

Dear ICANN Staff and Board,

Artemis Internet Inc. (“Artemis”), applicant for .secure, is out to make the Internet safer for normal people.

We are not from the domain world. My colleagues and I have spent decades in the security industry building more dependable and secure systems. Now, we are applying what we’ve learned to build a part of the Internet where consumers can conduct the important business of their lives without fear.

This can happen because:

- Consumers looking to perform important business online would simply need to look for the .secure trust mark, understanding that .secure site operators are committed to a higher-level of security than elsewhere on the Internet.
- Each day, consumer trust is earned and supported by a robust governance structure made up of the .secure members themselves.
- The .secure community is creating self-governance rules that are well above what is considered current best practice in the areas of network, web and email security.
- Artemis is working with partners in the PKI and browser industry to provide secure end-to-end communication between users and .secure sites.
- We will continuously check to make sure that .secure registrants are living up to the promises they are making to their users.

Artemis isn’t itself defining what makes a site safe and secure. We are convening a brain trust of computer security experts and their policy counterparts to collaborate on a living standard — one so rigorous that even the most paranoid organizations will aspire to meet it, and continuously updated to keep pace with the Internet.

Artemis will use this collective standard to govern .secure sites. Because the resulting standard will be open-sourced, so too could every other new TLD applicant.

In fact, each new applicant could do exactly what Artemis intends with .secure. Probably some will, perhaps because they operate business based upon trust or to differentiate themselves from other namespaces. Regardless of the motivation, all of the applicants I’ve met understand the obvious relationship between consumer trust and new TLD adoption.

This is the bigger picture that those mired in details can lose sight of in the latest name collision debate:

New TLDs like ours will make the Internet better, safer and more trustworthy.

We know you view the program from a much higher-level and with an eye toward the longer term than the detractors. Thank you for helping us all to rise above the latest drama.

Sincerely,



Alex Stamos, CTO