



The Internet Corporation for Assigned Names and Numbers

21 December 2015

Alan Greenberg  
Chair, At-Large Advisory Committee

Re: ICANN and Consumer Trust

Dear Alan:

Thank you for your letter dated 2 December 2015. Following discussions with senior staff, I am happy to address the questions you posed regarding consumer trust and its importance at ICANN. Your questions and ICANN's responses are set forth below.

1. Consumer Safeguard Director

Q: ALAC would like to know what the progress is in creating or filling this post of Consumer Safeguards Director. Specifically, has the position been budgeted, defined, and is there a current hiring process?

A: Yes, we are committed to filling this position. The process has taken a bit longer than originally expected. However, we have identified and are engaging with promising candidates, and we are optimistic that will be able to fill this position, or announce that we have settled on a candidate, by the ICANN 55 meeting in Marrakech.

2. Consumer trust as a goal of ICANN's contractual compliance department

Q: We would like confirmation that as per the Contractual Compliance Mission "To preserve the security, stability and resiliency of the Domain Name System and to promote consumer trust," consumer trust is indeed among the primary goals of the department.

A: Yes, ICANN confirms that promoting consumer trust is a key part of the mission statement and is fundamental to the mission of our Contractual Compliance department. The Contractual Compliance department recognizes that a number of the safeguards embedded in provisions of ICANN's agreements with contracted parties, such as the New gTLD Registry Agreement and the 2013 RAA, are specifically targeted at safeguarding registrants and Internet users, and that the department's work in enforcing these contracts serves those goals. In addition, Allen made a commitment when he was appointed to the position of Chief Contract Compliance Officer to look for ways that ICANN can help safeguard Internet users and registrants by working with others in the multistakeholder community to strengthen consumer and business protections, to



build trust and to advance the reputation of the domain name industry, and he has been working to achieve those objectives.

As evidence that the Contractual Compliance department takes consumer trust seriously, we have engaged in the following activities, among others:

In his conversation with NARALO at ICANN 54, Allen gave examples of organizations devoted to promoting consumer trust on the Internet with whom he has met, citing the Center for Safe Internet Pharmacies (CSIP) and LegitScript, two nonprofits that are working to combat so-called rogue pharmacies.

Allen also convened a panel at ICANN 54 at which representatives of several organizations involved in activities promoting consumer trust made presentations. Those organizations included CSIP and LegitScript as well as the Business Action to Stop Counterfeiting and Piracy (BASCAP), an International Chamber of Commerce project; abuse.ch, which monitors and analyzes malware and other security threats; the Internet Watch Foundation, a U.K. body that works to report and remove online child sexual abuse content; The ShadowServer Foundation, which gathers intelligence and works to mitigate malware, botnets and security threats; the Registrar of Last Resort, a special function registrar established for the purpose of housing malicious domains that have been subject to takedowns as a result of botnets and other malicious activities; and the Alliance For Safe Online Pharmacies.

Allen has also reached out to RxRights, a national coalition of individuals and organizations dedicated to raising awareness and spurring action around safe prescription drug importation.

He has also engaged with the Public Safety Working Group at ICANN, which works to ensure that the DNS and domain name registrations are not used to propagate, enhance, or further unlawful activity, abuse, consumer fraud, deception or malfeasance and/or violations of law, and supports the ability of public safety organizations to investigate, prevent, attribute, and disrupt unlawful activity, abuse, consumer fraud, deception or malfeasance and/or violations of national law that involve the DNS and domain name registrations.

Allen has also met with representatives of a variety of governmental agencies working to safeguard and protect consumers from illegal, fraudulent and abusive activity online, including the FDA, FTC, DEA, FBI, Interpol and Europol, among others.

As Allen discussed with NARALO at ICANN 54, the Contractual Compliance department developed and posted on [icann.org](http://icann.org) a video and graphic, specifically targeted to consumers, explaining the contractual compliance function at ICANN and providing guidance on how to file a complaint with contractual compliance. As he explained at ICANN 54, the video is one



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of the most viewed videos ever posted on ICANN's website. It is available in English, Arabic, French, Japanese, Korean, Russian and Spanish.

3. Outreach from ICANN's contractual compliance department to ALAC

Q: You noted that Allen's blog entitled "Community Outreach On Interpretation and Enforcement of the 2013 RAA" stated that Allen has held a number of meetings and telephone calls since ICANN 52, including with members of the Registrar Stakeholder Group, representatives of the IPC and intellectual property owners and members of civil society, and you requested that ALAC be included in this consultation.

A: Allen has confirmed that he is happy to include ALAC in these consultations and will reach out to you to schedule an appropriate time for discussions.

4. Outreach from ICANN's contractual compliance department to consumer groups.

Q: You noted that when Allen was asked at ICANN 54 to identify consumer organizations with which he has met, Allen named a number of government agencies and industry lobbying groups but that he apparently had not met with consumer groups, and asked that this lack of consultation be remedied.

A: At ICANN 54, Allen named several groups which have consumer interests as a key part of their mission with which he has consulted. Allen has confirmed with me that he plans to continue and expand this outreach. Allen would welcome any suggestions from ALAC for consumer groups that he should talk to, as well as your thoughts about the direction those discussions might take, and in particular, contacts within those groups who you believe have an interest in issues related to ICANN.

I hope this information is helpful to you. We look forward to continuing our dialogue with ALAC/At-Large. Thank you and your colleagues who are helping us excel in our mission.

Sincerely,

Fadi Chehadé

President and CEO  
ICANN

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