

## GAC Early Warning – Submittal Health-CM-1-3442

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<b>Application ID:</b>	1-868-3442
<b>Entity/Applicant Name:</b>	Afilias Limited
<b>String:</b>	HEALTH
<b>Early Warning Issue Date:</b>	20 November 2012

### Early Warning Description – This will be posted publicly:

#### **GAC Member(s) to indicate a description of the Early Warning being filed**

The **Government of France** hereby expresses its deep concern about the potential allocation of the .HEALTH TLD to Afilias Ltd by ICANN, on the basis of **concern for consumer protection and the public interest**. Afilias Ltd, a US based private Registry service provider, has applied to ICANN for the creation of a new Internet Top Level Domain (TLD), aiming to obtain the exclusive rights to administer and operate the '.HEALTH' TLD.

Cameroon 's designation of .HEALTH as a sensitive string is based on the importance of health as a regulated sector where, in the physical world, safeguards at the national level consumers and the public interest. Such safeguards include for example, licensing, monitoring and enforcement mechanisms to ensure compliance with laws, regulations and policies across a broad range of activities, practices, products and services related to the health marketplace and health services delivery in all settings.

Consumer protection in health is particularly important online, where national rules cannot be effectively enforced, creating new risks for consumers, industry and governments. A TLD with insufficient measures to address these risks will undermine consumer trust and confidence and harm legitimate enterprise, competition and the growth of the health industry. These outcomes are contrary to the objectives of the Government of France as well as to ICANN's new gTLD process.

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### Reason/Rationale for the Warning – This will be posted publicly:

**GAC Member(s) to indicate the reason and rationale for the Early Warning being filed.**

**As a generic TLD linked to a regulated sector, .HEALTH demands greater scrutiny, robust protection measures and adequate assurance that the domain will be operated in the public interest. The Government of France is issuing this Early Warning towards that objective.**

The Government of Cameroon has long recognized that health online carries specific risks, affecting consumers, the marketplace and governments. The Government believes that the .HEALTH TLD should be operated with a well-defined quality assurance scheme, designed as an integral part of the TLD's business model.

However, Afiliat, which is currently applying for over 300 gTLDs, intends to create an open and generic TLD, with a business model that cannot sufficiently protect consumers, at any volume of names projected. For example, the application states that requests for domain registrations will be handled on a first-come, first-served basis with a validation process only at the Sunrise phase. Bids will be taken for popular and attractive domains (premium names). There are no content or use restrictions for the TLD. In other words, there are no quality assurance measures to protect the health consumer. The application itself is generic: it does not demonstrate knowledge of the specific risks of health online, nor provide sufficient evidence of policies and other measures to ensure the protection of consumers from the types of misuse, fraud and malicious activities known to target online health in particular.

Addressing these aspects alone is not enough, however. It would be a mistake for ICANN to consider .HEALTH as merely another commercial name and to proceed in allocating the TLD in that light. Health is a cross-border concern, and the domain instead must be seen as a TLD with a significant potential for the global community. Acknowledging the public interest in this respect demands that the name be evaluated accordingly. Clearly, it is not in the public interest to entrust an entity which is not affiliated with, endorsed by, or otherwise connected to the health community with the responsibility of operating the .HEALTH TLD.

Earlier this year the World Health Organization, a number of NGOs and other members of the health community solicited ICANN and the GAC to postpone the attribution of the .HEALTH TLD to the next round, to allow consultation with the global health community on how to manage and operate the TLD. The Government of France aligns itself with this request and with the other Early Warnings for the .HEALTH TLD.

### Possible Remediation steps for Applicant – This will be posted publicly:

**GAC Member(s) to identify possible remediation steps to be taken by the applicant**

- The applicant should withdraw their application based on the information provided above

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**Further Notes from GAC Member(s) (Optional) – This will be posted publicly:**

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