

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	dotHIV gemeinnuetziger e.V.
Application ID	1-971-90747
Applied for TLD (string)	HIV

Response:

dotHIV comments on GAC Beijing Communiqué

dotHIV gemeinnuetziger e.V. (dotHIV), an Applicant for the .hiv TLD, is pleased to submit these comments regarding the GAC Communiqué from the Beijing meeting.

dotHIV supports the efforts of ICANN and the Governmental Advisory Committee (GAC) to deploy the new TLD's in a safe, secure and responsible manner, and we respect the GAC's desire for additional protections in certain categories of strings.

However, we believe our application has been erroneously included in the Communiqué's "Category 1: Consumer Protection, Sensitive Strings, and Regulated Markets", sub-category "Health and Fitness." We are specifically concerned this erroneous inclusion in Category 1 might delay the delegation process of dotHIV and therefore kindly request to reconsider this categorization.

As explained in our application, dotHIV will not operate in the Health and Fitness subcategory of Regulated Markets. dotHIV will NOT deliver medical/fitness services of any kind, nor will we offer advice on medical/fitness issues.

Rather, dotHIV is organized as a charity under German law, with a mission to raise both awareness of and funding for the global fight against AIDS. As a designated German charity organization, dotHIV is under the competent jurisdiction of the German government and is required to abide by all the regulations and requirements attendant to registered charity organizations in Germany.

Please allow us to provide some explanatory information on the nature of our application and the organization behind it:

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1. Our application envisions .hiv as a global resource designed to help fight AIDs by tapping the power of both the Internet itself and Internet users. The .hiv TLD registry is designed to serve this social cause and its related affected communities. It's guiding reference in the offline world is the Red AIDS Ribbon, a universal symbol of solidarity that is well understood and accessible around the globe.

2. The .hiv TLD will be an open TLD. .hiv domains are designed as an inclusive and universal tool for online identity for everyone that has affinity for the fight against AIDS - be it by emotion, the nature of their work, involvement in the cause, or simply in solidarity with those afflicted. Eligible registrants include companies, public and civil society organizations, geographic entities, celebrities, activists and others. No nexus or pre-qualification requirements apply; registrants will self select. We conceive ourselves as a means to raise funds and awareness for the global HIV response. As the network of .hiv websites and users grows, dotHIV will have an ever broader and more positive social impact.

3. A key innovation by dotHIV is our built-in micro-donation program, through which dotHIV transfers all economic surplus to HIV project work. The promise to the Internet User: Every visit on a .hiv-website will trigger a small donation and supports an important social cause. Through this innovative model, .hiv domain names will get charged with social identity and directly and tangibly support the fight against AIDS, expand awareness and motivation to act, and provide ALL internet users a means to easily and quickly contribute to the solution of one of the biggest humanitarian challenges of our time. dotHIV has already submitted a Public Interest Commitment (PIC) agreeing to reinvest all excess profits into projects serving the mission of the TLD: to support the global HIV response.

4. dotHIV marketing activities will position .hiv domain names as an innovative tool for AIDS philanthropy and affinity. Over time, .hiv domains will be seen as a key part of an open, online social movement dedicated to eradicating AIDS.

5. dotHIV is supported by a wide range of experts in the many areas needed to ensure the success and social responsibility of the venture. Within the TLD-sphere, we have established long term partnerships with high-quality service providers (including Afiliats, NCC Group, Sedo). To guide our charitable activities, we work closely with leading HIV organizations and members of the affected communities, including an international expert advisory pool and a continuous consultancy relationship with Deutsche AIDS Hilfe e.V., Europe's biggest and leading HIV-related umbrella association.

Given the above, we believe strongly that our application should not be listed in "Category 1: Consumer Protection, Sensitive Strings, and Regulated Markets", sub-category "Health and Fitness." Beyond the requirements of German charities, dotHIV is not operating within a regulated industry, does not offer or provide medical products or services of any kind, and is not associated with fitness products or services. Rather, .hiv is an open TLD dedicated to charitable work that contributes to winning the fight against AIDS, and we believe that no consumers will associate our activities with those of an entity in any regulated space (except charity).

dotHIV understands the need for adequate consumer protections upon the deployment of new TLD's, and we believe our application for the .hiv TLD meets or exceeds ICANN's requirements in

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this area (for details on how we plan to handle abuse, including a dedicated point of contact, and an extensive strategy on reserved sensitive names, see answers to Questions 18(b)(iv) and 28 of our application). Also, dotHIV, in its efforts to provide for a safe and secure online experience of users of the .hiv namespace, liaise with relevant bodies and initiatives promoting the safer use of services of the information society. As a member of eco Verband der deutschen Internetwirtschaft e.V., dotHIV will e.g. participate in eco's tip line taking complaints from the general public about illegal use and content on the Internet, which is part of the INHOPE network.

Given the complex social environments we serve and the importance of AIDS, we take the special responsibility of creating and operating the .hiv namespace very seriously.

Thank you for the opportunity to comment on this important topic.