Universal Acceptance

Frequently Asked Questions

What is Universal Acceptance?

The internet standards for domain names and email addresses include support for characters from most of the world's modern languages. In fact, many email addresses and domain names, including top-level domains, are in use today that represent non-English languages.

Universal Acceptance (UA) is the principle that all valid domain names and email addresses can be used on the internet.

Why is Universal Acceptance important?

UA ensures that the internet works as designed and all components interoperate successfully and that users, companies and other entities can be represented on the internet using names in their native language.

Universal Acceptance achieves this by requiring the acceptance, validation, processing, storing and displaying of all valid domain names and email addresses consistently and correctly.

By making all systems compliant, or **UA-ready**, UA provides internet access for users that are not native English speakers. It enables governments, societies and businesses to better serve these communities. This will give access to the internet to its next billion users.

What is the UASG?

The UASG is the Universal Acceptance Steering Group. It was founded in February 2015 with the goal of promoting the Universal Acceptance of all valid domain names and email addresses.

The group is made up of representatives from more than 120 companies, governments, and community groups from around the world. (To see a current list visit <link>).

How do I become UA-ready?

To help developers understand the basic tenets of Universal Acceptance and learn practical tips on how to become UA-ready, we created both a quick guide <link> and comprehensive guide <link>.

We also provide test domains, landing pages, and a list of email addresses that you can use with your systems to verify they are accepted. These test materials are available in UASG004: Use Cases for UA Readiness Evaluation <link>.

These and other documents can be found at www.uasg.tech/documents.

Who needs to take action on UA?

All providers of software that connects to the Internet's domain name system have an important role to play in ensuring the adoption of UA. Software and application design are fundamental to its success.

New software applications should be designed and implemented to be compliant with UA. Older software should be upgraded as part of their normal, ongoing maintenance.

Which companies are currently UA-ready?

There is not a complete list of companies or software that have made the switch.

However, many companies like Apple, Google, ICANN, Microsoft and others are actively working to get their systems UA-ready. (Can we identify software that is UA-ready? Companies is too broad and too hard to be complete. But major software systems could be identified.)

How will my software benefit from UA-readiness?

Your user base will expand to include those with international domain names and email addresses. If you have advertisers or reference other sites in your applications you will be able to represent their identities correctly. Your software will also be able to interoperate with other applications around the world. If your company is used by, or integrated with software from global companies, they will appreciate your global capabilities.

Of course, the inverse is also true. Global companies will move to partners that also have global capabilities. And users will gravitate to companies that understand their needs and they will promote them to their friends.

If your software is used by governments, they will require support for their native domains.

If social media is important to your marketing, then you will want to support UA.

UA is based on current internet standards. If your software is not compliant, it will increasingly fail as international domains and email addresses become more prevalent. UA is important to future-proofing your applications and to ensuring your users have the best user experience you can provide.

Reliable support for UA is necessary to conduct transactions on the internet. Otherwise, you will lose revenue as users cannot use their email addresses or partners cannot share their domains with you.