**Real World Information Use Case**

**Consumer Verification of Domain Name / Website Operator**

**Goal/Scenario**

A consumer wants to purchase an item or service online, searches for that item, and is presented with various websites offering for said items or services. The consumer sees low cost alternatives on unfamiliar websites and wants to confirm the ownership details for the domain name/website where he/she is considering a purchase/transaction.

**Brief Format Use Case**

**Use Case:** Identify a person or entity that is responsible for/owns a domain name.

**Main Use Case:** Consumer accesses the RDS to obtain contact information associated with registered domain name. The consumer submits a domain name to the RDS for processing. The RDS returns information associated with the domain name that identifies a person or entity that is responsible for the domain name and related website, thereby confirming whether the consumer wants to do business with this entity. This information can also be used to contact the person or entity responsible for the domain name and related website if (i) business has already been transacted, and (ii) the consumer needs assistance (returns, tracking, etc.).

**Casual Format Use Case**

**Title:** Real World Information: Consumer Verification of Domain Name / Website Operator

**Primary Actor:** Consumer of online goods and services.

**Other stakeholders:** Operator of the RDS; person or entity associated with the registered domain name;Validator (who may have issued a Contact IDs); Registrar; Registry. These are all stakeholders as they are involved in data input, maintenance, and output of RDS.

**Scope:** Interacting with RDS

**Level:** User Task

**Data Elements:** Data elements that allow (i) verification of ownership, and (ii) communication in real or near-real time are the most useful in the context of this use case. These include registrant name, address, and contact details (i.e., email and phone number).

**Story:** A query for goods or services is performed by inputting information into a search engine. Consumer is then presented with search results displaying numerous websites with low price alternatives for desired goods or services. Some of the websites are not known brand-name retailers, and the consumer must try to determine the validity of the websites he/she may transact with. Real world information is one method for establishing a trusted online transaction. When engaging in online transactions, consumers can use registration directory services to, at a minimum, compare the registration data to what is seen on the website (e.g., BMW.com, displaying the brand BMW, is owned by a company called BMW based in Germany – known to the consumer). This type of comparison is a good tool to help consumers determine the validity of the websites they may transact with online.

**Privacy implications:** There should be no privacy implications in this context. As Article 29 WP notes “the publication of certain information about the company or organisation (such as their identification and their physical address) is often a requirement by law in the framework of the commercial or professional activities they perform.”

**Who has control of and access to the data:** Registrant-supplied data, registry/registrar-maintained and displayed data (via RDS).

**Conditions under which the data are accessible:** No constraints currently placed by the existing gTLD WHOIS system on accessing the above-noted data.

**How data can be accessed:** The above-noted data is currently accessed through the existing gTLD WHOIS system via any WHOIS search engine.