



Policy Update

Public Interest Registry (PIR), as the operator of .ORG, .NGO, .ONG, and several IDNs is dedicated to operating as an exemplary domain name registry. We take very seriously our role as the most trusted domain name extension on the Internet and with it the responsibility to protect our .ORG Community. Part of that responsibility is to do our part to create a stronger, safer Domain Name System (DNS). Our recent work comprises a variety of actions including efforts within PIR's practices and policies as well as participating in industry efforts, to address DNS abuse. A full snapshot of PIR's work is available in our [2019 Annual Report](#).

PIR's Anti-Abuse Principles

PIR has developed seven core [Anti-Abuse Principles](#) to guide our efforts to build a cleaner, safer, more trusted .ORG domain. These principles do not serve as a "green light" for PIR to become a content regulator, but as a foundation for an ongoing iterative process to create a more trusted space for the .ORG Community. The principles are:

- Registrants can expect to enjoy the benefits of registration, including free expression;
- Due Process must be observed in each decision; this includes having a publicly available appeal process;
- We will act transparently with regards to Abuse;
- We should do what is right, even when it is hard;
- Action will be proportionate and with a clear understanding of collateral damage;
- We must factor in the scale of harms in making decisions on Abuse; and
- Action based on illegality must be apparent on its face.

You can find metrics related to our Anti-Abuse Program [here](#).

Framework to Address Abuse

As part of our role to keep .ORG a trusted space for the .ORG Community and to action our principle to "do the right thing", it's also important to engage within our industry to improve the DNS as a whole. PIR is proud to have co-created and served as one of the primary drafters of the Framework to Address Abuse. More than 50 like-minded registries and registrars have signed on to the Framework to openly and collectively share joint practices that address abuses of the DNS, and in some instances, abusive website content in the [Framework to Address Abuse](#). In the Framework, signatories:

- Put down on paper our current, similar, and responsible actions to combat abuse;
- Note our shared definition of "DNS Abuse";
- Describe what "taking action" looks like;
- Note the role of trusted notifiers;
- Define Website Content Abuse and the issues created by acting via the DNS to address Website Content Abuse;
- Describe when a registry or registrar should take action on both DNS Abuse and limited instances of Website Content Abuse; and
- Note what we see is ICANN's role in all of these discussions.





Quality Performance Index

It's important for PIR to also “walk the walk” with our own company programs and practices as well as within the industry. As part of that, PIR created the [Quality Performance Index \(QPI\)](#) to accurately measure the quality of individual registrar .ORG namespace and incentivize “healthy” (e.g., non-abusive) domain name registrations. The score calculated from the QPI algorithm can be used for a variety of purposes, including determining eligibility for a variety of PIR channel and marketing programs. It was designed to: 1) recognize and reward those registrars who are aligned with and committed to the PIR mission of maintaining and growing trust in the .ORG domain, 2) identify areas of improvement so PIR account managers can work with registrars to raise their scores, and 3) promote the overall quality of the domain name space and the internet as a whole. QPI serves as a “carrot” to registrars that meet our QPI criteria and a “stick” for those that do not, as they do not receive incentives their competitors receive. QPI has been well received by registrars and the community as a whole and was featured as [“Registry Best Practice”](#) by the Government Advisory Committee’s Public Safety Working Group.

NTIA/FDA Opioid Pilot

PIR is pleased to note that in June 2020, we partnered with the FDA and NTIA to launch a 120-day [pilot program](#) to curb illegal online sales of opioids. This engagement is consistent with PIR’s Anti-Abuse Principles and the Framework to Address Abuse. As part of the program, the FDA will serve as a trusted notifier to alert PIR, and other partner registries, to websites that are illegally selling opioids. PIR will act on these names only if it determines that the primary purpose of the site attendant to the domain is distribution of opioids online.

Human Rights Impact Assessment

Given the critical role Internet infrastructure providers—not only registries, but also domain name registrars, service providers, content delivery networks, and the other technical actors that make the Internet work—play in our economy and society, it’s a solemn responsibility to respect human rights. As part of that, PIR recently collaborated with ARTICLE 19 and the Danish Institute for Human Rights (DIHR) on a human rights assessment. This rigorous but vital exercise allowed PIR to engage in due diligence to understand PIR’s level of achievement on respecting human rights, and to identify any of our activities that may cause or contribute to adverse impacts. Based on our policy review and discussions with the Article 19 and DIHR analysts, we have identified a few areas for improvement and are working to address them. You can read more about these efforts at [thenew.org](#).

