

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	Northwestern Mutual
Application ID	1-1187-18162
Applied for TLD (string)	.MUTUAL

Response:

Northwestern Mutual would like to affirm to the ICANN Board our commitment to operating the .MUTUAL gTLD in a manner that reflects our longstanding history of corporate responsibility.

Northwestern Mutual is a mutual company serving the insurance and investment needs of more than three million clients, offering a variety of financial services throughout the United States.

In line with our overarching mission, Northwestern Mutual plans to operate the .MUTUAL gTLD with the aim of providing insurance and investment advice to its customers. Northwestern Mutual will operate .MUTUAL as a closed registry. In doing so, we can ensure that all operations within the gTLD will be conducted in line with a strict code of conduct that includes prohibitions against:

- Counterfeiting, piracy, and other forms of intellectual property theft,
- Phishing or other forms of online fraud,
- The distribution of malware or operation of botnets, and
- The provision of incomplete or inaccurate WHOIS information.

The operation of a closed registry allows Northwestern Mutual to assure our consumers that any financial data collected within .MUTUAL will be collected using appropriate security controls and with adherence to online privacy standards. In doing so, Northwestern Mutual aims to create a safe online space for consumers, free from many of the risks associated with conducting business online.

Finally, given Northwestern Mutual’s longstanding commitment to consumer protection and corporate responsibility, we have fostered relationships with regulators within the financial industry. Northwestern Mutual will continue to engage these entities in conjunction with the operation of the .MUTUAL gTLD.

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The Governmental Advisory Committee's Beijing Communiqué recommends a number of Safeguards for strings within identified regulated or professional sectors, and puts forward a non-exhaustive list of relevant strings. While Northwestern Mutual's .MUTUAL application was not explicitly named, we hope this quells any concerns that the Board might have associated with the .MUTUAL gTLD.

We invite further dialogue with the Board if it has any remaining concerns regarding Northwestern Mutual's .MUTUAL application.