

# TRUSTED, VERIFIED AND MORE SECURE

All .BANK domain names must meet robust security technologies and practices and only verified members of the global banking community are approved.

Show your customers you are continually working to improve the security of their financial and personal information.

.BANK Domains Provide a Strong Foundation for:

- › Mitigating exposure to cyber threats
- › Authenticating a bank's identity
- › Supporting robust security technologies and practices
- › Creating more relevant and memorable domain names
- › Enhancing brand recognition and differentiation in a competitive marketplace

The Security Requirements for .BANK include:

- › Mandatory Verification and Re-Verification of .BANK Domain Registrants
- › Email Authentication
- › Strong Encryption
- › Website Security

Find out more about .BANK Security Requirements at  
[www.register.bank/enhanced-security](http://www.register.bank/enhanced-security)

[www.register.bank](http://www.register.bank)



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[www.register.bank](http://www.register.bank)



Registry Services, LLC



# .BANK

The .BANK web extension is the global platform for growth and innovation in the financial services industry. When visitors see a .BANK domain they can rest assured that they are at a legitimate bank website. Since its launch in 2015, banks from around the world have moved their online presence to .BANK. Institutions that align their brands with .BANK benefit because “bank” is a simple, globally recognized term and because of fTLD’s commitment to serving and protecting the global banking community and the customers it serves.

More than 40% of banks in the U.S. have registered **.BANK** domain names

To join these forward-thinking banks, go to Getting Started at [www.register.bank/getting-started](http://www.register.bank/getting-started)

## WHY .BANK?

“Following the 2008 recession, robust risk management became a key differentiator to compete and win. Migrating to **.BANK** was a simple and logical decision as part of this strategy.”

**Janet Garufis**  
President and CEO  
Montecito Bank & Trust

“**.BANK** not only aligns with our strategic plan, but it offers us a competitive edge, locally.”

**Robyn Newcomb**  
Marketing Director  
Badger Bank

“TFB’s desire is that every customer has a secure online banking experience – and **.BANK** helps us do so by signaling identification and security when you log onto our website.”

**Chip Register**  
SVP/Chief Information Officer  
The Fauquier Bank

“The move to **.BANK** helps mitigate reputational risks and account takeovers and cements our reputation with our customers as forward thinking.”

**John Mann**  
Chairman, President and CEO  
Chelsea State Bank

“Investing in strong technology like **.BANK** helps us stay as secure as we possibly can.”

**Bill Kahl**  
Vice President–Compliance Officer  
Choice Bank

“When you’re talking about small banks with seriously limited tech budgets—when you can make an improvement at the core of your operations with your clients—that is the easiest budgetary decision you can make.”

**Joshua Rowland**  
Vice Chairman  
Lead Bank

## FREQUENTLY ASKED QUESTIONS

### What is fTLD?

fTLD Registry Services, LLC was formed in 2011 by a coalition of banks, insurance companies and financial services trade associations from around the world, and corporate detail is available at [www.fTLD.com](http://www.fTLD.com).

### Who is eligible for a .BANK domain name?

Only verified members of the global banking community are eligible to register domain names. For banks it includes charter verification with the relevant regulator.

### Can I register any domain name I want if I am eligible?

You can register any domain name that corresponds to your company’s trademarks, trade names or service marks. For guidance on selecting domain names, please see the .BANK Name Selection Policy at [www.register.bank/policies](http://www.register.bank/policies).

### Once I register our .BANK domain name, do I immediately need to stop using my current domain name?

No, you can continue using your current domain name. To plan the activation of your .BANK domain name you can use the guides and planning checklist for assistance.

### Where can I learn more about .BANK?

Information about the policies, procedures and verification process are available in the FAQ at [www.register.bank/faq](http://www.register.bank/faq).

### Where can I read about the banks that have already moved to .BANK?

To read success stories about banks who have implemented a .BANK domain, visit [www.register.bank/success-stories](http://www.register.bank/success-stories).

### What resources are available to assist my bank with planning our transition to .BANK?

fTLD has developed guides and an implementation planning checklist to help banks understand the Security Requirements and how to communicate their transition to .BANK, and these are available at [www.register.bank/guide](http://www.register.bank/guide).

- › Planning and Communications Guide
- › Executive Guide to Security Requirements
- › Technical Guide to Security Requirements
- › Planning and Communications Checklist