

# Data Quality Policy

## Introduction

Improving and maintaining the quality of the data on the register for .uk domain names is a key objective for Nominet. We have, and will continue to take steps to achieve this objective, and believe that registrars play a key role in assisting us in doing so. This Data Quality Policy sets out some of the ways we expect registrars to help us improve our data quality.

*NB terms that have been capitalised in this document have the meaning set out in the “Definitions” section at the end of this Policy.*

## Data Quality Policy Statement

Registrars must submit **Complete** and accurate data in their transactions with us.

Registrars must ensure that a reasonable, minimum proportion of the data they submit to us can be **Validated** by us.

All registrars must be satisfied that the email address for the registrant is a reliable means by which to contact the registrant.

## Incomplete Data

Where data submitted by a registrar is **Incomplete**, it will not be accepted by our systems and the relevant transaction submitted by the registrar will be rejected in real time.

## Data Validation

We shall regularly notify each Registrar of the minimum proportion of **Valid** data applicable to them, and work with Registrars to identify steps that they can take to meet this requirement. The threshold will be set and adjusted with reference to objective criteria, including without limitation: the length of time that the Registrar has used the Tag in question; the market and customer-base predominantly served by the Registrar; and the geographic makeup of their customer base.

Nominet may **Validate** any registrant data submitted to us. Where Nominet determines that data submitted cannot be **Validated**, registrars will be required to take steps to resolve the issue. These requirements are:

### *For domains on Accredited Channel Partner Tags*

The registrar must take appropriate steps in order to allow it to confirm to Nominet that the data is **Valid**. For example the registrar may choose: to ask the registrant to provide corrected data; to confirm that the data is reliable based on its own knowledge or information from a trustworthy third party source; or, to obtain documentary evidence that the data is reliable such as a utility bill or similar document.

Registrars must suspend domain names within 30 days where they are unable to **Validate** data.

### *For domains on Channel Partner and Self-Managed Tags*

Where data relating to domain names on tags of these types could not be **Validated** by us, we will contact the registrant directly in order to allow corrected data or documentary evidence to be provided to us by the registrant. Contact details for domain names which cannot be confirmed as **Validated** within 30 days of the date of submission of the data will be suspended. If the data is not **Validated** within 30 days of the date of suspension, the domain name will be cancelled.

## Accredited Channel Partner Tags – Processes and Auditing

Registrars using Accredited Channel Partner Tags must document the processes that they put in place in order to meet their obligations under the Data Quality Policy Statement. These written processes will constitute the Data Quality processes required under paragraph 5.1.4 of Schedule 1 of the Registrar Agreement.

Nominet will monitor a registrar's compliance with its own processes through its data quality audits of registrars and the regular data quality reports that registrars using Accredited Channel Partner Tags must submit to Nominet.

### Updating this policy

Nominet will review this policy on a regular basis in order to ensure that it continues to reflect best practice and current practices within the industry. We may update this policy by providing all registrars with at least 30 days notice and posting the new policy on our website.

### Definitions

“**Complete**” means that data complies with the format requirements set out in the annex to this policy applicable to the type of data in question;

“**Incomplete**” means data that is not **Complete**; and,

“**Validate**” means confirming that data is reliable by comparing it to data provided by a trustworthy source (which may be a third party database), and “**Valid**” and “**Validated**” shall be understood accordingly.

## **Annex**

### **Section 1 – UK Address Format**

Valid address meeting following requirements

- 1.1 Street 1 contains non-numeric information (not just number)
- 1.2 Post Town
- 1.3 Country
- 1.4 Post Code for UK
- 1.5 Post Code is not applicable for other countries

### **Section 2 – Phone numbers Format**

Valid phone number meets following requirements

- 2.1 begin with a “+”
- 2.2 Followed with a country code
- 2.3 Digits after country code

### **Section 3 – E-mail Format**

Valid E-mail address meets following requirements

- 3.1 contains an '@'
- 3.2 ends with a valid TLD (Top Level Domain)
- 3.3 Contains at least one character before the “@”
- 3.4 must not have any trailing or leading spaces

### **Section 4 – Correct Use of Trading Name Field (trad-name)**

Trading Name Field (trad-name) should be used by sole traders for their business name. Organisation name field to be used for their individual name.