

# GAC Advice Response Form for Applicants



The Governmental Advisory Committee (GAC) has issued advice to the ICANN Board of Directors regarding New gTLD applications. Please see Section IV, Annex I, and Annex II of the [GAC Beijing Communiqué](#) for the full list of advice on individual strings, categories of strings, and strings that may warrant further GAC consideration.

Respondents should use this form to ensure their responses are appropriately tracked and routed to the ICANN Board for their consideration. Complete this form and submit it as an attachment to the ICANN Customer Service Center via your [CSC Portal](#) with the Subject, “[Application ID] Response to GAC Advice” (for example “1-111-11111 Response to GAC Advice”). All GAC Advice Responses must be received no later than 23:59:59 UTC on 10-May-2013.

## Respondent:

Applicant Name	Stable Tone Limited
Application ID	1-1708-88054
Applied for TLD (string)	健康

## Response:

I am writing to you as CEO of Stable Tone Limited. We are the sole applicant for Dot 健康. This Chinese language IDN TLD is pronounced "JIANKANG" and can be translated as Dot WELLNESS. Our application has priority number 68 and has passed ICANN's Initial Evaluation.

In its Beijing Communiqué providing advice to the ICANN Board on new gTLD applications, the GAC has identified ".healthy (IDN Chinese equivalent)," as a TLD to which a set of safeguards should apply. I would first of all like to thank the GAC for taking an interest in our application and considering it to be an application that should proceed through ICANN's new gTLD program and be delegated as a Top Level Domain on the Internet.

We at Stable Tone feel very strongly that the string we are applying for will help Chinese communities gain access to content promoting a healthy lifestyle. This is a Chinese character string, in IDN format, and therefore it fully embraces the new gTLD program's ideals of bringing more choice to Internet users around the world, and enhancing their interaction with the Internet to improve their daily lives.

Our aspiration with Dot JIANKANG is to promote wellness and healthy living in the broadest possible sense. It is important to note and understand that our string has a broad generic meaning and is not focused on the type of specific health related services that may be within the ambit of any regulated industry such as the medical or pharmaceutical industry.

Dot JIANKANG was envisioned by Chinese Internet enthusiasts, for Chinese users and speakers of the Chinese language worldwide. JIANKANG can be loosely translated as "healthy" or "wellness". A concept, very much at the heart of the Chinese culture for thousands of years, and one tightly integrated into our daily lives. Our TLD .JIANKANG will be very clearly positioned as a resource providing Internet users which a beneficial service to them in their everyday lives. As mentioned before, although the term we are applying for can loosely be

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translated as “healthy” or “wellness”, it is not confused with the English word “health”. This is a strong semantic difference. We will serve Chinese users interested in a certain type of lifestyle and in doing so will be quite distinct from the medical or pharmaceutical industry.

We understand that applying for any TLD means taking on a huge responsibility to achieve consumer trust and user confidence. For us as an applicant for a Chinese IDN character string, this responsibility is quite possibly even greater than it would be for the applicant of an ASCII string.

We are registered in Hong-Kong and 95% of our market is expected to be in Mainland China itself. Hong Kong has a strong regulatory framework for hygiene, healthcare and food produce, while China has strict law and regulatory practices concerning the Internet, which are even more rigorous for Chinese companies. We fully expect to be heavily scrutinized by the Chinese authorities themselves, and intend to fully comply with any relevant rules and policies put in place by the Chinese government. Most of Stable Tone's management staff are Chinese citizens and are therefore subject to the regulation under the Chinese legal system. Should our use of the TLD .JIANKANG be considered a potential hazard to Internet users as far as the healthcare sector is concerned, this might be not only be blocked by the government immediately, but as operators and managers of the registry, there is a possibility that we as individuals could face personally liability.

Our government will be watching us carefully to ensure that we do not deviate from our intended plan of providing and managing domain names to registrants with sites about various aspects of wellness and wholesome lifestyles.

We have applied for this TLD in good faith, and have already invested a huge amount of time, effort and thought into providing ICANN with an application which displays the high level of quality that the Applicant Guidebook requires. We have worked to understand the Guidebook, adhered to its guiding principles and met its specific requirements whilst building our TLD in such a way as to meet the set of rules articulated in the voluminous guidebook.

We are very proud to see that our efforts to meet this high bar have been rewarded with a successful pass from ICANN in its Initial Evaluation process.

Our commitment to be a quality applicant and a responsible gTLD operator was met with an equally strong commitment from ICANN to guarantee a stable and predictable process for those who were, like us, willing to participate in the new gTLD program. In this regard it would seem that introducing major changes to the rules at a very late stage is not predictable and is simply unfair to applicants.

As to the specific requests made by the GAC for strings that the Committee has placed in the Category 1 of its Beijing Communiqué's ANNEX 1, we are pleased to note that our own proposals for operating Dot JIANKANG are already inline with many of them.

Our application is already compliant with safeguards 1 (Whois Verification and Checks), 2 (Mitigating Abusive Activity, 3 (Security Checks), 4(Documentation), 5 (Making and Handling Complaints) and 6 (Consequences) as listed in the above-mentioned section of the GAC's Beijing Communiqué.

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Whois Verification and checks are covered in our answer to Question 28.4.1 "Authentication of Registrant Information", 28.4.2 "Monitoring of Registration Data" and 28.4.3 "Policies and Procedures Ensuring Compliance". Safeguards 2-6 are covered by our answers to Question 28 "Abuse Prevention and Mitigation" and includes resourcing and implementation plans on not only monitoring of abusive activity such as Phishing, pharming, malware, spam and child pornography, but also mitigation steps such as installing a single point of contact for abuse, mechanisms for taking complaints, a Rapid Take Down process and even coordination with law enforcement and industry groups such as for example, in the United States, Federal Bureau of Investigation, US CERT, Homeland Security, the Food and Drug Administration, and the National Center for Missing and Exploited Children to name a few.

We have also submitted a Public Interest Commitment – the details of which are listed here (<https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/450>)

In addition, as a Chinese applicant we are already working with our country's authorities and already meet their requirements to mitigate fraudulent activities to the best extent possible.

Once again, I would like to thank the GAC for their willingness to work with applicants to ensure new gTLDs are respectful of human rights, uphold the public interest and are operated in such a way as to comply with laws in their applicable jurisdictions. These are ideals we respect and share. We are also prepared to and open to exploring with the GAC and GAC members to further enhance our policies and put measures in place to appropriately mitigate against relevant and specific concerns.

I look forward to the ICANN board's decision to move us forward from an applicant to a contracted gTLD registry operator such that a substantive and fruitful collaboration with the GAC could progress to ensure that Dot JIANKANG be operated in the best interests of the Internet community at large.

Best regards,

Jason Du  
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