Domain Name Registration and Use Policy for ".SMART"

I. **General Principles**

A. **Purpose**
The ".SMART" Top Level Domain ("TLD") is established by and for the use of Smart Communications, Inc. ("SMART" or the "Registry Operator") for the TLD space under the approved Registry Agreement for the ".SMART TLD" ("Registry Agreement") with ICANN.

The registration of domain names within the ".SMART TLD" shall be restricted to SMART as Registry Operator in compliance with the single-registrant model. SMART may, in its sole discretion, elect to license the use of the registrations within this space to appropriate divisions, subsidiaries, affiliates and partners.

The Registry Operator reserves the sole and exclusive right to make any changes to domain name registrations within the ".SMART", including the cancellation, transfer, deletion or suspension of any such domains, if it determines that the registration in question is in violation of the terms and conditions contained in this Domain Name Registration and Use Policy ("Policy"), or if is contrary to the best interests of SMART.

This Policy is intended to be updated and revised regularly to reflect the needs and requirements of Smart and its TLD. The last day of its update shall be contained in the Policy as reference.

B. **Registration Policy**
As indicated in the section above, the ".SMART" TLD follows a single registrant model. SMART shall be the only entity eligible to register domain names within the ".SMART" TLD.

C. **Licensing of domain name registrations**
SMART may, in its own discretion, elect to license the use of domain name registration within the ".SMART" space to appropriate divisions, subsidiaries, affiliates, and partners. In all cases, SMART shall remain the registrant of record for all domain name registrations with the TLD, and shall retain the authority to modify or terminate such registrations at any given time via the concerned registrar.

II. Allocation Rules

A. String Requirements

The Registry Operator via its Registry Service Provider will not accept a Registration unless the applied for Domain Name meets the applicable requirements as defined under the Registry Agreement Specification 6, including the following technical and syntax requirements:

The Domain Name Label must be:
: if ASCII, consist exclusively of the letters A to Z, the numbers 0-9, and hyphens;
: If non-ASCII, consist of language scripts offered by the Registry not exceeding 63 characters;
: contains at least one character; and,
: not contain hyphens.

B. Reserved Names

The Registry Operator may reserve and not allow the registration of any labels that appear or are reenacted by the Schedule of Reserved Names set forth in Specification 5 of the Registry Agreement.

However, SMART may propose the release of these reservations, subject to review by ICANN's Governmental Advisory Committee and approval of ICANN.

C. Name Collisions

If any ".SMART" domain name is identified by ICANN as a potential name collision risk, pursuant to the Registry Operator's rights and responsibilities under the Registry Agreement, Specification 6.6, the Registry Operator reserves the right to take all necessary and proper steps to resolve the conflict, including the blocking of any affected domain name.

III.   Acceptable usage guidelines

A. Acceptable Use

The ".SMART" space is intended to function as Smart's platform for the Smart brand and services and as such, the registration should support the goals and mission of the corporation and its brand.

Accordingly, no registered ".SMART" domain name will and may be used in a manner that:

- infringes any other third party rights;
- is in breach with any applicable laws, government rules or requirements;
- will be used for the purpose undertaking any illegal or fraudulent actions, including spam or phishing activities, or defaming Smart or its businesses, affiliates, dealers, employs and the like.

SMART will monitor the use of all domain name registed in the ".SMART" space to ensure that the content displayed is in the best interests of the company and its business endeavors. A .SMART Policy Board will be established to review and approve domain name registrations. Failure to comply with the terms and conditions set out in this Policy will result in the immediate cancellation, transfer, deletion or suspension of a registered ".SMART" domain. The Registry Operator reserves the right to make any necessary changes to a domain name registration the event of breach of the provisions established.

B. Dispute Resolution

The Registry operator will comply with all dispute resolution mechanism as defined in the Registry Agreement Specification 7 Article 2, and as revised from time to time by ICANN consensus policies and procedures of the ".SMART" domain. Registrant of domain names and all assignees to Smart agree to be bound by all applicable domain name dispute policies, outlined in this Registration and Use Policy.

These dispute mechanisms include, but are not limited to:

: the trademark post-delegation dispute resolution Procedure ("PDDRP")
: the Uniform Rapid supsension system ('URS") and
: the uniform domain name dispute resolution policy ("UDRP").

IV.   Document update

This document was last updated on October 15, 2014