



## Registry identification page policy

The FRLregistry BV is proud to present its valued partners who offer registration of .frl domain names to their customers. FRLregistry recognizes both officially-accredited ICANN registrars and parties reselling registration services from registrars or other parties.

FRLregistry shall offer to the public an easily-accessible webpage on its whois.frl site identifying each partner that offers registration services for .frl domain names.

### Categories

To recognize the contributions of each partner, the presentation is divided into a three-tier model: Gold, Silver and Bronze.

- **Bronze:** All parties offering registration services for .frl domain names will be listed in the Bronze category to recognize their support. Ordering occurs by number of domain name registrations. Bronze listings include the name of the party and a hyperlink to a webpage of its choosing.
- **Silver:** Up to five parties offering registration services for .frl domain names will be listed in the Silver category as selected by the .frl registry and presented above Bronze partners. The selection is made on the basis of proven commitment and value of contributions and efforts to promote the .frl registry and .frl domain names. Ordering within the category occurs by number of domain name registrations. Silver listings include the logo and name of the party and a hyperlink to a webpage of its choosing.
- **Gold:** One partner that has shown long-term proven commitment and made an extraordinary and substantial effort and investment in the success of the .frl registry and .frl domain names will be listed in the Gold category at the top of the presentation. The Gold listing includes logo and name as well as a domain name availability checker operated by the Gold partner. In addition to this presentation, the .frl registry shall offer to the public a search engine to find partners using various criteria (e.g. geographical location) and an alphabetically-ordered list of all partners.

### Ordering by domain name registration count

Where ordering is on the basis of the number of domain name registrations, FRLregistry strives to update the ordering on a monthly basis. The number of registrations shall be as recorded by the FRLregistry. Should a partner apply extreme discounts to .frl registration costs or otherwise seek to artificially inflate its number of registrations, FRLregistry at its discretion may disregard such registrations.



## **Presentation requirements**

The webpage to be hyperlinked to from the name and/or logo of the party must be under the control of the partner and be primarily aimed at the registration of .frl domain names through the partner. When a logo is required, the logo must be the official logo of the partner and be delivered in PNG or JPEG format in a size to be determined by FRLregistry. The logo may not be animated. No promotional text (including prices) in the logo is permitted except for the standard tagline used by the partner, if any.

For the Gold partner, the domain name availability checker must redirect queries to the Gold partner website where the actual registration can take place. Design and operation of the checker are to be approved by the FRLregistry and must conform to commonly-accepted practice for the registration of domain names.

## **Miscellaneous provisions**

The selection of Silver and Gold partners is re-evaluated once every six months.

FRLregistry will formalize its selection criteria for Silver and Bronze positions and will appoint an independent board that evaluates the selections every six months. FRLregistry may, with the approval of the independent board, change the above policy from time to time. All listed partners will be notified by e-mail of changes in the policy.