

1.SOCIETY represents organizations, social interaction, membership, and shared purpose — rooted in the universal human drive for camaraderie and associations for collective activity.

While registrations would be open without restriction, the .SOCIETY namespace is expected to attract organizations that define themselves as societies or that serve a membership. These include social clubs and fraternal organizations; professional societies and trade associations; non-profit and charitable groups; neighbourhood associations; membership-based groups such as alumni associations, hobby clubs, and sports clubs; and online groups seeking an official namespace.

Related activities already carried out (or planned for launch) include: registry service provider evaluations, technical readiness for DNS stability and DNSSEC, IDN support, and ensuring providers meet benchmarks for resolution stability and query response time. Required rights protection mechanisms will include the Trademark Clearinghouse, Uniform Domain-Name Dispute-Resolution Policy (UDRP), and Uniform Rapid Suspension (URS).

Having served a decade as Registry Operator for the .CAM gTLD, we have gathered extensive experience in registry operations, registrar communication, user awareness campaigns, and TLD promotion. We will leverage this expertise to make .SOCIETY a success. It is a priority to offer best practice operations, best-in-class technical infrastructure, and full compliance with Registry Operator policy. All registry operations would comply with applicable privacy and data protection laws, and registrants would be required to adhere to lawful use standards. To further protect registrants and internet users, we work alongside trusted DNS services like CleanDNS for spam handling, registry-lock services, and rapid takedown mechanisms to respond to malicious use.

Communication with Registrars will commence as soon as possible to raise awareness, and ensure an effective launch of the .SOCIETY TLD. Registration would be open on a first-come, first-served basis following extensive Sunrise and Landrush periods giving existing intellectual property rights owners the opportunity to secure and protect their names ahead of the general public. Followed by the outreach to membership-based organizations for the development of a .SOCIETY usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .SOCIETY is to provide a dedicated namespace for societies, associations, clubs, and membership-based organizations — a structured space in the internet where collective identity and shared purpose can be clearly signposted. The enduring human need for social connection and organized group activity underscores the need for a namespace that reflects shared purpose and belonging.

This purpose is sustainable because the drive to form and belong to societies is a fundamental human drive that persists across economic cycles and cultural shifts. From professional societies that advance entire industries to local clubs that build neighbourhood cohesion, structured group activity is a constant feature of social life, already shaping how organizations connect their members digitally, supporting a dedicated namespace for association and belonging.