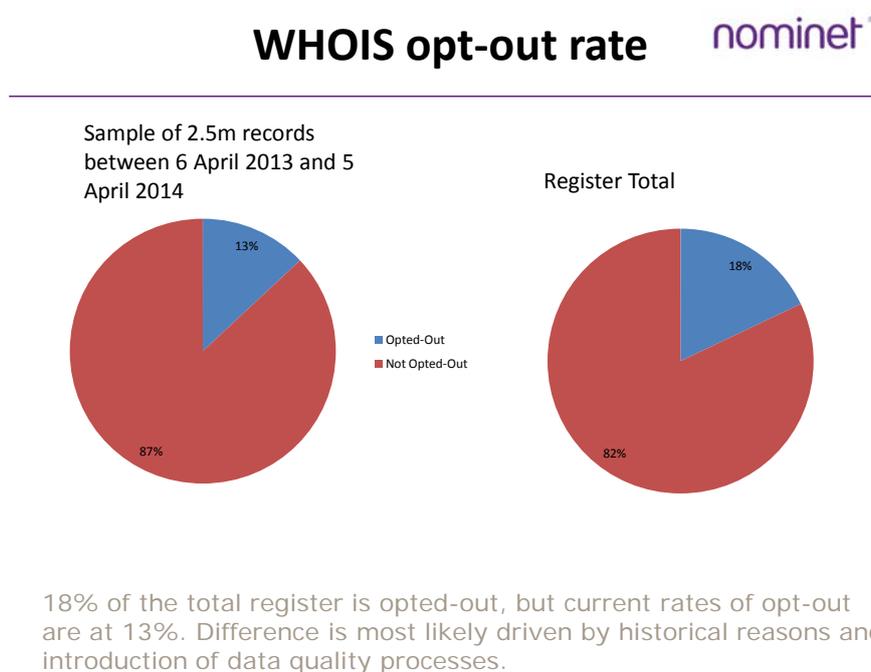


Appendix E: Analysis of current .uk WHOIS opt-out usage

Nominet carried out an analysis of registry data in order to determine the volume and type of registrant opted-out of the .uk WHOIS. In doing so we sought to establish a usage baseline and ascertain whether use of the opt-out could be indicative of demand for privacy, particularly from individuals but also measuring the number of businesses currently using the opt-out, albeit not always correctly. This research would be useful in assessing whether there is indeed a case for revising the eligibility criteria of the opt-out and measuring the potential impact of any such changes.

.uk WHOIS opt-out rate

Figure 1: WHOIS opt-out rate

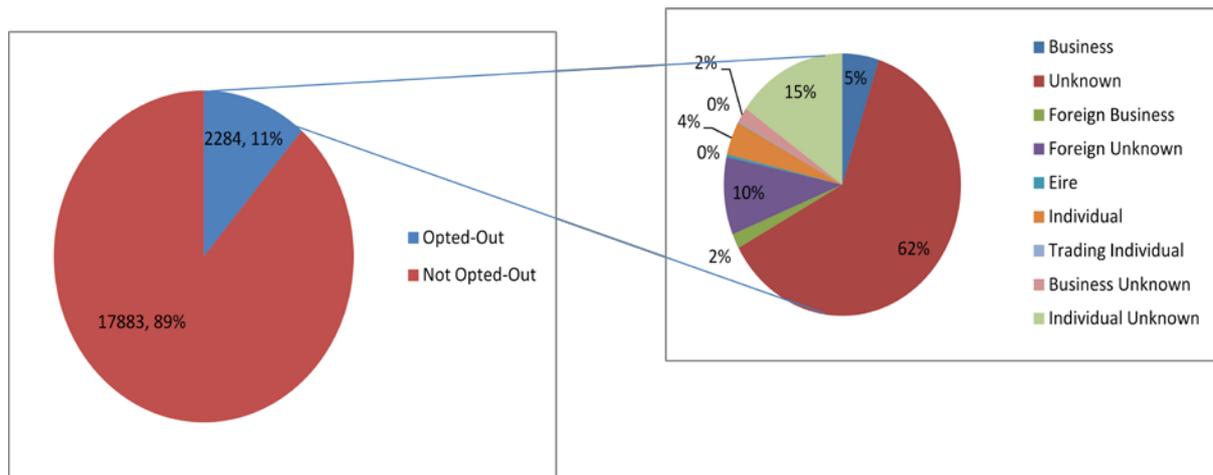


Domains incorrectly opted-out

To supplement our assessment of the frequency of incorrect opt-out and ascertain the level of use by businesses, (and a potential demand for privacy) we sought to analyse a combination of internal and external data available using Alexa traffic rankings and Experian.

We assumed that the top 20,000 domains as ranked by Alexa by their traffic data would be broadly representative of businesses. We further checked this assumption against data sourced from Experian to determine registrant type and data from Nominet's domain analyser tool. From this research we could establish the breakdown of registrant type and that 11% of the top 20,000 domains ranked by Alexa are opted-out of disclosing their contact details on the .uk WHOIS (see table below).

Figure 2: Breakdown of registrant type: data sampled July 2014



Further analysis of the sample of 20,000 domains demonstrated that:

- Approximately 19 % using the opt-out appeared to be registered to individuals or individual “unknown” (not trading), and so are likely to be using the opt-out correctly
- Approximately 9 % of domains using the opt-out appeared to be registered to businesses, foreign businesses or “business unknown”, and therefore could be considered to be incorrectly opted-out
- 62 % of domains using the opt-out have an unknown registrant type.