



## **.AETNA REGISTRATION POLICY**

*This document contains an overview of the .AETNA domain registration policies. The .AETNA domain name registration policies can be accessed by eligible domain name applicants on <https://www.icann.org/resources/agreement/aetna-2015-05-21-en>*

The mission and purpose of the .AETNA gTLD is to serve as a trusted and secure namespace. The .AETNA TLD will be managed and operated exclusively by the Aetna Life Insurance Company (“Registry Operator” or “AETNA”) and its qualified Affiliates and authorized Trademark Licensees that Registry Operator may choose to designate in its sole discretion.

More specifically, Aetna’s goals for the .AETNA gTLD are to:

1. Reflect the AETNA® marks and brand at the top level of the DNS hierarchy;
2. Provide a secure and trusted platform for electronic communication and transactions on the Internet;
3. Provide Aetna’s stakeholders with a recognizable and trusted identifier on the Internet; such stakeholders may include, but are not limited to:
  - Subsidiaries
  - Official dealers and retailers of Aetna’s products and services
  - Affiliates, including providers and resellers
  - Regulators
  - Prospective and current customers and
  - Directors and officers of Aetna and its parent company, Aetna Inc.
4. Provide such stakeholders with a secure and safe Internet environment, which increases brand awareness and stakeholder trust – two key assets within the insurance industry.

The Registry Operator may incorporate this policy into existing business policies. The Registry Operator may develop and implement additional policies, including Aetna Domain Name Registration Policies, designed to effectuate the mission and purpose of the .AETNA TLD, to ensure coordination with existing or evolving corporate policy, and to comply with ICANN consensus and temporary policies.

The Registry Operator will review each second-level domain name at the time of registration to ensure that the name complies with internal policies governing the registration of .AETNA domain names, including the ADNRP. Additionally, the Registry Operator will conduct ongoing reviews of each second-level domain at least once per calendar year namely to ensure compliance with the terms of the .AETNA Registry Agreement, as well as with ICANN consensus or temporary Policies.

The Registry may amend the provisions of this Policy from time to time, including the conditions and requirements herein, at Registry's sole discretion. Such amendments will take effect at the time they are published on the Registry Web Site (or any other timeframe indicated therein), without prior notice to Accredited Registrars, Registrants and/or Applicants. The Registry may furthermore issue interpretative guidelines on the Registry Web Site regarding the terms and provisions of this Policy.

## **General Definitions**

**Affiliate:** Affiliate means a person or entity that, directly or indirectly, through one or more intermediaries, or in combination with one or more other persons or entities, controls, is controlled by, or is under common control with, the person or entity specified.

**Control:** Control (including the terms "controlled by" and "under common control with") means the possession, directly or indirectly, of the power to direct or cause the direction of the management or policies of a person or entity, whether through the ownership of securities, as trustee or executor, by serving as an employee or a member of a board of directors or equivalent governing body, by contract, by credit management or otherwise.

**Trademark Licensee:** Trademark Licensee means any corporation, partnership, limited liability company or similar legal entity (and not a person) that has a written trademark license agreement with Registry Operator or its authorized Affiliate, for use of the registered trademark owned by Registry Operator or its Affiliate, the textual elements of which correspond exactly to the .AETNA TLD string operated by Registry Operator, where:

- (i) Such license is valid under applicable law
- (ii) Such license is for the use of such trademark in the regular course of that entity's business outside of the provision of TLD Registry Services, and is not primarily for the purpose of enabling registration or use of domain names in the TLD
- (iii) Such trademark is used continuously in that entity's business throughout the Term
- (iv) The domain names in the TLD registered to the Trademark Licensee are required to be used for the promotion, support, distribution, sales or other services reasonably related to any of the goods and/or services identified in the trademark registration

## **Privacy Policy**

Aetna will ensure that the operation of the .AETNA TLD will be consistent with Aetna's Privacy Policy, available on its website at <https://www.aetna.com/legal-notices/privacy/web-privacy.html>.