**Definition of Consumer Trust**

# Proposed Modification (CLO, as modified by Michael):

Consumer trust is defined as the confidence registrants and users have in the overall domain name system, as well as the consistency of name resolution and the degree of confidence among registrants and users that a TLD registry operator is fulfilling its proposed purpose and is complying with ICANN policies  and applicable national laws,  and ICANN’s, Registry operators' and Registrars' efforts to curtail   susceptibility to abuse of the domain name system, as well as confidence in ICANN's ability to enforce requirements imposed on registrars and registry operators. [, including respect for intellectual property rights and avoidance/minimisation efforts relating to fraud, crime, or other illegal conduct,.]

# Comment (Tobias)

In the literature, trust is often addressed in terms of

* a trustor,
* a trustee and
* some aspects or context for which there is trust.

In the following table I have attempted to map all of the above elements to this matrix.

|  |  |  |
| --- | --- | --- |
| Trustor (who trusts) | Trustee (who/what is trusted) | Aspects (trust with respect to) |
| Registrants and users (referred to as “consumers” in AOC) | the overall domain name system | All aspects, including consistency of name resolution |
| TLD registry operator | * is fulfilling its proposed purpose and * is complying with ICANN policies  and applicable national laws |
| ICANN, Registry operators and Registrars | efforts to curtail   susceptibility to abuse of the domain name system |
| ICANN | ability to enforce requirements imposed on registrars and registry operators [, including respect for intellectual property rights and avoidance/minimisation efforts relating to fraud, crime, or other illegal conduct,.] |

On this basis I propose a simplified definition, as shown in the edited version of our advice letter. Please refer to the attached document.