|  |
| --- |
| Universal Acceptance Steering Group Universal Acceptance |

Universal Acceptance Steering Group **FAQ**

**Q: What is Universal Acceptance?**

Universal Acceptance (UA) is a technical compliance process that ensures that all domain names and email addresses can be used by all Internet-enabled applications, devices and systems. UA is essential for the continued expansion of the Internet.

By making all systems interoperable, UA provides a gateway to the next billion Internet users as it enables government and societies to better serve their communities through the use of an increasing number of new domains, including non-Latin based, language-specific domain names in Arabic, Chinese and many others scripts.

From a technical standpoint, Universal Acceptance is about the Acceptance, Validation, Processing, Storing and Displaying of all domain names equally, consistently and correctly.

**Q: How serious of a problem is this?**

It is an important issue for the expansion of the Internet. Since 2006, the landscape for domain names has changed markedly – in overall number of top-level domain names (TLDs) available, TLD name length and scripts available. But Internet-enabled applications, devices and systems are often still based on rules set up 20+ years ago.

UA is such an important issue that the world’s leading technology firms such as Apple, Google and Microsoft are devoting time, resources and technical expertise to helping companies become UA-ready.

**Q: What is the UASG?**

The UASG is the Universal Acceptance Steering Group. It was founded in February 2015 and tasked with undertaking activities that will effectively promote the Universal Acceptance of all valid domain names and email addresses. The group is made up of representatives from more than 120 companies, including Afilias, Apple, ICANN, Google, and Microsoft, Governments and community groups.

**Q: How do you propose to get companies to act?**

Many forward-thinking companies see the benefits of becoming UA ready and already have efforts underway. It is important to note that becoming UA-ready does not need to be a separate project; it can be integrated into normal, ongoing maintenance companies undertake to ensure their systems are current. To help developers understand the basic tenets of UA and learn practical tips on how to become UA-ready we created both a quick guide and comprehensive guide. Both can be found on [www.uasg.tech](http://www.uasg.tech)

**Q: Which companies are currently UA-ready?**

We’re just starting to see companies make the changes to become UA-ready. Since it is a best practice and not a mandate, we don’t have a complete list of which companies have made the switch, but know companies like Apple, Google, ICANN, Microsoft and others who are actively working to get their systems UA Ready.

**Q: What percentage of the Internet is UA-ready?**

The core Domain Name System (DNS) is UA-ready – both by design and measurement, which APNIC Labs confirmed in a 2015 study. Now it is working with companies, governments and organizations to ensure their systems and applications are UA-ready.

**Q: Precisely who needs to take action to make a company UA-ready? Who are your priority targets?**

To drive change, we’re targeting CIOs to raise awareness about UA and the benefits it can provide to organizations. From an implementation level, the system architects and the rest of the development teams will need to review their applications and, where necessary, make changes. We provide guidelines in our Quick Guides which outline easier ways to become UA-ready.

**Q: Aside from companies, is there anyone else who needs to take action on UA?**

Yes. Developers of software that connects to the Internet’s domain name system have an important role to play in ensuring the adoption of UA as software and application design are fundamental to its success.

**Q: What is the downside for a company of not being UA-ready?**

Universal Acceptance is essential for the continued expansion of the Internet. We see three core benefits of UA-readiness:

**Enablement for culture, society and economics:** UA provides a gateway to the next billion Internet users as it enables government and societies to better serve their populations through the use of an increasing number of new Internet domains and non-Latin based, language-specific domain names, including Chinese, Arabic and many others. In addition, with nearly a thousand new top-level domain names in use, people will be choosing a name that better reflects their identity. Photographers may choose .photography. Lawyers, .lawyer. Pharmacies .pharmacy.

**Future proofing Internet systems:** To excel in the long run, businesses have a responsibility to ensure their systems work with the common infrastructure of the Internet – the Domain Name System (DNS). When businesses are UA-ready, it means that their systems and services will work harmoniously with the continuously expanding domain name space and will help set those organizations up for future opportunities and success by supporting their customers using their customer’s chosen identities.

**Better user experiences:** UA-ready websites, applications, and services lead to better user experiences. Email addresses in any language from any TLD are more likely to reach their destination, and not bounce. It also allows customers with new TLD suffixes to more successfully use the site and its forms.

**Q: Will non-UA readiness result in websites, apps, etc. not working?**

Yes, websites, apps, etc. that are not UA-ready will not work for people who want to use the new domain names and email addresses. When companies analyze why people fail to convert on a website or application when they enter in their personal details, UA-compliance issues could be the reason. For people using domain names in their native languages and or some of the new domain names, some websites are not recognizing them as valid addresses and people cannot complete their transactions

**Q: Where are you in the process of developing the test cases?**

We have test domains created, we’ve built landing pages, and we have developed a list of email addresses that companies can use with their systems to see if they are accepted. These include ASCII Local Part ([Info1@ua-test.link](mailto:Info1@ua-test.link), [info2@ua-test.technology](mailto:info2@ua-test.technology) and [info4@ua-test.世界](mailto:info4@ua-test.世界)) and Unicode Local Part (测试5@普遍接受-测试.世界, [测试4@ua-test.世界](mailto:测试4@ua-test.世界)). These are published as UASG004 in www.uasg.tech.

**Q: What industries most urgently need to make sure they’re UA-ready?**

This issue is not limited to one industry or region. It impacts anyone (Business, government, NGO or individual) that has applications that allow people to interact with them using the Internet. Industries with stakeholders (clients, suppliers) operating in communities that don’t use the English script should move particularly swiftly – and we are already seeing this happen in places like China, Taiwan and Thailand. Industries (doctors, real estate agents, photography, etc.) and communities (Melbourne, Berlin, London, etc.) that have new top level domains associated with them should also be early movers.