

# dotAmsterdam

## Registry identification page policy



dotAmsterdam BV is proud to present its valued partners who offer registration of .amsterdam domain names to their customers. dotAmsterdam BV recognizes both officially-accredited ICANN registrars and parties reselling registration services from registrars or other parties. dotAmsterdam BV shall offer to the public an easily-accessible webpage on its [geefmijmaar.amsterdam](http://geefmijmaar.amsterdam) site identifying each partner that offers registration services for .amsterdam domain names.

### Categories

To recognize the contributions of each partner, the presentation is divided into a three-tier model: Gold, Silver and Bronze.

- **Bronze:** All parties offering registration services for .amsterdam domain names will be listed in the Bronze category to recognize their support. Ordering occurs by number of domain name registrations. Bronze listings include the name of the party and a hyperlink to a webpage of its choosing.
- **Silver:** Up to five parties offering registration services for .amsterdam domain names will be listed in the Silver category as selected by the .amsterdam registry and presented above Bronze partners. The selection is made on the basis of proven commitment and value of contributions and efforts to promote the .amsterdam registry and .amsterdam domain names. Ordering within the category occurs by number of domain name registrations. Silver listings include the logo and name of the party and a hyperlink to a webpage of its choosing.
- **Gold:** One partner that has shown long-term proven commitment and made an extraordinary and substantial effort and investment in the success of the .amsterdam registry and .amsterdam domain names will be listed in the Gold category at the top of the presentation. The Gold listing includes logo and name as well as a domain name availability checker operated by the Gold partner.

### Ordering by domain name registration count

Where ordering is on the basis of the number of domain name registrations, dotAmsterdam BV strives to update the ordering on a monthly basis. The number of registrations shall be as recorded by the dotAmsterdam BV. Should a partner apply extreme discounts to .amsterdam registration costs or otherwise seek to artificially inflate its number of registrations, dotAmsterdam BV at its discretion



may disregard such registrations.

## **Presentation requirements**

The webpage to be hyperlinked to from the name and/or logo of the party must be under the control of the partner and be primarily aimed at the registration of .amsterdam domain names through the partner.

When a logo is required, the logo must be the official logo of the partner and be delivered in PNG or JPEG format in a size to be determined by dotAmsterdam BV. The logo may not be animated. No promotional text (including prices) in the logo is permitted except for the standard tagline used by the partner, if any.

For the Gold partner, the domain name availability checker must redirect queries to the Gold partner website where the actual registration can take place. Design and operation of the checker are to be approved by the dotAmsterdam BV and must conform to commonly-accepted practice for the registration of domain names.

## **Miscellaneous provisions**

The selection of Silver and Gold partners is re-evaluated once every six months. dotAmsterdam BV will formalize its selection criteria for Silver and Bronze positions. dotAmsterdam BV may change the above policy from time to time. All listed partners will be notified by e-mail of changes in the policy.

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