



The ABCs of .kids

2022.07

KIDS' BEST INTEREST DOMAIN



From clothing labels to media groups, .kids domain name will be a top choice for popular brands. Fun, catchy and meaningful, .kids domains can be part of a simple and effective solution to raise life-long brand loyalty now.



space where children and parents can feel safe to explore, learn, have fun and grow up together.

By using a .kids domain, your audience and customers will immediately know that your website and services are made-for-kids or about kids. It is perfect for brands with kids' product lines, channels, educational services, and more. Whether you are a children's charity project, a startup or multinational company, .kids is a fun and catchy domain to highlight your brand.

Now is the time to invite your customers to find their inner kid again, get ready for .kids domain today!

Edmon Chung
Chief Executive Officer
DotAsia Organisation

Hello! DotAsia is excited to introduce .kids – the only child-centric TLD on the Internet with kids' best interests at heart. We are proud to fully support the launch and operation of .kids for the global children's rights and welfare community.

Today, young people everywhere spend a significant portion of their daily life on the Internet. UNICEF estimates at the global level that, "one child in three is an Internet user, and that one in three Internet users is a child under 18 years of age." Increasingly, and accelerated by the COVID-19 pandemic, kids are growing up doing homework, learning, playing, socializing and making friends online.

We believe that a dedicated space for kids on the Internet is imperative, and that the .kids domain extension is that

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with.love.from.asia 

The ABCs of KIDS

.Kids for All Things Kids

The only child-centric top-level-domain name with kids best interest at heart! A .kids domain lets kids and parents know that you care enough to choose a safer, more trustworthy and positive online experience for children.

.Kids Mission & Vision

The Mission of DotKids is:

- To create and foster an online space with kids' best interests at heart; and,
- To serve as a sustainable source of support to children's rights and welfare initiatives, especially as related to the Internet.

The Vision of the DotKids Foundation is to create a dedicated Internet space for kids, supporting and championing for a better cyberspace favorable to the

positive development of kids, and the active participation from children and youth in global governance, especially for the Internet.

How Old is a Kid?

Following the United Nations Convention on the Rights of the Child, kids are generally defined as human beings below the age of 18 years. You can of course dedicate your .kids domain to even younger kids or adults who work with kids.

.Kids Registry Policies

The .kids community gTLD references the United Nation's Convention on the Rights of the Child (UNCRC) as its guiding principles, and together with child advocacy partners, have put in place a set of **.KIDS Guiding Principles**, which is operationalized to curb inappropriate material for children on .kids domains.

The DotKids initiative understands nevertheless, equally, the importance of upholding the right of children to seek, receive and impart age appropriate information and knowledge through the Internet. As such, a delicate balance must be maintained for the .kids gTLD to avoid prohibitive registration requirements on one hand, and effective protective measures to respond to abuse on the other.

.KIDS Guiding Principles

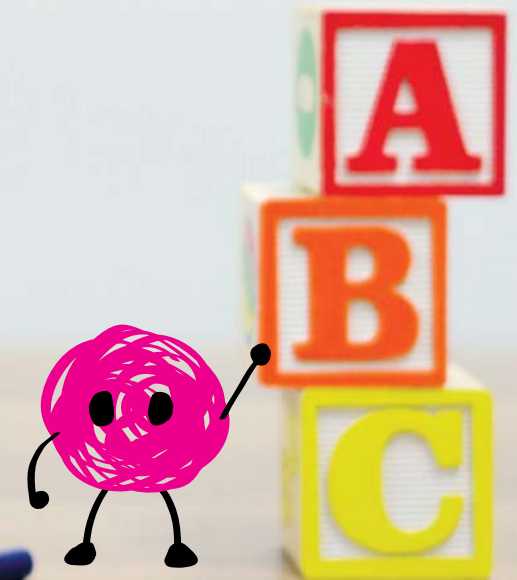
As a brief summary, the **.KIDS Guiding Principles** requires that registrants refrain from illegal and inappropriate materials to be published through a .kids domain, including content with explicit sexuality, violence, substance abuse, profanity, or other matters typically deemed unsuitable for children or adolescents, as well as content promoting the consumption of tobacco and alcohol by children (content depicting and suggesting adults consuming alcohol is not a problem), and child labor, trafficking and child soldier.

Registrants should also protect the privacy of children visitors to their website and services. A reporting and takedown process will be implemented by the .kids Registry to suspend resolu-

tion of .kids domains violating the Guiding Principles. This will be supplemented with an appeals mechanism to allow for reactivation of suspended domains. Note also that the Guiding Principles apply to the domain name string itself as well (i.e. domain names containing profanity terms and words are subject to suspension and deletion).

Visit <https://www.nic.kids/policies.html> for a complete list of .KIDS Policies and Guidelines including:

1. Sunrise & Startup Policies
2. Sunrise Dispute Resolution policy
3. .KIDS Guiding Principles
4. .KIDS Anti-Abuse Policy
5. .KIDS Friendly Content Guide
6. .KIDS Personal Data protection

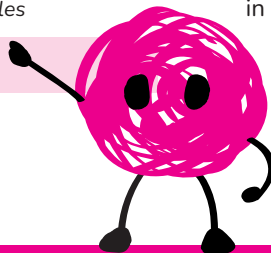


Basic .kids Registry Information:

Registry Operator: DotKids Foundation Ltd.
Managed by DotAsia Organisation Ltd.

Registrant Restrictions: None
Any individual, company or entity may register a .kids domain
Registrants are required to abide by the .KIDS Guiding Principles

Domain Lifecycle: Standard ICANN gTLD domain lifecycle applies



.Kids Sunrise & Launch Schedule:

	PERIOD OPEN (16:00 UTC)	PERIOD CLOSE (15:59 UTC)
1. TMCH Sunrise	Aug 11, 2022 (Thu)	Sep 14, 2022 (Wed)
2. Community Sunrise	Sep 20, 2022 (Tue)	Oct 19, 2022 (Wed)
3. Pioneer Domains	Oct 19, 2022 (Wed)	Nov 29, 2022 (Tue)
General Availability (GA)	Nov 29, 2022 (Tue)	

NOTE: All periods open at UTC 16:00 and closes at UTC 15:59. Domain names are allocated on a First-Come-First-Served (FCFS) basis in all periods. There is no stoppage of the registry system between Community Sunrise, Pioneer Domains and GA.

Sunrise Dispute Resolution & Objection Periods:

Sunrise Dispute Resolution Policy (SDRP) applies to TMCH Sunrise. 45-day Objection periods for Community Sunrise (Oct 19 – Dec 3, 2022) and Pioneer Domains (Nov 29, 2022 – Jan 13, 2023) will be implemented. The list of Domain Names Applied For and the corresponding Organization name of the

Registrant will be posted on the .KIDS website for the duration of the Objection periods. The Registry Operator reserves the right to request for more information from registrants during these periods. Decisions on merits of any objections received will be made at the sole discretion of the Registry Operator.

Aug 11, 2022:

Raksha Bandhan – Indian festival celebrating bond between sisters and brothers
Son and Daughter Day – US national day for the reciprocal celebration of mother's and father's day

Sep 14, 2022:

Children's Day in Nepal

Sep 20, 2022:

Children's Day in Austria, Germany and Switzerland

Refunds & DNS delegation:

Refunds in all phases are applicable only as per the ICANN Standard domain lifecycle Add-Grace Period of 5 days. Domain names are allocated and delegated to the DNS upon registration in all phases.

Renewals:

Renewal for all Sunrise, Premium and Regular domain registrations follow the regular per domain-year registration fee.



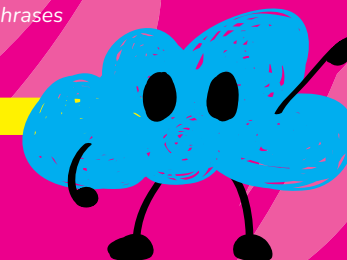
Sunrise, Regular Domain & Premium Fees:

- 1. TMCH Sunrise:** TMCH Sunrise Registration Fees apply
- 2. Community Sunrise:** Regular .kids pricing
- 3. Pioneer Domain:** Regular .kids pricing
- General Availability:** Regular .kids pricing

Join the .kids launch today for regular price access to all .kids domains including Premium Names such as swim.kids and chess.kids, excluding 1 & 2 character domains. 1 & 2 Character domain names will be released as premium names only.

At the start of GA all 4 tiers of premium domains will be implemented:

- Tier 1:** Dictionary words, Internet terms & geo names (country, major cities, etc.)
- Tier 2:** Select kids relevant terms and phrases
- Tier 3:** 2-characters domains and select kids relevant terms and phrases
- Tier 4:** 1-character domains and select kids relevant terms and phrases



Who can register .kids?

Anyone can register and utilize a .kids domain. The target audiences for .kids nevertheless are products, services and infotainment that are for kids or about kids, parents and the community supporting the rights and welfare of children.

- .Kids is open to individuals, organizations, and businesses that are looking to create entertaining and educational web content for children and youth.
- .Kids domains are for parents, educators and caregivers that look after the wellbeing of children.
- .Kids domains are also for organizations and charities that benefit children and their families.

Uniqueness of .kids

- Upholding the United Nations Convention for the Rights of the Child (UNCRC);
- Operationalizing the set of .KIDS Guiding Principles to provide a protective system aimed at curbing inappropriate and abusive materials for kids; and,
- Championing a set of Kids-Friendly Content Guide to advocate for effective and attractive content for kids.

Why choose .kids?

The .kids TLD is a dedicated online space of higher trust and confidence for all

Imagine...

NatGeo.kids



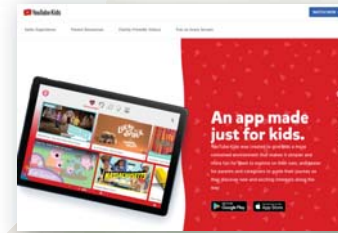
GAP.kids



Nike.kids



YouTube.kids



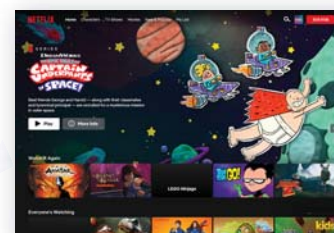
GUCCI.kids



Wiz.kids



Netflix.kids

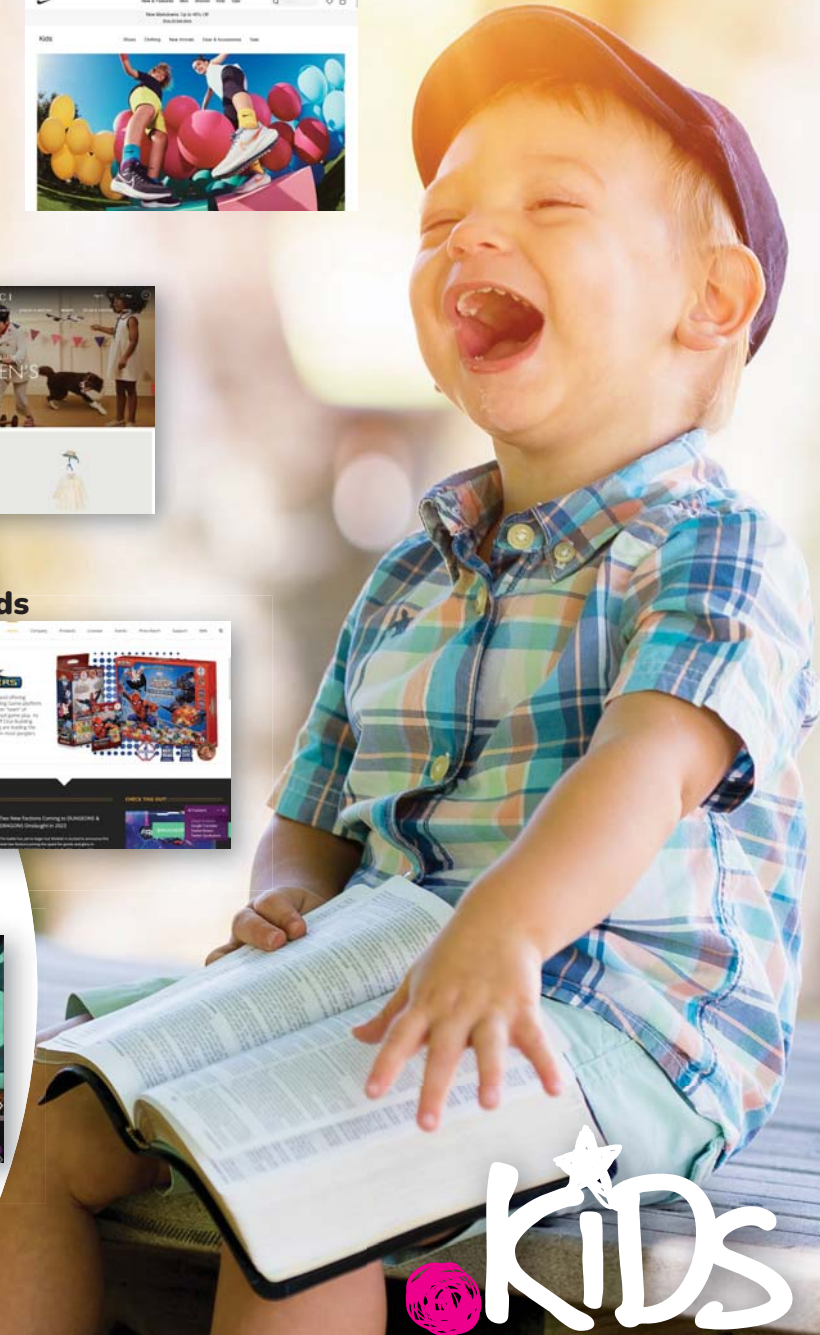


things kids. Whether it is entertainment or educational content for children and youth, products or services for kids or their parents, advocacy or charitable initiatives for the rights and welfare of children, a .kids domain sets your project apart by announcing your dedication to kids.

Some ideas for initiatives for which a .kids domain is perfect for:

- Entrepreneurial children and youth
- Mompreneurs, Dadpreneurs
- Mom and Dad Bloggers
- Teachers and Educators
- Child rights advocate groups
- Brands with kids' product lines
- Toys, games and other goods for kids
- Media, entertainment and kids channels
- Schools, daycares, preschools, tutors, camps, educational programs, etc.

IMPORTANT NOTE: The brand names and images are taken from the kids version of the particular brand website and presented here for reference only. There is no intention nor representation that these brands endorse the .kids TLD. Copyright and license have not been obtained from the mark holders. They are merely collected and presented as examples of companies that may find the .kids domain useful as they already include "kids" in their brand.



About DotKids Foundation

DotKids Foundation is the Registry Operator for the .kids community gTLD, and is incorporated as a not-for-profit organization in Hong Kong. Throughout the journey of the ICANN application process, the .kids application has been supported by child rights community groups around the world including: Child Rights Coalition Asia; Child Welfare League of America; Children's Lobby Switzerland; The Association for Childhood Education International; Rights of Young Foundation Uganda; The Association for Childhood Education International; Viva; Terre des Hommes; and many more. By working with child-rights advocates and stakeholders, DotKids aims to create a safer Internet for future generations now.

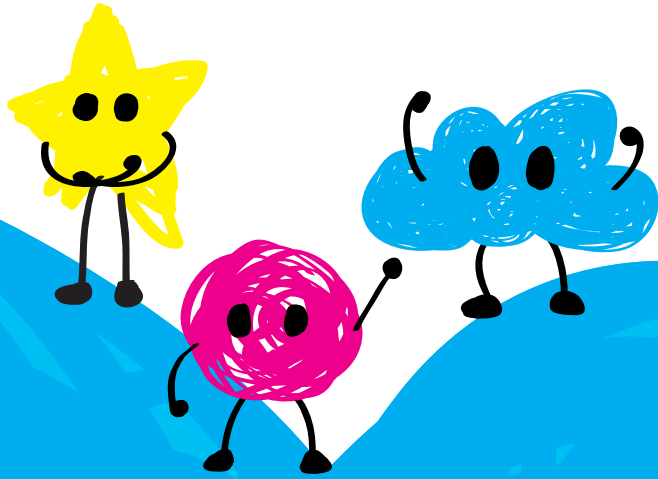
About DotAsia

DotAsia Organisation is a not-for-profit, community membership-based organization headquartered in Hong Kong. We are the Registry Operator for the .Asia TLD – the designated web address for Asia and Asian communities worldwide.

DotAsia is proud that our team has been a guiding force for the .kids initiative since the preparations of the proposal submission to ICANN in 2012. DotAsia will continue to be an integral part of the .kids initiative going forward. The DotAsia team will be supporting the market development and operations for the .kids TLD, and are thrilled to be working with the global children's rights and welfare community, through the DotKids Foundation, to bring to you an exciting TLD space in .kids.

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.Kids Registry Resources

Registry Homepage

www.nic.kids

Other landing pages

www.hello.kids | www.ABCs.kids

Social Media

Facebook <https://www.facebook.com/DotKidsTLD>

Instagram <https://www.instagram.com/DotKidsTLD>

Twitter <https://mobile.twitter.com/DotKidsTLD>

LinkedIn <https://www.linkedin.com/in/dot-kids-748528219/>

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