Key Business Values

When visitors see a .BANK domain, they can rest assured that they are at a legitimate bank website. Only the .BANK domain provides immediate confirmation of a bank's online identity and reconfirms its commitment to operating in a trusted environment.

fTLD Registry Services operates .BANK in a highly controlled manner to serve and protect members of the banking community and their customers.

.BANK domains:

- Help banks **tell a security story** their customers can understand
- **Mitigate exposure to cyber threats** for websites and email
- Enhance **brand differentiation** in a competitive marketplace
- Provide **authentication of bank identity** through strict verification procedures
- Must comply with industry-developed **security requirements** and are monitored for compliance
- Enable shorter, more **relevant and memorable names**

The high-trust .BANK environment is the result of robust security technologies and practices designed to mitigate cybersecurity issues that impact the financial services sector. The Security Requirements for .BANK include:

- **Mandatory Verification and Re-Verification of .BANK Domain Registrants** to ensure that only legitimate members of the global banking community are awarded and can use these domain names.
- **Email Authentication** to ensure brand protection by mitigating spoofing, phishing and other malicious email-borne activities.
- **Strong Encryption** to ensure confidentiality and integrity of communications and transactions over the internet.
- **Website Integrity** secured by use of Domain Name System Security Extensions (DNSSEC) to ensure that internet users are not being misdirected to malicious websites.

To learn about the experiences of banks that have migrated to their .BANK domain, Success Stories are available here.

fTLD Registry Services, LLC (fTLD) is owned, operated and governed by banks, insurance companies and their respective trade associations. The Internet Corporation for Assigned Names and Numbers awarded fTLD the right to operate the .BANK generic Top-Level Domain (gTLD) on September 25, 2014 and it launched in May 2015. More information about fTLD is available at https://www.ftld.com and .BANK at https://www.register.bank.