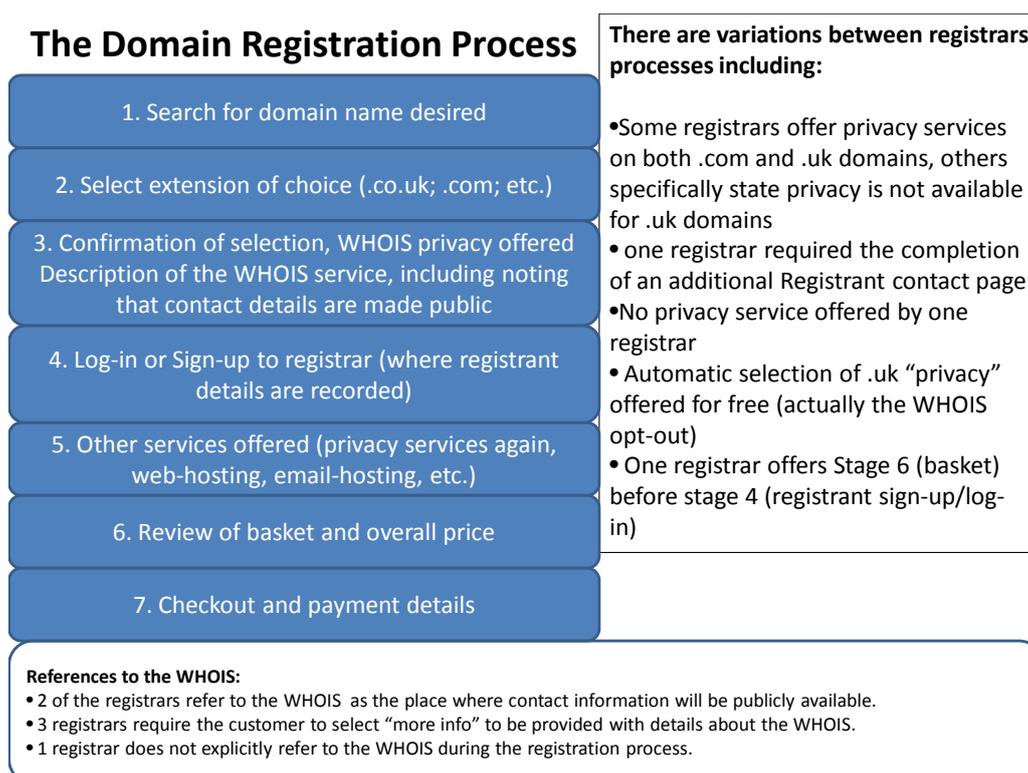


## Appendix G: Comparison of the registration processes for .com and .uk

A mystery shopper exercise was undertaken for seven of Nominet’s registrars representing approximately 53 % of domains under management. The purpose was to determine the impact of the registration process on the quality of data or the motivation for customers to purchase privacy. In addition we sought to clarify what information registrants of a .com domain were requested to provide as compared with registrants for .uk which would inform us as to whether the type of information published or collected has an impact on demand. This research highlighted that where possible, Registrars have aligned their registration processes for .uk and gTLDs. A key priority for the development of a policy in relation to WHOIS data disclosure is to support competitiveness, recognise demand and allow the market to develop whilst maintaining public interest. Enabling this harmonisation to continue will be an important consideration.

In order to determine whether a registrant’s desire for privacy has an impact on the quality of data provided we examined the point in the registration process at which the privacy service was offered to registrants.

Figure 1: The domain registration process



The registration process for .com domain names requests registrants to provide significantly more data than Nominet require for .uk domains. In addition, more data fields for .com registrations are published in the WHOIS as shown in the table below:

Figure 2: Comparison of registrant data collected and published in .com and .uk

Mandatory Data Fields Collected at registration (.uk)	Data Fields Published (.uk)	Mandatory Data Fields Collected at registration (.com)	Data Fields Published (.com) (based on "Standard WHOIS data")
<ul style="list-style-type: none"> <li>• First Name</li> <li>• Last Name</li> <li>• Email</li> <li>• Address</li> <li>• Address 1</li> <li>• City</li> <li>• Postal Code</li> <li>• Phone</li> </ul>	<ul style="list-style-type: none"> <li>• Domain name</li> <li>• Registrant name</li> <li>• Registrant type</li> <li>• Registrant address</li> <li>• Data validation</li> <li>• Registrar</li> <li>• Relevant dates</li> <li>• Registration status</li> <li>• Name servers</li> </ul>	<ul style="list-style-type: none"> <li>• First Name</li> <li>• Last Name</li> <li>• Email</li> <li>• Address</li> <li>• Address 1</li> <li>• City</li> <li>• Zip Code</li> <li>• Phone</li> </ul>	<ul style="list-style-type: none"> <li>• Domain Name</li> <li>• Registry Domain ID</li> <li>• Registrar WHOIS Server</li> <li>• Registrar URL</li> <li>• Update Date</li> <li>• Creation Date</li> <li>• Registrar Registration</li> <li>• Expiration Date</li> <li>• Registrar</li> <li>• Registrar IANA ID</li> <li>• Registrar Abuse Contact Email</li> <li>• Registrar Abuse Contact Phone</li> <li>• Domain Status</li> <li>• Registry ID (x3)</li> <li>• Name (x3)</li> <li>• Organization (x3)</li> <li>• Street (x3)</li> <li>• City (x3)</li> <li>• State/Province (x3)</li> <li>• Postal Code (x3)</li> <li>• Country (x3)</li> <li>• Phone (x3)</li> <li>• Phone Ext (x3)</li> <li>• Fax (x3)</li> <li>• Fax Ext (x3)</li> <li>• Email (x3)</li> <li>• Name Server</li> <li>• DNSSEC</li> <li>• Last update of WHOIS database</li> </ul>
<b>7</b>	<b>9</b>	<b>7</b>	<b>45</b>

Considering these two pieces of research together, the evidence suggests the demand from registrants for privacy services is driven by the concept of publication of contact data rather than

its collection. The harmonised nature of the registration processes could encourage take-up of privacy services due to an assumption that email addresses and/or telephone numbers will be disclosed in the .uk WHOIS, particularly if the registrant is purchasing multiple domains across different TLDs.

Considering the analysis of the registration process together with the analysis of registry data relating to data quality and the use of the .uk WHOIS opt-out we conclude that the registration process does not materially impact the quality of data. It is unlikely that a registrant will pay for privacy to protect invalid data. As privacy services tend to be offered towards the end of the registration process, demand from registrants who have already provided genuine contact data can be inferred.