

.hdfcbank TLD REGISTRY POLICIES

The mission and purpose of the .HDFCBANK gTLD is to serve as a trusted, hierarchical, and intuitive namespace provided by HDFC Bank Limited ("Registry Operator") for use by Registry Operator, its qualified Affiliates and Trademark Licensees. HDFC Bank Limited's registry policies are designed to follow the highest of standards and meet the criteria for global operations.

1. ELEGIBILITY

Only Registry Operator and its qualified Affiliates and Trademark Licensees will be allowed to register or control the DNS records associated with domain names at any level in the .HDFCBANK gTLD. Registry Operator will implement an internal process to determine which second-level domain names will be registered and which Affiliates and Trademark Licensees will be eligible to register second-level domains. All domain name registrations will be managed by the Registry Operator.

For the purposes of this proposed Registration Policy, Registry Operator utilizes the following definitions*:

Affiliate – Affiliate means a person or entity that, directly or indirectly, through one or more intermediaries, or in combination with one or more other persons or entities, controls, is controlled by, or is under common control with, the person or entity specified.

Control – Control (including the terms "controlled by" and "under common control with") means the possession, directly or indirectly, of the power to direct or cause the direction of the management or policies of a person or entity, whether through the ownership of securities, as trustee or executor, by serving as an employee or a member of a board of directors or equivalent governing body, by contract, by credit management or otherwise.

Trademark Licensee – Trademark Licensee means any corporation, partnership, limited liability company or similar legal entity (and not a person) that has a written trademark license agreement with Registry Operator or its Affiliate, for use of the registered trademark owned by Registry Operator or its Affiliate, the textual elements of which correspond exactly to the .BRAND TLD string operated by Registry Operator, where:

- (i) such license is valid under applicable law;
- (ii) such license is for the use of such trademark in the regular course of that entity's business outside of the provision of TLD Registry Services, and is not primarily for the purpose of enabling registration or use of domain names in the TLD;
- (iii) such trademark is used continuously in that entity's business throughout the Term; and
- (iv) the domain names in the TLD registered to the Trademark Licensee are required to be used for the promotion, support, distribution, sales or other services reasonably related to any of the goods and/or services identified in the trademark registration.

Registry Operator will review each second-level domain name at the time of registration to ensure that the name complies with internal policies governing the registration of .HDFCBANK domain names, including this Registration Policy. Additionally, Registry Operator will conduct ongoing reviews of each second-level domain at least once per

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calendar year namely to ensure compliance with the terms of the .HDFCBANK Registry Agreement, as well as with ICANN Consensus or Temporary Policies.

Registry Operator reserves the right to amend its registration policy.

*Definitions for "Affiliate" and "Control" are taken from Section 2.9(c) of the Registry Agreement. The definition of "Trademark Licensee" is taken from Section 6.2 of Specification 13 of the Registry Agreement.

2. TERM OF REGISTRATION / RENEWAL

Initial Term - In general, domains will be offered for periods of one (1) to ten (10) years, but no greater than ten years.

Renewal - The term may be extended at any time for a period of one (1) to ten (10) years provided that the total aggregate term of the Domain Name does not exceed ten (10) years at any time.

Cancellation - The Registrant may cancel a Domain Name registration at any time by submitting its request in writing with the Registrar.

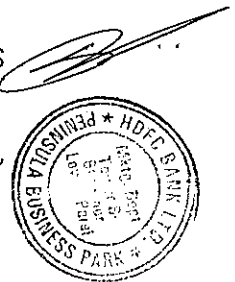
3. ROLL OUT

The roll-out of our TLD is anticipated to feature the following phases:

- Reservation of reserved names,
- General Availability period — real-time registrations, made on a first-come first-served basis.
- The registration of domain names in the .HDFCBANK TLD will follow standard practices, procedures and policies, which include the following:
 - o Domain registration policies (for example, grace periods, transfer policies, etc.)
 - o This TLD will follow the ICANN standard domain lifecycle.
- When the domain is created, the standard five day Add Grace Period begins, the domain and contact information are available in WHOIS, and normal operating EPP domain statuses will apply. Other specifics regarding registration rules for an active domain include:
 - The domain must be unique;
 - Restricted or reserved domains cannot be registered;
 - The domain can be registered from 1-10 years;
 - The domain can be renewed at any time for 1-10 years, but cannot exceed 10 years;
 - The domain can be explicitly deleted at any time;
 - Contacts and hosts can be modified at any time.
- Abuse prevention tools and policies, for example, measures to promote WHOIS accuracy and efforts to reduce Phishing and Pharming,
- Rights protection mechanisms and dispute resolution mechanism policies (for example, UDRP, URS) will also be implemented as per guidelines from ICANN.
- Other detailed policies for this domain include policies for reserved names.

4. REGISTRY RESERVED NAMES

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We will reserve the following classes of domain names, which will not be available to registrants via the Sunrise or subsequent periods:

- All of the reserved names required in Specification 5 of the new gTLD Registry Agreement.
- The geographic names required in Specification 5 of the new gTLD Registry Agreement.
- The registry operator's own name and variations thereof, and registry operations names (such as registry.tld, and www.tld), for internal use.
- Names related to ICANN and Internet standards bodies (iana.tld, ietf.tld, w3c.tld, etc.), for delegation of those names to the relevant organizations upon their request.
- The list of reserved names will be published publicly before the Sunrise period begins, so that registrars and potential registrants will know which names have been set aside.

5. PRIVACY AND DATA PROTECTION AND WHOIS

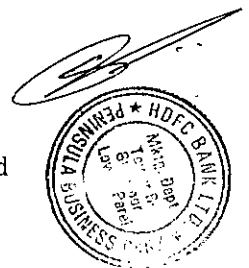
Privacy and confidential information protection as per the New gTLD Registry Agreement, we will make domain contact data (and other fields) freely and publicly available via a Web-based WHOIS server. This default set of fields includes the mandatory publication of registrant data. Our Registry-Registrar Agreement will require that registrants consent to this publication.

We shall notify each of our registrars regarding the purposes for which data about any identified or identifiable natural person ("Personal Data") submitted to the Registry Operator by such registrar is collected and used, and the intended recipients (or categories of recipients) of such Personal Data (the data in question is essentially the registrant and contact data required to be published in the WHOIS). We will require each registrar to obtain the consent of each registrant in the TLD for the collection and use of such Personal Data. The policies will be posted publicly on our TLD web site. As the registry operator, we shall not use or authorize the use of Personal Data in any way that is incompatible with the notice provided to registrars.

Our privacy and data use policies are as follows:

- As registry operator, we do not plan on selling bulk WHOIS data. We will not sell contact data in any way. We will not allow, enable, or otherwise support the transmission by e-mail, telephone, or facsimile of mass unsolicited, commercial advertising or solicitations.
- DNS query data will never be sold in a way that is personally identifiable.
- We may from time to time use the demographic data collected for statistical analysis, provided that this analysis will not disclose individual Personal Data and provided that such use is compatible with the notice provided to registrars regarding the purpose and procedures for such use.

As the registry operator we shall take significant steps to protect Personal Data collected from registrars from loss, misuse, unauthorized disclosure, alteration, or destruction.



In order to acquire and maintain accreditation for our TLD, we will require registrars to adhere to certain information technology policies designed to help protect registrant data. These will include standards for access to the registry system and password management protocols.

We will allow the use of proxy and privacy services, which can protect the personal data of registrants from spammers and other parties that mine zone files and WHOIS data. We are aware that there are parties who may use privacy services to protect their free speech rights, or to avoid religious or political persecution.

6. REVOCATION OF DOMAIN NAMES

The Registry may revoke a Domain Name immediately at its sole discretion:

- i. in the event there is a breach in any Registry Rules;
- ii. to comply with applicable law, court order, government rule or under any dispute resolution processes;
- iii. where such Domain Name is compromised and used for any of the following prohibited activities (Prohibited Activities):
 - a) spamming;
 - b) intellectual property and privacy violations;
 - c) obscene speech or materials;
 - d) defamatory or abusive language;
 - e) forging headers, return addresses and internet protocol addresses;
 - f) illegal or unauthorized access to other computers or networks;
 - g) distribution of internet viruses, worms, Trojan horses or other destructive activities; and
 - h) any other illegal or prohibited activities as determined by the Registry.
- iv. in order to protect the integrity and stability of the domain name system and the Registry;
- v. to comply with Specification 13;
- vi. as required by ICANN Consensus Policy;
- vii. where such Domain Name is placed under reserved names list at any time.

7. TRANSFER OF DOMAIN NAMES BETWEEN REGISTRANTS

Any transfer of a Domain Name between Registrants must be approved by the Registry through the Registrar in accordance with the Registry Rules.

8. COMPLIANCE WITH CONSENSUS AND TEMPORARY POLICES

The Registrant will be bound by all applicable consensus and temporary policies as required and mandated by ICANN.

