

# 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
<p>Scoring</p> <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>The community is clearly delineated:</p> <ul style="list-style-type: none"> <li>• United Nations Convention on the Rights of the Child (UNCRC)</li> <li>• Kids: under age of 18</li> <li>• 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. 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, Children-Led groups and alliances, which together are considered the children rights community.</li> </ul> <p>There are many entities mainly dedicated to the community, e.g. UNICEF, Save the Children, Child Welfare League of America, and other international, national and local organizations.</p>

		<p>The entities dedicated to the community have many documented evidence of community activities, e.g. the UNCRC sessions (<a href="http://www.ohchr.org/EN/HRBodies/CRC/Pages/CRCIndex.aspx">http://www.ohchr.org/EN/HRBodies/CRC/Pages/CRCIndex.aspx</a>), the Universal Children’s Day (<a href="http://www.un.org/en/events/childrenday/">http://www.un.org/en/events/childrenday/</a>), and many other international, national and local activities.</p> <p>Note that “the entity” here refers to entities within the community and not the applicant (DotKids Foundation). Nevertheless, since formation and submission of the new gTLD application in 2012, DotKids have already started participating and contributing to many of the activities, including having been invited to meet with the UNCRC, participated at children rights advocacy at the European Union, at the IGF, etc.</p> <p>The community has been active since well before September 2007.</p>
Definitions		
<p>“Community” - Usage of the expression “community” has evolved considerably from 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>The “community,” as it relates to Criterion #1, refers to the stated community in the application.</p> <p>Consider the following:</p> <p><input type="checkbox"/> <input type="checkbox"/> Was the entity established to administer the community?</p> <p><input type="checkbox"/> <input type="checkbox"/> Does the entity’s mission statement clearly identify the community?</p> <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>It is unclear whether the question “was the entity established” refers to entities in the community as per the above or the registry entity. Given the requirements in the AGB one would interpret “entity” used here as consistent with above, i.e. entities in the community.</p> <p>In response therefore:</p> <p>Because there are many entities none of which could be said to have been established to “administer the community”. Many of the international, national and local community organizations work together in the community. One unifying instrument is the UNCRC, which is ultimately important, but the true calling that brings the community together is the concern for the well being of kids.</p> <p>All of the entities in the community clearly identify the community.</p> <p>In addition DotKids Foundation also considers itself as a part of the community and its mission statement also clearly identifies the community.</p> <p>References in the DotKids Application:</p>

[18(a)]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.

[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.

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](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.

[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

		<p>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. (<a href="http://www.itu.int/en/council/cwg-cop/Pages/eighth.aspx">http://www.itu.int/en/council/cwg-cop/Pages/eighth.aspx</a>)</p>
<p>"Delineation" relates to the membership of a community, where a clear and straight-forward membership definition scores high, while an unclear, dispersed or unbound definition scores low.</p>	<p>"Delineation" also refers to the extent to 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 members are well aware of the community and recognize the boundaries of the community. There is clear recognition and solidarity among community members, including both kids themselves as well as children rights and children welfare organizations, children-led groups and alliances.</p> <p>There is straightforward delineation:</p> <p>Kids are defined by the UNCRC as persons under 18 years of age.</p> <p>Children rights community organizations are clearly identifiable by their mission and their alignment with the principles of the UNCRC.</p> <p>Kids under 18 have special privileges and needs protected by law and also as articulated in the UNCRC.</p> <p>References in the DotKids Application:</p> <p>[20(a)]Clear Delineation of Kids 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. (<a href="http://www2.ohchr.org/english/law/crc.htm">http://www2.ohchr.org/english/law/crc.htm</a>) 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</p>

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/cyberschoolbus/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 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

		<p>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>[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><b>The community has been active since well before the new gTLD policy recommendations were completed in September 2007.</b></p> <p><b>References in the DotKids Application:</b></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 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</p>	<p><b>There are many entities mainly dedicated to the community with evidence of community activities.</b></p> <p><b>References in the DotKids Application:</b></p>

	<p>purposes/functions of the entity is to administer a community or a community organization.</p> <p>Consider the following:</p> <p><input type="checkbox"/> <input type="checkbox"/> Was the entity established to administer the community?</p> <p><input type="checkbox"/> <input type="checkbox"/> Does the entity's mission statement clearly identify the community?</p>	<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 &amp; 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 (and government institutions) participate to report on the children's rights situation in their own countries. (<a href="http://www.ohchr.org/EN/HRBodies/CRC/Pages/CRCIndex.aspx">http://www.ohchr.org/EN/HRBodies/CRC/Pages/CRCIndex.aspx</a>) 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. (<a href="http://childrightscoalitionasia.org/about-us/what-we-do/activities/">http://childrightscoalitionasia.org/about-us/what-we-do/activities/</a>)</p> <p>[20(c)] The DotKids Foundation, ourselves, have 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.</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</p>		<p>The DotKids application satisfactorily demonstrates all three relevant</p>

<p>“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 “Delineation,” if an application satisfactorily demonstrates all three relevant parameters (delineation, pre-existing and organized), then it scores a 2.</p>		<p>parameters:</p> <ul style="list-style-type: none"> <li>• Delineation: clearly and straightforwardly delineated (well defined under UNCRC)</li> <li>• Pre-Existing: Many community organizations were existing well before September 2007</li> <li>• Organized: Many community organizations, international, national and local dedicated to the community.</li> </ul>
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## 1-B Extension

AGB Criteria	Evaluation Guidelines	DotKids Foundation’s Application
<p>Scoring</p> <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>	<p>The community is of considerable size:</p> <ul style="list-style-type: none"> <li>• Kids represent 30-35% of the global population</li> <li>• There are more than 3,000 children rights community organizations around the world</li> </ul> <p>The community demonstrates longevity:</p> <ul style="list-style-type: none"> <li>• Kids continue to be born, and the community continue to evolve as new born arrives and kids grow beyond 18 years of age</li> <li>• As long as there are kids, they 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.</li> </ul>

		<p>While the community is geographically global, it is unified in solidarity with a cohesive common purpose aligned with the principles of the UNCRC.</p>
<p>Definitions</p>		
<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>The community is large in the number of its members and has a global geographic reach with limitless foreseeable activity lifetime.</p> <p><b>References in the DotKids Application:</b></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. (<a href="http://esa.un.org/unpd/wpp/Excel-Data/population.htm">http://esa.un.org/unpd/wpp/Excel-Data/population.htm</a>) 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. 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 (<a href="https://www.crin.org/en/library">https://www.crin.org/en/library</a>), 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</p>	<p>Consider the following:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Is the designated community large in terms of membership and/or geographic dispersion?</li> </ul>	<p>The community is large in terms of both its membership and geographical dispersion.</p> <p><b>References in the DotKids Application:</b></p> <p>[20(a)]Estimated size of the community</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</p>

<p>well spread over the globe, just to mention some examples - all these can be regarded as of "considerable size."</p>		<p>Africa etc. We 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> <p><input type="checkbox"/> Is the community a relatively short-lived congregation (e.g. a group that forms to represent a one-off event)?</p> <p><input type="checkbox"/> <input type="checkbox"/> Is the community forward-looking (i.e. will it continue to exist in the future)?</p>	<p><b>The community is not a short-lived congregation. The community is forward-looking and have a limitless future to continue to exist.</b></p> <p><b>References in the DotKids Application:</b></p> <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 &amp; 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><b>Criterion 1-B Guidelines</b></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 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>		<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 (and government institutions) participate to report on the children's rights situation in their own countries.</p> <p>(<a href="http://www.ohchr.org/EN/HRBodies/CRC/Pages/CRCIndex.aspx">http://www.ohchr.org/EN/HRBodies/CRC/Pages/CRCIndex.aspx</a>)</p> <p>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.</p> <p>(<a href="http://childrightscoalitionasia.org/about-us/what-we-do/activities/">http://childrightscoalitionasia.org/about-us/what-we-do/activities/</a>)</p> <p>[20(c)] The DotKids Foundation, ourselves, have 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</p>

		<p>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><b>The community demonstrates both community size and longevity.</b></p>
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## 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		
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>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>	<p>The string matches the name of the community as it is known by the community and by the public in general.</p> <p>The name matches many names of organizations dedicated to the community, e.g. Kids Dream, Street Kids Rescue, Kids of Africa, etc.</p> <p>The word "children" is also commonly used, however, "kids" is especially used for engaging kids, the target community, e.g. <a href="http://www.unicef.de/kids">www.unicef.de/kids</a>, <a href="http://www.unicef.be/kids">www.unicef.be/kids</a>, <a href="http://www.unicef.org.co/kids">www.unicef.org.co/kids</a>, etc.</p>
Definitions		
"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.	"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>Many individuals outside of the community itself refer to the community or its members as "kids". The name is well recognized by official and publicly recognized institutions such as the UNICEF and many national and local authorities.</p> <p>The community is global. While "kid" in the English language may be used to refer to a young goat, the use of ".kids" is generally expected by Internet users to be related to the community of the applicant. Therefore it is not over-reaching substantially.</p>
"Identify" means that the applied for string closely describes the community or the community members, without over-reaching substantially beyond the community.	<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>Based on Internet search results presented in the application, we have shown that the string clearly identifies the community and is well known by others.</p>

	<p><input type="checkbox"/> <input type="checkbox"/> 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?</p> <p><input type="checkbox"/> <input type="checkbox"/> An Internet search should be <input type="checkbox"/> utilized to help understand whether the string identifies the community and is known by others.</p> <p><input type="checkbox"/> <input type="checkbox"/> Consider whether the application mission statement, community responses, and websites align.</p>	<p><b>The mission statement, community responses and websites of community members align well with the community as defined.</b></p> <p><b>References in the DotKids Application:</b></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>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 "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"> <li>- www.unicef.de/kids</li> <li>- www.unicef.be/kids</li> <li>- www.unicefkids.org.br</li> <li>- www.unicef.org.co/kids</li> </ul> <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"> <li>1. Our community member's using the same string to define themselves</li> <li>2. Unique identifier for kids and relatively short</li> <li>3. Similarity of the same spelling in other languages</li> <li>4. Prevalence of the term on the Internet</li> </ol> <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 kids/child-related organizations in the different continents, demonstrating the "Kids" is commonly known by others as the identification / name of the community:</p> <p>Examples From Asia</p> <ul style="list-style-type: none"> <li>- Kids' dream (<a href="http://www.kidsdream.org.hk">http://www.kidsdream.org.hk</a>)</li> </ul> <p>Hong Kong Child-led organization focus on children rights</p>
<p><b>Criterion 2-A Guidelines</b></p>		
<p>With respect to "Nexus," for a score of 3, 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>		

- 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.

[20(d)] 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

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".

**The applied for string, ".kids" is commonly known by others as the name of the community.**

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

## 2-B Uniqueness

AGB Criteria	Evaluation Guidelines	DotKids Foundation's Application
<p>Scoring</p> <p>Uniqueness: <input type="checkbox"/>1=String has no other significant meaning beyond identifying the community described in the application. <input type="checkbox"/>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>	<p>The string “kids” have no other significant meaning beyond identifying the community described in the application.</p> <p>The public in general will immediately think of the applying community when thinking of the applied for string “kids”.</p>
<p>Definitions</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>The public in general will immediately think of the applying community when thinking of the applied for string “kids”.</p> <p>The string is familiar to the public in general.</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"> <li><input type="checkbox"/> Will the public in general immediately think of the applying community when thinking of the applied-for string?</li> <li><input type="checkbox"/> If the string is unfamiliar to the public in general, it may be an indicator of uniqueness.</li> <li><input type="checkbox"/> Is the geography or activity implied by the string?</li> <li><input type="checkbox"/> Is the size and delineation of the community inconsistent with the string?</li> <li><input type="checkbox"/> An internet search should be utilized to find out whether there are repeated</li> </ul>	<p>The global nature and the activities in the community are implied by the string.</p> <p>The size and delineation of the community is consistent with the string. “Kids” is global in nature and is most recognized by internet users in association to the applying community.</p> <p>Internet search results presented demonstrate that while “kid” in English also means a young goat, the use of “kids” in connection with the applying community is significantly more prevalent.</p> <p>There are almost no legal entities or communities using the word “kid” in their names in reference to the meaning as a young goat. Such organizations are much more likely to use the word “goat”, e.g. American Goat Society, British Goat Society, Pygmy Goat Club, etc.</p> <p>References in the DotKids Application:</p> <p>[20(d)] 2. Unique identifier for kids and relatively short</p>

and frequent references to legal entities or communities other than the community referenced in the application.

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

Criterion 2-B Guidelines

"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. 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."

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.

There is no significant use of the term "kids" beyond identifying the community. The public in general will immediately think of the applying community when thinking of the applied for string "kids".

All contending applications for ".kid(s)" identify with the community as their target audience.

All of the contending applications indicate a commercial direction to exploit the community, and none of the contending applications indicated that they will abide by the universally accepted United Nations Convention on the Rights of the Child to extend proper protection and rights to the targeted community, further demonstrating the vulnerability of the community and the importance for proper safeguards.

### 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: <input type="checkbox"/> 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>	Eligibility for a .kids domain name is restricted to community members (and their members and entities having a verifiable nexus).
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>References in the DotKids Application:</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>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 requiring that the registrant’s physical address be</p>		<p>The community based gTLD .kids, is created to serve the community as 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.</p> <p>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</p>

<p>within the boundaries of the location.</p>		<p>kids to protect, promote and advocate their rights for their best interests.</p> <p>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.).</p> <p>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 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: <input type="checkbox"/> 1= Policies include name selection rules consistent with the articulated community-based purpose of the applied-for TLD <input type="checkbox"/> 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>	<p>Policies for .kids include name selection rules. All names registered under .kids must satisfy the Guiding Principles.</p> <p>Name selection rules are consistent with the articulated community-based purpose. Name selection rules uphold the vision for a kids-friendly and kids-safe namespace under .kids.</p>
Definitions		
<p>"Name selection" means the conditions that must be fulfilled for any second-level domain name to be</p>	<p>Consider the following:</p> <p><input type="checkbox"/> <input type="checkbox"/> Are the name selection rules</p>	<p>The Name Selection rules are consistent with DotKids' mission statement.</p>

<p>deemed acceptable by the registry.</p>	<p>consistent with the entity's mission statement?</p>	<p><b>References in the DotKids Application:</b></p> <p>[20(e)] B) Name Selection</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 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</p>		<p>The restrictions and corresponding enforcement mechanisms proposed by the applicant show an alignment with the community-based purpose of the TLD. The restrictions are based on ensuring that the names are kids-friendly and kids-safe and do not contain objectionable words that may be harmful for kids.</p> <p>The enforcement mechanism utilizes the Protection Scheme, including takedown procedures that are aligned with the community-based purpose of the TLD.</p> <p>The Protection Scheme is also administered and coordinated with community members directly involved thereby demonstrating continuing accountability to the community named in the application.</p>

purpose of the TLD and demonstrate continuing accountability to the community named in the application.		
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### 3-C Content and Use

AGB Criteria	Evaluation Guidelines	DotKids Foundation's Application
Scoring		
<p>Content and use: <input type="checkbox"/>1= Policies include rules for content and use consistent with the articulated community-based purpose of the applied-for TLD <input type="checkbox"/>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>	<p>The applicant's policies include content and use rules. All content and services provided under a registered .kids domain must adhere to the UNCRC principles and must be appropriate for children under the age of 18 (they must not contain materials related to gambling, illegal drugs, pornography &amp; obscenity, violence, alcohol, tobacco and criminal activities).</p> <p>The content and use rules are 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> <p><input type="checkbox"/> <input type="checkbox"/> Are the content and use rules consistent with the applicant's mission statement?</p>	<p>The content and use rules are consistent with the UNCRC and the applicant's mission statement.</p> <p>References in the DotKids Application:</p>
Criterion 3-C Guidelines		Guiding Principles:
<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</p>		<p>[20(e)]</p> <p>1) Strictly adhere to the UNCRC principles in the provision of content and services under the .kids domain;</p> <p>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:</p> <ul style="list-style-type: none"> <li>- Gambling</li> <li>- Illegal drugs</li> <li>- Pornography &amp; Obscenity</li> <li>- Violence</li> <li>- Alcohol</li> </ul>

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.

- 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.

[20(e)] 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 cancelation, 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

		<p>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><b>The restrictions and corresponding enforcement mechanisms proposed show a perfect alignment with the community-based purpose of the TLD to uphold the UNCRC and to encourage kids-friendly and kids-safe content.</b></p> <p>The Protection Scheme is also administered and coordinated with community members directly involved thereby demonstrating 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 <input type="checkbox"/> 1= Policies include specific enforcement measures (e.g. investigation practices, penalties, takedown procedures) constituting a coherent set with appropriate appeal mechanisms <input type="checkbox"/> 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>	<p>Specific enforcement measures constituting a coherent set with appropriate appeal mechanisms are included in the proposal.</p> <p>The Protection Scheme effectively ensures that objectionable content for kids under 18 can be effectively taken down. An Appeal Mechanism is included with due consideration by community experts is included.</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: <input type="checkbox"/> Do the enforcement measures include:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Investigation practices</li> <li><input type="checkbox"/> Penalties</li> <li><input type="checkbox"/> Takedown procedures (e.g., <input type="checkbox"/> removing the string)</li> <li><input type="checkbox"/> Whether such measures are <input type="checkbox"/> aligned with the community- <input type="checkbox"/> based purpose of the TLD</li> <li><input type="checkbox"/> Whether such measures demonstrate continuing <input type="checkbox"/> accountability to the community named in the application</li> </ul>	<p>The enforcement measures form a coherent set. The Guiding Principles incorporate the UNCRC principles and regulates both the name selection rules as well as the content and use rules. The Protection Scheme also adopts the UNCRC principles and is used for both name selection rules as well as content and use rules.</p> <p>The Protection Scheme is also administered and coordinated with community members directly involved thereby demonstrating continuing accountability to the community named in the application.</p> <p>Investigation practices are included in the Protection Scheme as well as the Appeal Mechanism. Penalties are implemented through domain suspension, takedown and/or cancellation. All such processes take into full account the UNCRC and the DotKids Guiding Principles and are fully aligned with the community-based purpose of the TLD.</p> <p>References in the DotKids Application:</p> <p>[18(c)] 4. Protection Scheme</p> <p>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:</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</p>		<p>1: Illegal Content &amp; Activities</p> <p>In the case of a complaint report filed alleging illegal content and activity, the Registry, with the support from Afiliias as the registry back-end services provider, will activate the Anti-Abuse process as described in #28 (Abuse Prevention &amp; Mitigation). If the investigation based on the Abuse Policy finds the complaint to be substantiated, the Registry, with the support from Afiliias, will act according to the Abuse Policy. If the investigation finds the complaint not to be of an abusive</p>

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.

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.

[20(e)]D) Enforcement

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 proof as explained in A) above.

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.

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 the response

to question 18c above: 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.

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.

		<p>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.</p> <p>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.</p> <p>Appeal Mechanism</p> <p>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.</p>
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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
<p>Scoring</p> <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>The applicant fully adopts the UNCRC and intends to become a recognized community institution. Currently DotKids Foundation is non-existent and is formed as a consortium of community member organizations. Member organizations of DotKids are recognized community institutions.</p> <p>There are many active and recognized member organizations in the community. Many of the most prominent International, national and local organizations are already supporters of the DotKids initiative. They include UNICEF, Save the Children, as well as Boys' and Girls' Club. Given they are international organizations and the DotKids initiative is based in Hong Kong, the support is extended through their official local offices here in Hong Kong.</p> <p>The Child Welfare League of America, another supporter, has over 700 local children rights and children welfare organizations as members, while CRC Asia represents 20 organizations across 10 countries. In total the DotKids Foundation have received the support of close to 1,000 entities from around the world for its community based application for ".kids".</p>

	<p>Does the applicant have documented support from the recognized community institution(s)/member organization(s) to 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>	<p><b>The DotKids Foundation has support from many groups with relevance.</b></p> <p><b>References in the DotKids Application:</b></p> <p>[20(a)] 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 &amp; 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.</p> <p>[20(a)] 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. (<a href="http://www.itu.int/en/council/cwg-cop/Pages/eighth.aspx">http://www.itu.int/en/council/cwg-cop/Pages/eighth.aspx</a>)</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:</p> <ul style="list-style-type: none"> <li>- Child Rights Coalition Asia (CRC Asia), Asia</li> <li>- Child Rights Information Center Moldova</li> <li>- The Smart Internet Foundation, Russia</li> <li>- Internet Learning Support Centre (ILSC), Hong Kong</li> <li>- Alliance for Children's Commission, Hong Kong:</li> <li>- Against Child Abuse</li> <li>- Baby Friendly Hospital Initiative Hong Kong Association (BFHIHKA)</li> <li>- Caritas Family Crisis Line &amp; Education Centre, Children Counseling Services</li> <li>- Children Rights Association</li> <li>- Caritas Youth &amp; Community Service Head Office</li> <li>- Chinese YMCA of Hong Kong - Hin Keng Centre</li> <li>- Evangelical Lutheran Church of Hong Kong Social Service Head Office</li> <li>- The Hong Kong Childhood Injury Prevention and Research Association</li> <li>- Hong Kong College of Paediatricians</li> <li>- Hong Kong Committee for UNICEF</li> </ul>
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>	
Criterion 4-A Guidelines		
<p>With respect to "Support," it follows that documented support</p>	<p>Letter(s) of support and their</p>	

<p>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 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</p>	<p>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>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</p>	<ul style="list-style-type: none"> <li>- Hong Kong Committee on Children’s Rights (HKCCR)</li> <li>- Hong Kong Council of Early Childhood Education and Services</li> <li>- Hong Kong Down Syndrome Association</li> <li>- Hong Kong Society for the Protection of Children</li> <li>- Playright Children’s Play Association</li> <li>- Society for Community Organization</li> <li>- Suen Mei Speech &amp; Hearing Centre</li> <li>- The Boys’ and Girls’ Clubs Association of Hong Kong</li> <li>- The Hong Kong Council of Social Service</li> <li>- TREATS</li> <li>- Save the Children Hong Kong</li> <li>- Kids’ Dream</li> <li>- Ms Chan C.Y. Eliza</li> <li>- Mr Ken Chan</li> <li>- Dr Cheung Chiu Hung, Fernando</li> <li>- Dr Kwok Ka Ki</li> <li>- Mrs Priscilla Lui</li> <li>- Mrs Mak Yau Mei Siu, Teresa</li> <li>- Media Education Center, Armenia</li> <li>- Mr. Alasdair Roy, Children and Young People Commissioner, ACT</li> <li>- Human Rights Commission, Canberra, Australia</li> <li>- Mr. Reidar Hjermann, Former ombudsman for children, Norway</li> <li>- Child Rights Information Center Moldova, Moldova</li> <li>- Children’s Lobby, Switzerland</li> <li>- Child Welfare League of America (CWLA), United States</li> <li>- First Focus, United States</li> <li>- The Association for Childhood Education International (ACEI), United States</li> <li>- Rights of Young Foundation, Uganda</li> <li>- Cambodia Children and Young People Movement for Child Rights (CCYMCR), Cambodia</li> <li>- Protect and Save the Children, Malaysia</li> <li>- The Foundation for Network Initiatives "The Smart Internet", Russia</li> <li>- Alliance for Children’s Commission, Hong Kong, China</li> <li>- Cambodia NGO Committee on the Rights of the Child (NGOCRC), Cambodia</li> <li>- Children’s Human Rights Foundation, Indonesia</li> <li>- Mindanao Action Group for Children’s Rights and Protection (MAG-CRP), Philippines</li> <li>- Human Rights Education Institute of Burma (HREIB), Myanmar</li> <li>- United Against Child Trafficking (United ACT), Myanmar</li> <li>- The Life Skills Development Foundation (TLSDF), Thailand</li> <li>- Vietnam Association for the Protection of Children’s Rights (VAPCR), Vietnam</li> <li>- Institute for Social Studies (ISS), Vietnam</li> <li>- Southeast Asia Coalition to Stop the Use of Child Soldiers</li> </ul>
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<p>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>recognition</p> <p>Is the organization relevant and/or recognized as per the definitions above?</p> <p>Letter requirements &amp; 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 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>	<p>(SEASUCS), Asia Region  - Save the Children Sweden - Southeast Asia and Pacific Regional Office, Asia Region  - Study on Violence Against Children, Asia Region</p> <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(c)] 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".</p> <p>[20(f)] Endorsement List</p>
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#### 4-B Opposition

AGB Criteria	Evaluation Guidelines	DotKids Foundation's Application
Scoring		
Opposition: <input type="checkbox"/> 2= No opposition of	The following question must be	The DotKids community-based TLD initiative has not received any

<p>relevance <input type="checkbox"/>1= Relevant opposition from one group of non-negligible size  <input type="checkbox"/>0= Relevant opposition from two or more groups of non-negligible size</p>	<p>scored when evaluating the application:</p> <p>Does the application have any opposition that is deemed relevant?</p>	<p>opposition from the community. The DotKids Foundation continues to outreach to the global community and to invite member organizations to join in the open governance of the “.kids” TLD. We have received greatly positive support and encouragement for the initiative, and the community is looking forward to realizing a kids-friendly cyberspace that fully upholds the principles of the UNCRC.</p>
<p>Definitions</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>Criterion 4-B Guidelines  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.</p> <p>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>	<p>Consider the following: <input type="checkbox"/>For “non-negligible” size consider:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <input type="checkbox"/>A web search may help determine relevance and size of the objecting organization.</li> <li><input type="checkbox"/> <input type="checkbox"/>If there is opposition by some other reputable organization, such as a quasi-official, publicly recognized organization or a peer organization?</li> <li><input type="checkbox"/> <input type="checkbox"/>If there is opposition from a part of the community explicitly or implicitly addressed?</li> </ul>	