



# Value for Registrars

“Building Trust in the Domain Name Eco-system”





FOUNDING MEMBERS

## WHAT'S IN THIS FOR REGISTRARS?

- Increased brand reputation
- Added free value per customer/  
domain
- Increased margin
- Lower risk
- Increase value to registrants
- Increase compliance



REASONS TO COLLABORATE



DOMAIN TRUST.  
PROBLEM STATEMENT



## DATA SHARING

Provides intelligence sharing and data replication.



## TRUST

Maintains the source and asserted certainty of the data and data submitter.



## COMMUNITY

Scales multiple data sources to multiple users who are able to take action.



## SCALE

Identifies common data sets, which allows for wider scale effectiveness.



## TRANSPARENCY

Ranks data according to provider and confidence.



## ACTION

Facilitates data to other platforms that can block criminal sites.

quad9

**6** Quad9 as a proving ground (millions of users, 18+ threat feeds, average of 60M daily blocks)



**5** Granular taxonomy, both in terms of providers and certainty



**4** GCA's independence as a neutral, convening party



**3** GCA's proven capacity to deliver in similar, large-scale efforts



**2** Ability to be global, taking data across country borders and GTLDs



**1** Capacity to scan the TLD universe for multi-TLD registration checks or infrastructures

0097e6a589e36 **.blackfriday**

0097e6a589e36.feedback

0097e6a589e36.hosting

0097e6a589e36.org

0097e6a589e36.tickets

01303881096b6 **.blackfriday**

01303881096b6.feedback

01303881096b6.hosting

01303881096b6.org

01303881096b6.tickets

01a15efd7395e **.blackfriday**

01a15efd7395e.feedback

01a15efd7395e.hosting

01a15efd7395e.org

01a15efd7395e.tickets

01d424abb7129 **.blackfriday**

01d424abb7129.feedback

01d424abb7129.hosting

**DOMAIN TRUST.**

**DETECTING PATTERNS**





High confidence data  
is sent to responders  
[ACTION]

Low confidence multi-TLD  
domains are found  
[DISCOVERY]

Suspicious data  
is corroborated  
[VALIDATION]

DOMAIN TRUST.  
A VIRTUOUS CYCLE



**Domain Trust**

**quad9**

Improved protection thanks to Domain Trust



Clients & Suppliers

Direct feed of malicious domains to block

Component of the toolkit

Positive marketing Supply chain security



**GCA Cybersecurity Toolkit**

Report on malicious domains

Facilitation

Participants take direct action against malicious domains (take-down, block...)



Malicious domains impersonating the organization, its clients, suppliers...



Organization

**DOMAIN TRUST.  
THE FULL PICTURE**



DOMAIN TRUST.  
JOIN THE EFFORT



DOMAIN TRUST.  
KEY PARTNERS TO DATE





**Domain  
Trust**



DOMAIN TRUST.  
KEY PARTNERS TO DATE

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REASONS TO COLLABORATE



**Domain<sup>TM</sup>  
Trust**

**THANK YOU.**

[domaintrust@globalcyberalliance.org](mailto:domaintrust@globalcyberalliance.org)  
<https://www.globalcyberalliance.org/domain-trust/>



**GLOBAL  
CYBER  
ALLIANCE**

 **CentralNic**  
Registry