

Jamie Baddeley bank.nz submission

From: Jamie Baddeley

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This is to record my conditional support for the application for a new 2LD - bank.nz. I believe it meets the criteria.

My one condition is that the applicant commits to a significant and comprehensive campaign educating the public about the new 2ld and highlighting what risks the new 2ld is potentially reducing (i.e phishing attacks).

A .bank 2ld is pointless unless this education program is executed well and the public awareness levels are raised. This is a critical element.

These conditions are related to:

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

Whilst .bank.nz does not cause additional confusion per se, phishing attacks are effective to an extent due to current confusion. Without thorough education, .bank.nz will not contribute to improving the status quo.

Regards

Jamie Baddeley