



Solutions

A New Domain is on the Horizon

For years, the .com and .net domains have dominated the Internet and now, ICANN, the organization who manages the registration of Internet domains, has shaken things up a bit by offering a number of new domain names, some of them quite catchy like .coffee and .diamonds. With all these new offerings, banks now want to have their own internet signature as well. With this in mind, the American Bankers Association (ABA) introduced the fTLD Registry Services LLC. This new company is owned, operated and managed by banks, insurance companies and other leaders in the financial industry around the world who understand the challenges the financial sector faces. fTLD Registry Services LLC wants to create a more protected, trusted and easily-identifiable space on the Internet for financial companies and their customers.

The fTLD will sell bank domains only to verified members of the banking community who will have to go through a very thorough and secure vetting process. Banks will have to be verified through the applicant's local and/or national regulating agencies. In addition to a very stringent and selective application process, the fTLD promises to make security a high priority. For example, the new domain will prevent users from being redirected to fake bank websites, provide more encryption and make it more difficult for cyber criminals to create spoof emails using .bank. Domains will be assigned on a first come, first served basis. The cost of the new bank domain has not been determined yet, however it is anticipated to be a bit more

costly due to the security features.

Below are some key things to know:

- ◆ If you own a registered trademark, you may register the trademark with ICANN's Trademark Clearinghouse and apply for the .bank version of that domain name during the Sunrise Period (see below) before general availability.
- ◆ Banks that have registered trademarks need to confirm that they are registered with ICANN's Trademark Clearinghouse



prior to May 1, 2015, when the Sunrise Period begins.

- ◆ During the 30-day Sunrise Period, trademark holders have an advance opportunity to register domain names corresponding to their marks before

names are generally available to other eligible members of the community. Only trademark holders who have registered their trademark with ICANN's Trademark Clearinghouse may purchase domains during the Sunrise Period.

- ◆ The ABA says .bank domains should be available to the wider banking community on June 1, 2015, following the Sunrise Period.

You can learn more on the ABA's website (<http://www.aba.com/dotbank>), where they provide thorough documentation, information and explanations about .bank.

The Financial Brand, September 16, 2014

Are there subjects that you would like to have covered in future newsletters? We are always looking for topics of interest and we welcome all suggestions! To submit a topic, subscribe, or unsubscribe to our distribution list, please send an email to newsletter@aasysgroup.com

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Data Privacy Day!

Data Privacy Day (DPD) began in the United States and Canada in 2008 as an extension of the Data Protection Day Celebration in Europe. Held annually on January 28th, Data Privacy Day aims to increase awareness of privacy and data protection issues among consumers, organizations, and government officials. This important day is led by the nonprofit organization called National Cyber Security Alliance whose mission is to have a digital society that is vigilant about Internet security at home, work and school. The NCSA hopes to achieve this by building strong partnerships with public and private entities to create and implement broad reaching education and awareness efforts to empower users at home, work and school with the information they need to keep themselves, their organizations, their systems, and their sensitive information safe. A few tips that are highlighted on this day are:

- ⇒ **Checking Your Privacy Settings**
- ⇒ **Share with Care**
- ⇒ **Protecting your Personal Information**

On January 28th, all throughout the country, the National Cyber Security Alliance will host seminars and town halls to discuss an array of topics, from the future of cyber security to what we can do right now to

protect our data. These forums are a great way to help us cipher through all the important information and put things in perspective. Leading experts from IT firms such as IBM and Google will be in attendance as well. If you are not located in one of the many cities having an event, have no fear, there are also virtual events.

It is important for us to remember that cyber security is an ongoing effort and must remain a priority as we enter a more complex and diverse digital age. For more information about Data Privacy Day please visit <http://staysafeonline.org/>.

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The Count Down is on... Microsoft Ending Support for Windows Server 2003 Operating System

The count down is on! On July 14, 2015, Microsoft will be ending support for Windows Server 2003. This means that those still using that operating system will no longer receive crucial security patches that help protect against viruses, spyware and malicious software. Users may also encounter problems with software and hardware compatibility since new software applications and hardware devices may not be built for Windows Server 2003. Computers using the old software will still work, however, the risk of viruses and other malicious attacks increases exponentially and could result in significant loss of data, business assets, and confidential documents.

Windows Server 2003
support will end: **173**
Days

Don't wait until the last minute to make changes. July 14, 2015 will be here sooner than you think!

AaSys can help you every step of the way. Please contact your Account Manager today.