

.NEW DOMAIN REGISTRATION POLICY

Updated October 15, 2019

Action Domains Requirements

All .new domain names must be used for action generation or online creation flows.

Navigation to a .new domain must bring a user directly into the action generation or online creation flow. Navigation or redirection to a homepage or landing page that requires the user to take additional steps or clicks to initiate action or creation will not be deemed to comply with this policy. An exception is provided for services that require a user to be logged in, navigation to a .new domain may bring a logged-out user to a sign up or sign in page. After completing sign in and any other required authentication, the user must be brought directly into the action generation or online creation flow. A user that is already signed in must be brought immediately into the action flow.

Subscription services that require an account to access content or undertake activities may register .new domain names, provided that, upon request, Google Registry or its designee is granted access free-of-charge to verify compliance with this policy.

Enforcement of Action Domain Requirements

To allow registrants time to comply with this Domain Registration Policy, Google Registry will waive enforcement of the Action Domains Requirements described above for 100 days following the date of registration of a domain provided that such domain does not resolve.

To ensure trademark holders can protect their marks, Google Registry will not enforce the Action Domains Requirements for any domain registered during the Sunrise Period (Sunrise Domains) provided that such domain remains registered to the original Sunrise Period registrant and does not resolve. Google Registry reserves the right to enforce the Action Domains Requirements against Sunrise Domains that have been transferred or whose ownership has changed to a registrant other than the original Sunrise Period registrant or that are being used in a manner inconsistent with this policy.

HTTPS Requirements

.new is a secure namespace that requires HTTPS to be used on all .new domains in order for the domains to work in web browsers.

Two-Character Labels

Any registrant of a letter/letter two-character ASCII label represents that it will take steps to ensure against misrepresenting or falsely implying that the registrant or its business is affiliated with a government or country-code manager if such affiliation, sponsorship or endorsement does not exist.

IOC, Red Cross, and IGO reserved names

Any registrant of a name on the list of [IOC, Red Cross, and IGO reserved names for new gTLDs](#) represents that the registration is on behalf of the respective organization.

Registrar Notice Requirement

Registrars must provide notice to prospective .new domain registrants of the Action Domains Requirements and HTTPS Requirement. This notice must be clearly and conspicuously provided as part of the registration flow prior to purchase. It must be distinct and not embedded in other terms of service, nor require the registrant to follow a link to obtain the information.

The following information must be included as part of the notice to all registrants:

- Action Domains Requirements
 - That .new is a namespace for action generation or online creation flow;
 - That all .new domains must bring the user directly into an action generation or online creation flow;
 - That enforcement action including termination may be taken for a domain name that is being used in a manner inconsistent with the .new Action Domains Requirements;
 - Any .new domain must be compliant no more than 100 days from the date of registration; and
 - A link to the .new Domain Registration Policy and other resources provided by Google Registry indicating that users can find the full Action Domains Requirements and more information about enforcement by following the link.
- HTTPS Requirements
 - That .new is a secure namespace;
 - The requirement to configure HTTPS serving so that browsers can load .new websites; and
 - Resources about configuring HTTPS and obtaining an SSL certificate

- Information may be linked as part of an external or internal website or window, and
- Registrars may provide their own information about configuring HTTPS browsing or link to third party resource.

Domain names that do not comply with the requirement may be placed on server hold or deleted for non-compliance.