and advocate their rights for their best interests.

All .kids registrants must meet the eligibility requirements as set forth above (including Sunrise and Landrush). The registrant must either be a kids community organization or a member of a kids community organization (or an entity with a verifiable nexus, such as an affiliate or associate member, etc.).

Relevant information must be provided with the .kids registration request in the form of a verifiable code from a kids community organization or listing

		<p>the kids community organization directly as a contact for the domain registration.</p> <p>Proof of relevant documents on the legitimacy of the registrant may be required by the Registry. For example, if representing a kids community organization, legal entities registered; evidence of past activities; organization website; Articles of Association; or explanatory letter on organization letterhead, which describes the entity and shows the alignment of its mission with the community-based purpose of the .kids domain may be requested to ascertain the nature of the organization.</p>
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3-B Name Selection

AGB Criteria	Evaluation Guidelines	DotKids Foundation’s Application
Scoring		
<p>Name selection: 1= Policies include name selection rules consistent with the articulated community-based purpose of the applied-for TLD 0= Policies do not fulfill the requirements for a score of 1</p>	<p>The following questions must be scored when evaluating the application:</p> <p>Do the applicant’s policies include name selection rules?</p> <p>Are name selection rules consistent with the articulated community-based purpose of the applied-for gTLD?</p>	
Definitions		
<p>“Name selection” means the conditions that must be fulfilled for any second-level</p>	<p>Consider the following:</p>	<p>[20(e)] B) Name Selection</p>

<p>domain name to be deemed acceptable by the registry.</p>	<p>· Are the name selection rules consistent with the entity's mission statement?</p>	<p>In the earlier community Sunrise phase, name selection is restricted to names corresponding to the children centric organizations, NGOs and initiatives, and at the standard Sunrise / TMCH phase names corresponding to registered trademarks and legitimate marks and prior rights holders.</p> <p>In the Landrush and Go Live phases, registrants can self-select their .kids name of choice. Yet since the domain name is the first manifesting point of kids to the Internet to ensure the kids-friendliness in all aspects, the domain string itself will also be considered as part of the content and subject to the adherence of the Guiding Principles above. In other words, domain name that contains any inappropriate content (i.e. words or phrases) as regarded in the Guiding Principles will be considered in violation of the Guiding Principles.</p> <p>Name selection restrictions are enforced for all .kids domain registrations (including Sunrise).</p>
<p>Criterion 3-B Guidelines</p>		
<p>With respect to "Name selection," scoring of applications against these subcriteria will be done from a holistic perspective, with</p>		

<p>due regard for the particularities of the community explicitly addressed. For example, an application proposing a TLD for a language community may feature strict rules imposing this language for name selection as well as for content and use, scoring 1 on both B and C above. It could nevertheless include forbearance in the enforcement measures for tutorial sites assisting those wishing to learn the language and still score 1 on D. More restrictions do not automatically result in a higher score. The restrictions and corresponding enforcement mechanisms proposed by the applicant should show an alignment with the community-based purpose of the TLD and demonstrate continuing accountability to the community named in the application.</p>		
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3-C Content and Use

AGB Criteria	Evaluation Guidelines	DotKids Foundation's Application
Scoring		
<p>Content and use: 1= Policies include rules for content and use consistent with the articulated community-based purpose of the applied-for TLD 0= Policies do not fulfill the requirements for a score of 1</p>	<p>The following questions must be scored when evaluating the application:</p> <p>Do the applicant's policies include content and use rules?</p> <p>If yes, are content and use rules consistent with the articulated community-based purpose of the applied-for gTLD?</p>	
Definitions		

<p>“Content and use” means the restrictions stipulated by the registry as to the content provided in and the use of any second-level domain name in the registry.</p>	<p>Consider the following:</p> <ul style="list-style-type: none"> · Are the content and use rules consistent with the applicant’s mission statement? 	<p>[20(e)] C) Content and Use</p> <p>UNCRC encourages the development of appropriate guidelines:</p> <p>According to Article 17 of the UNCRC, it encourages the development of appropriate guidelines for the protection of the child from information and material injurious to his or her well-being, bearing in mind the provisions of articles 13 and 18.</p> <p>The DotKids Foundation has developed a set of Guiding Principles as described above in A) and will continue to refine such Guiding Principles under the guidance of the community. It is mandatory for all .kids registrants to adhere to the Guiding Principles. Violation of the principles, whether or not intentionally by the registrant, especially if such violation results in the proliferation of materials likely to harm and disturb kids, will be grounds for cancelation, suspension and takedown of the domain name.</p> <p>The DotKids Foundation, along with children information experts, will further develop guidelines for registrants in the creation of kids-friendly content. For example, the use of kids-friendly language, graphics and</p>
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		<p>presentation formats.</p> <p>While the protection of children against harmful information is important, the DotKids Foundation deeply understand that under UNCRC, children shall have basic human rights:</p> <p>According to UNCRC Article 13, the child shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of the child's choice.</p> <p>Under the guidelines developed by The DotKids Foundation, children are entitled to the freedom to express opinions and to have a say in matters affecting their social, economic, religious, cultural and political life.</p> <p>More importantly, that underlines an important principle of the .kids TLD to refrain from unnecessary censorship. The framework for enforcement of the Guiding Principles is further discussed below.</p> <p>In addition, as per our responses to #20(e) regarding registry policies a Senior Expert Group has been formed. Between the experts</p>
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		<p>are decades of experience in child rights and child protection in a global context. The Senior Expert Group is working together, contributing as representative of their organizations and/or in their individual capacities, towards the drafting of the Kids-Friendly Content Guidelines and Best Practices (KFC Guidelines) as contemplated in the original application by the DotKids Foundation, in particular policies and rules for content and use consistent with the articulated community-based purpose of the .kids Community gTLD.</p> <p>We trust that you understand that these guidelines necessarily evolve over time, and that their validity with respect to the Community gTLD application is not diminished by the fact that the application itself provides clear framework and indication that these guidelines are to be revised by the community from time-to-time as appropriate to establish the “.kids” as a kids-friendly namespace on the Internet, consistent with the goals of the Community gTLD program established by ICANN.</p> <p>The support for and development of the following draft KFC Guidelines demonstrates the commitment from DotKids Foundation to follow through with the framework set out in the community gTLD application (in response to #20e). This will also be crucial for the .kids gTLD’s content to remain coherent to the Content and Use criteria under Registration Policies Criterion #3.</p> <p>Furthermore, this draft KFC Guidelines serve to substantiate and evidence that the framework provided by the application on registration policies is adequate and consistent with the purpose to encourage kids-friendly and kids-safe content, while the process through</p>
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which these guidelines are developed demonstrate the accountability to the community for which DotKids Foundation serves.

Kid-Friendly Content Guidelines (KFC Guidelines) DRAFT 2015-09

DotKids Foundation with the mission and vision to create a child-friendly Internet via the top level domain (TLD) namespace “.kids”, endeavors to have all materials and information within our TLD space to be child-friendly. Hence, the below content guideline sets the basic requirement and outlines the prohibited content. All registrants are obliged to strictly comply to these content guidelines. Any observation or reports of inappropriate materials or misconduct described below within the registered domain online will be subject to the take-down mechanism.

A. Prohibition of Illegal and Inappropriate Materials:

- Child Abuse Images and Pornography
 - The use, procuring or offering of a child for prostitution, for the production of pornography or for pornographic performances; Adult or mature content with obscene materials containing explicit description or display of sexual organs or activity; Any content or language that promotes the conduct of such activities shall also be prohibited.
- Tobacco and Alcohol
 - Any content that promotes the consumption, or related to the

selling activities of tobacco and alcohol shall be prohibited.

- Drugs
 - Any content that promotes the consumption, or related to the selling activities of illicit drugs that will have detrimental effect on the health of children shall be prohibited.
- Child Labour, Trafficking & Soldiers
 - Any content that contains and promotes the use, procuring or offering of a child for illicit activities, in particular for the production and trafficking of drugs as defined in the relevant international treaties shall be prohibited.
 - Not all work done by children should be classified as child labour that is to be targeted for elimination. According to the definition of child labour of International Labour Organisation, we discourage content encouraging children to participate in work which is:
 - ◆ Mentally, physically, socially or morally dangerous and harmful to children either because of its nature or because of the conditions in which it is carried out;
 - ◆ Interferes with their education by:
 1. depriving them of the opportunity to attend school;
 2. obliging them to leave school prematurely; or
 3. requiring them to

		<p>attempt to combine school attendance with excessively long and heavy work;</p> <ul style="list-style-type: none">◆ All forms of slavery or practices similar to slavery, such as the sale and trafficking of children, debt bondage and serfdom and forced or compulsory labour, including forced or compulsory recruitment of children for use in armed conflict;● Gambling<ul style="list-style-type: none">■ Any illegal gambling activities or simulation involving actual currencies shall be prohibited● Violence<ul style="list-style-type: none">■ Any verbal or pictorial aggression depicting the intentional use of physical force or power against, threatening or intimidating others which either results in or has a high likelihood of resulting in injury, death, psychological harm, mal-development, or deprivation shall be prohibited.● Childhood commercialization <p>B. Privacy:</p> <ul style="list-style-type: none">● Content providers should not collect any personally identifiable information (such as but not limited to identity number, telephone number, home address) from children under 18 years old without their parents or legal guardians' written consent.● Any non-personal information collected shall also be kept confidential to avoid the susceptibility
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- of the child user to be identified and targeted for any criminal activities.
- Any personal information or data collected should not be transferred without clients and clients parents' consent.

C. Rights to Survival:

- Any content that encourages the suicidal act of a child, or instigate the concept of self-destruction, or harmful behaviours that results in injuries or negative effect on their healthy development shall be prohibited.
- Any content that encourages injury of others and/or violation of human rights and others properties should not be allowed.

**Kids-Friendly Content Best Practices
DRAFT 2015-09**

A child-friendly cyberspace should contribute to the positive development and well-being of children around the world and value child voice and participation. While the Child-Friendly Content Guideline provides the baseline of the prohibited materials on “.kids” websites. This Child-Friendly Content Best Practices further offer reference for developing a child-friendly cyberspace, which aims to encourage content providers to deliver appropriate and child-friendly information for children.

The fundamental principles of DotKids Foundation are based on the well-recognized and the most ratified universal treaty, United Nations Convention on the Rights of the Child (UNCRC), to protect, promote the rights as well as ensure the best interest of children. Below

are the related articles of UNCRC that set the principles which guides the operation and policy development of the Foundation.

- Children’s right to information access (Article 17)
- Best interests of children (Article 3)
- Non-discrimination for every child (Article 2)
- Listening to children and respecting their views (Article 12)
- Protect supportive nurturing, and child-friendly environments (Articles 28, 29, 30, 35)
- Participation of children in community life (Articles 13, 30, 32, 33, 37)

A. Non-Discrimination

- Content or language that provoke any kind of discrimination which may interfere with the psychological emotions and development of child users is discouraged.
- Content providers are encouraged to facilitate and develop as well as distribute their content in ways that are equally-accessible to children that are physically disabled.

B. Marketing & Advertising

- Any marketing and advertising activities shall support and respect children’s rights with UNCRC as the fundamental principles.
- Registrants shall dedicate effort in ensuring any products or

services offered through the .kids domain space is safe.

C. Content Categorization

- While the maturity and susceptibility to risks between different age-ranges of children differ, content providers are encouraged to clearly indicate the appropriateness of their content to respective age groups or their specific targeted age group on their websites.

D. Security

- Sufficient reminders and warnings to the children users shall be given in special circumstances that might offer risks to their well-being, Examples include a reminder to not disclose their personal information or to seek adult supervision to participate.

E. Policy Development

- Specific policy and appropriate guidelines that are tailored in consideration of the uniqueness of children shall be developed within the operation of the registered namespace.

F. Children Participation

- The opinion of children shall be taken into account in matters that affect and related to them in order to enhance their best interest.
- Registrants are encouraged to engage children and seek their opinion on the development of

		<p>their contents and websites to maximize the child-friendliness of it.</p> <ul style="list-style-type: none"> ■ Registrants are encouraged to develop space on the website which allows the participation of children and provides a platform for child voice. <p>G. Multi-Stakeholder Collaboration Registrants are encouraged to work with different parties to ensure and realize a child-friendly Internet. Achieving a child-friendly space may require a collaborated effort among different stakeholders such as teachers, parents, child-development experts, and child advocates.</p> <hr/> <p>We wanted to stress that the KFC Guidelines & Best Practices are evolving documents based on the discussion of the stakeholders. By engaging the wider community on the policy,</p>
<p>Criterion 3-C Guidelines</p> <p>With respect to “Content and Use,” scoring of applications against these subcriteria will be done from a holistic perspective, with due regard for the particularities of the community explicitly addressed. For example, an application proposing a TLD for a language community may feature strict rules imposing this language for name selection as well as for content and use, scoring 1 on both B and C above. It could nevertheless include forbearance in the enforcement measures for tutorial sites assisting those wishing to learn the language and still score 1 on D. More</p>		

<p>restrictions do not automatically result in a higher score. The restrictions and corresponding enforcement mechanisms proposed by the applicant should show an alignment with the community-based purpose of the TLD and demonstrate continuing accountability to the community named in the application.</p>		
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3-D Enforcement

AGB Criteria	Evaluation Guidelines	DotKids Foundation's Application
Scoring		
<p>Enforcement 1= Policies include specific enforcement measures (e.g. investigation practices, penalties, takedown procedures) constituting a coherent set with appropriate appeal mechanisms 0= Policies do not fulfill the requirements for a score of 1</p>	<p>The following question must be scored when evaluating the application:</p> <p>Do the policies include specific enforcement measures constituting a coherent set with appropriate appeal mechanisms?</p>	
Definitions		
<p>“Enforcement” means the tools and provisions set out by the registry to prevent and remedy any breaches of the conditions by registrants.</p>	<p>“Coherent set” refers to enforcement measures that ensure continued accountability to the named community, and can include investigation practices, penalties, and takedown procedures with appropriate appeal mechanisms. This includes screening procedures for registrants, and provisions to prevent and remedy any breaches of its terms by registrants.</p> <p>Consider the following: Do the enforcement measures include:</p>	<p>[20(e)]D) Enforcement</p> <p>First of all, eligibility requirements are enforced upon the submission of a .kids registration request before being accepted. The registration request must contain either a verifiable code obtained from a community member organization or have a community member organization as a contact of the domain name registration. When it cannot be verified immediately, the Registry may request for relevant documentary</p>

	<ul style="list-style-type: none"> · Investigation practices · Penalties · Takedown procedures (e.g., removing the string) · Whether such measures are aligned with the community- based purpose of the TLD · Whether such measures demonstrate continuing accountability to the community named in the application 	<p>proof as explained in A) above.</p> <p>The process ensures that all accepted applications will be automatically verified in the domain registration process. The Registry is dedicated to working closely with all kids community organizations to ensure that such process may be enforced efficiently. As an example, the Registry will provide web tools for organizations to either provide their member organization and membership information so we may check against or provide tools to easily produce a code for their members to register a .kids domain.</p> <p>A Protection Scheme is developed and designed with the purpose of striking a balance between protecting kids from unwanted materials (UNCRC Article 17) and the freedom of expression online (UNCRC Article 13).</p> <p>Details of the Protection Scheme is included in the response to question 18c above: 4. Protection Scheme.</p> <p>Open Compliant Platform and Immediate Process</p> <p>Every netizen can file a complaint via the online portal with clear indication of the point of</p>
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inappropriate content. The online portal enables all Internet users to contribute on building a kids-friendly Internet space at ease.

Our initial projection of the number of domains is less than 5,000 within a 3-year period, so we do not expect an overwhelming number of abusive cases. Even with 10% of abusive rate over 3 years, our members would only receive a case approximately every 3 days. We understand the importance of prompt action against abusive materials, therefore when the content is clearly abusive, the domain would be taken down within 24 hours with over 5 Red Ratings.

Our members would need to spend time on those cases where it might be borderline, or require more in-depth discussion, we would allow a longer time of voting period to decide the actions taken on those domains.

Since the reporter of the abusive content would need to point out the exact page of the abusive content, it would only take at most a few minutes for our members, who are themselves expert in the children's rights community, to determine whether the content is abusive.

Representative Decision of the Community

The Protection Scheme is best maintained by children's rights experts around the world - who are members of the DotKids Foundation governance structure. We understand that there would be cultural differences as to what harmful material are in the eyes of people, however, the children right experts with a long experience of defending rights of children, would know the best.

The online portal would be the most cost efficient way as well as effective way for us to reach to our members globally within a matter of seconds. Moreover, we understand that it would be physically difficult to have our members in present to vote on websites whether they have harmful content to kids. The online portal is the best way to aggregate the information and have allow our members to have flexibility to vote any time they can within the voting period. This platform is scalable, especially because this can be used with 10 members, or 10,000 members. The DotKids foundation would only need to handle the administrative process for each organisation, but not for using the resources to host a voting meeting every time.

As the DotKids Foundation grows, we expect the Monitoring Committee to grow as well. It is reasonable to expect that as the “.kids” TLD grows, the interest and willingness of organizations and volunteers to participate in the Monitoring Committee would grow as well. We have set the preliminary takedown limit as 5 votes from our members. With the growing interest and size of the domain, we expect this number would be reviewed periodically. Eventually, we would hope that it would be around 3% of our total members that would constitute a significant action and representation from our members. The low threshold represents a conservative approach towards reasonably strong protection towards the content in our domain.

Appeal Mechanism

An Appeal Mechanism is in place to allow registrants to reverse the domain taken down and a specific Appeal Committee is set up by members of the Foundation along with qualified children’s rights professionals that are independent from the Monitoring Committee. The Appeal Committee will re-elect its constituencies every year to ensure a fair process. An Appeal Request must be submitted to the Appeal Committee

		<p>within 30 calendar days after the Protection Scheme result notification to the registrant based on the Protection Scheme. The Appeal Committee will then review the case again and go through the process and guidelines of the Protection Scheme to determine if the Appeal should be sustained. The decision of the Appeal Committee will be final. While the Appeal Request is in process, the domain will remain at the stage of the action undertaken per the Protection Scheme as a precaution to avoid the exposure of harmful materials to kids.</p>
<p>Criterion 3-D Guidelines</p>		
<p>With respect to “Enforcement,” scoring of applications against these subcriteria will be done from a holistic perspective, with due regard for the particularities of the community explicitly addressed. For example, an application proposing a TLD for a language community may feature strict rules imposing this language for name selection as well as for content and use, scoring 1 on both B and C above. It could nevertheless include forbearance in the enforcement measures for tutorial sites assisting those wishing to learn the language and still score 1 on D. More restrictions do not automatically result in a higher score. The restrictions and corresponding enforcement mechanisms proposed by the applicant should show an alignment with the community-based purpose of the TLD and demonstrate</p>		

continuing accountability to the community named in the application.		
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Criterion #4: Community Endorsement

This section evaluates community support and/or opposition to the application. Support and opposition will be scored in relation to the communities explicitly addressed in the application, with due regard for communities implicitly addressed by the string.

Measured by

- 4-A Support
- 4-B Opposition

A maximum of 4 points is possible on the Community Endorsement criterion and each sub-criterion (Support and Opposition) has a maximum of 2 possible points.

4-A Support

AGB Criteria	Evaluation Guidelines	DotKids Foundation's Application
Scoring		
<p>Support: 2= Applicant is, or has documented support from, the recognized community institution(s)/member organization(s), or has otherwise documented authority to represent the community 1= Documented support from at least one group with relevance, but insufficient support for a score of 2 0= Insufficient proof of support for a score of 1</p>	<p>The following questions must be scored when evaluating the application:</p> <p>Is the applicant the recognized community institution(s) or member organization(s)?</p> <p>To assess this question please consider the following:</p> <p>Consider whether the community institution or member organization is the clearly recognized representative of the community.</p> <p>Consider whether there is more than one recognized community institution or member organization.</p> <p>Does the applicant have documented support from the recognized community institution(s)/member organization(s) to</p>	

	<p>represent the community?</p> <p>Does the applicant have documented authority to represent the community?</p> <p>Does the applicant have support from at least one group with relevance?</p> <p>Instructions on letter(s) of support requirements are located below, in Letter(s) of support and their verification</p>	
Definitions		
<p>“Recognized” means the institution(s)/organization(s) that, through membership or otherwise, are clearly recognized by the community members as representative of that community.</p>		
<p>“Relevance” and “relevant” refer to the communities explicitly and implicitly addressed. This means that opposition from communities not identified in the application but with an association to the applied for string would be considered relevant.</p>	<p>The institution(s)/organization(s) could be deemed relevant when not identified in the application but has an association to the applied-for string.</p>	<p>[20 (b)] Relations to the community and its constituent groups Community support is a key element of the success of the DotKids foundation. We have gathered support from various parts of the world, including Asia, Europe, North America, South America and Africa etc. We will continue to outreach to and engage with the community as the .kids Registry develops.</p> <p>Some of the many endorsements Received to Date: - Child Rights Coalition Asia (CRC Asia), Asia - Child Rights Information Center Moldova</p>

		<ul style="list-style-type: none">- The Smart Internet Foundation, Russia- Internet Learning Support Centre (ILSC), Hong Kong- Alliance for Children's Commission, Hong Kong:- Against Child Abuse- Baby Friendly Hospital Initiative Hong Kong Association (BFHIHKA)- Caritas Family Crisis Line & Education Centre, Children Counseling Services- Children Rights Association- Caritas Youth & Community Service Head Office- Chinese YMCA of Hong Kong - Hin Keng Centre- Evangelical Lutheran Church of Hong Kong Social Service Head Office- The Hong Kong Childhood Injury Prevention and Research Association- Hong Kong College of Paediatricians- Hong Kong Committee for UNICEF- Hong Kong Committee on Children's Rights (HKCCR)- Hong Kong Council of Early Childhood Education and Services- Hong Kong Down Syndrome Association- Hong Kong Society for the Protection of Children- Playright Children's Play Association- Society for Community Organization
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		<ul style="list-style-type: none"> - Suen Mei Speech & Hearing Centre - The Boys' and Girls' Clubs Association of Hong Kong - The Hong Kong Council of Social Service - TREATS - Save the Children Hong Kong - Kids' Dream - Ms Chan C.Y. Eliza - Mr Ken Chan - Dr Cheung Chiu Hung, Fernando - Dr Kwok Ka Ki - Mrs Priscilla Lui - Mrs Mak Yau Mei Siu, Teresa <p>While we have people from the community in our working group, plus the necessary endorsement, .kids have mechanisms in place that ensure our accountability to the community.</p> <p>[20(f)] Endorsement List</p>
<p>Criterion 4-A Guidelines</p>		
<p>With respect to "Support," it follows that documented support from, for example, the only national association relevant to a particular community on a national level would score a 2 if the string is clearly oriented to that national level, but only a 1 if the string implicitly addresses similar communities in other nations.</p> <p>Also with respect to "Support," the plurals in brackets for a score of 2, relate to cases of multiple institutions/organizations. In such</p>	<p>Letter(s) of support and their verification:</p> <p>Letter(s) of support must be evaluated to determine both the relevance of the organization and the validity of the documentation and must meet the criteria spelled out below. The letter(s) of support is an input used to determine the relevance of the organization and the validity of the documentation.</p>	

<p>cases there must be documented support from institutions/organizations representing a majority of the overall community addressed in order to score 2.</p> <p>The applicant will score a 1 for “Support” if it does not have support from the majority of the recognized community institutions/member organizations, or does not provide full documentation that it has authority to represent the community with its application. A 0 will be scored on “Support” if the applicant fails to provide documentation showing support from recognized community institutions/community member organizations, or does not provide documentation showing that it has the authority to represent the community. It should be noted, however, that documented support from groups or communities that may be seen as implicitly addressed but have completely different orientations compared to the applicant community will not be required for a score of 2 regarding support.</p> <p>To be taken into account as relevant support, such documentation must contain a description of the process and rationale used in arriving at the expression of support. Consideration of support is not based merely on the number of comments or expressions of support received.</p>	<p>Consider the following: Are there multiple institutions/organizations supporting the application, with documented support from institutions/organizations representing a majority of the overall community addressed?</p> <p>Does the applicant have support from the majority of the recognized community institution/member organizations?</p> <p>Has the applicant provided full documentation that it has authority to represent the community with its application?</p> <p>A majority of the overall community may be determined by, but not restricted to, considerations such as headcount, the geographic reach of the organizations, or other features such as the degree of power of the organizations.</p> <p>Determining relevance and recognition</p> <p>Is the organization relevant and/or recognized as per the definitions above?</p> <p>Letter requirements & validity</p> <p>Does the letter clearly express the organization’s support for or non-objection to the applicant’s application?</p> <p>Does the letter demonstrate the organization’s understanding of the string being requested?</p> <p>Is the documentation submitted by the</p>	
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	<p>applicant valid (i.e. the organization exists and the letter is authentic)?</p> <p>To be taken into account as relevant support, such documentation must contain a description of the process and rationale used in arriving at the expression of support. Consideration of support is not based merely on the number of comments or expressions of support received.</p>	
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4-B Opposition

AGB Criteria	Evaluation Guidelines	DotKids Foundation's Application
Scoring		
<p>Opposition: 2= No opposition of relevance 1= Relevant opposition from one group of non-negligible size 0= Relevant opposition from two or more groups of non-negligible size</p>	<p>The following question must be scored when evaluating the application:</p> <p>Does the application have any opposition that is deemed relevant?</p>	
Definitions		
<p>"Relevance" and "relevant" refer to the communities explicitly and implicitly addressed. This means that opposition from communities not identified in the application but with an association to the applied for string would be considered relevant.</p>	<p>Consider the following: For "non-negligible" size consider:</p> <ul style="list-style-type: none"> · A web search may help determine relevance and size of the objecting organization. · If there is opposition by some other reputable organization, such as a quasi-official, publicly recognized organization or a peer organization? 	<p>No objection has been received.</p>

	<ul style="list-style-type: none"> · If there is opposition from a part of the community explicitly or implicitly addressed? 	
<p>Criterion 4-B Guidelines</p>		
<p>When scoring “Opposition,” previous objections to the application as well as public comments during the same application round will be taken into account and assessed in this context. There will be no presumption that such objections or comments would prevent a score of 2 or lead to any particular score for “Opposition.” To be taken into account as relevant opposition, such objections or comments must be of a reasoned nature. Sources of opposition that are clearly spurious, unsubstantiated, made for a purpose incompatible with competition objectives, or filed for the purpose of obstruction will not be considered relevant.</p>		

Verification of letter(s) of support

Additional information on the verification of letter(s) of support:

- Changes in governments may result in new leadership at government agencies. As such, the signatory need only have held the position as of the date the letter was signed or sealed.
- A contact name should be provided in the letter(s) of support or non-objection.
- The contact must send an email acknowledging that the letter is authentic, as a verbal acknowledgement is not sufficient.
- In cases where the letter was signed or sealed by an individual who is not currently holding that office or a position of authority, the letter is valid only if the individual was the appropriate authority at the time that the letter was signed or sealed.