

David Farrar bank.nz submission

From: David Farrar

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I believe the bank.nz application fully complies with the policy for establishing new second level domains, and there are no reasons why it should be declined. Taking the criteria in turn:

Represents an identifiable, significant community of interest; where 'significant' can mean either quantitatively or qualitatively and the community of interest can be defined in a clear written statement

The banking community is easily identifiable and easily defined. In fact I would argue that as there is a specific Act of Parliament to define what a bank is, you could not find a better defined community of interest. In terms of significance, they are not quantitatively significant but qualitatively they are beyond dispute as banks are very different to other commercial enterprises, and in all modern economies play a distinctive part.

- Represents an on-going and long-lived community of interest

There is nothing to suggest that banks will not be long-lived.

- Does not conflict with, duplicate or cause confusion about, any existing 2LD, and is a useful addition to the current DNS hierarchy

Banks are a subset of commercial organizations in co.nz but this does not mean the 2LDs are conflicting or a duplicate. We have ample precedent for subsets such as mil.nz and govt.nz and geek.nz and gen.nz. A bank 2LD will not cause confusion to the public and will in fact be of potential benefit in education oh phishing. It is not a total solution to phishing, but can be part of a useful education campaign for people to check their browser address lines and look for bank.nz URLs.

- Uses a name to represent the domain that is an obvious derivative of a word that properly describes the community of interest or a complete word

Bank is a complete word.

- Does not bring the .nz domain name space into disrepute

The proposal in no way does that.

I strongly support the proposed bank.nz 2LD being created.

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