This is the 4th of the series of 5 articles looking how Sark can benefit from its own corner of the internet.

In #1, we saw how international bodies use Country Codes for their own purposes, and how Country Codes are now allocated.

In #2, we looked at how DNS translates the ordinary names of sites into computer-speak to give us the web pages and emails we want.

In #3, we learned how the ISO Country Code Standard can be used to support an application to IANA for an internet ccTLD. That is one of the foundations to support Sark's corner of the internet and benefit our profile, economy, community and future.

In this article, #4, we'll look at how Sark can protect and enhance its reputation and international profile on the internet. It's not just a TLD …

The internet has rules.
It may not appear to but it does. The internet is no longer the wild west. Top Level Domains have been strictly guarded and monitored for decades, now.

This article will look at how this is done and how our government and community have their say. But as a short intro, both the States of Guernsey and the States of Jersey think that the way Island Networks (based on Alderney) has run the .gg and .je domains has benefited their island reputations in cyberspace.

That's why we're very grateful for the involvement of Island Network's Nigel Roberts. He has had meetings with the TLD committee to give the benefit of his long experience (as well as running .gg and .je since the '90s, he has been until recently an ICANN Board member).

That's our goal for Sark: an island-based organisation, taking our community's views on board and benefitting Sark's profile and reputation.

So how are we going to do this: to look after Sark and enhance Sark's reputation?
To get IANA's approval, we'll need to provide detailed evidence that we can meet a range of criteria.

It's important to have support from Chief Pleas and the community.

For many years, we have reported to the various committees and Chief Pleas. Following Cllr Maitland's achievement of the UN M49 Statistics Code on behalf of the island, the Seigneur at the time, Michael Beaumont, asked for a public presentation to get island views.

This was done at the Island Hall in 2015 and, following extensive feedback from residents and Conseillers, we carried on scaling the mountain with the various national and international bodies involved.

The TLD Committee has reported developments to Chief Pleas regularly. Proposals have been debated and approved, The potential future organization is designed to keep Sark firmly in control.

How does Sark keep control?
There are 4 aspects to this. Who oversees the technical ability? What drives the way it's operated? What governs the behaviour on the internet? Where do we want the revenue spent?

1. The technical ability of the organization must be approved by IANA. The bar for this is set very high as any mistakes here can bring parts of the internet grinding to a halt. Running a domain these days requires leading-edge technical ability. We are fortunate to have a number of potential partners as well as the advice from Island Networks.

2. The method of operation also must be vetted by IANA and meet the requirements of Chief Pleas as advised by Law Officers. There will need to be a corporate entity. In the last plan for Chief Pleas this was a CIC but other types are also being looked at.

3. What people can do with their domains is defined by a host of policies and internet standards. Unlike some other TLDs, Sark will have proper policies with good standards. Draft policies have been sub-

mitted to Chief Pleas and will be part of the community consultations. You can see a list of what they cover in the call-out box.

4. Where should any profit go? It could go into the island budget or support local initiatives such as the Dairy or invest in Digital Sark or a mix of these and others.

Consultations on all these elements will be held in the coming months. A local NPO, the SarkID Group, has been setup for this and you can see some of the work they've done at www.sarkid.org

And, of course, there's the normal work in the TLD Committee and reports to Chief Pleas. Before this can get into full operation, the community will have been consulted fully before a proposal (to be checked by the Law Officers) can go to Chief Pleas.

Summary Draft Policies
1. Mission: for the benefit of the community of Sark, to be managed as a trusted, secure TLD with best practice.
2. Registration Policies: rules on terms and allowable characters in a domain name.
3. Acceptable Use: any domain which breaks the AUP can be suspended or cancelled immediately. The rules cover:
- integrity, security and stability of the DNS
- compliance with the law, law enforcement, government and standard dispute resolution proceedings to protect intellectual property rights
- no criminal or civil liability on the part of the Registry, its team members and service providers
- respond to and protect against malware and botnets affecting the operation of the internet
- comply with internet stability specifications

Prohibited Activities
- no unlawful, harmful, obscene, hateful, racially or otherwise objectionable content to be published or emailed.
- no impersonation of other persons or entities (fake identities)
- not harm or abuse minors in any way
- no malware or botnets
- no phishing, spam, trademark or copyright infringement, fraud counterfeiting or other illegal acts
- no disguise of content origin
- don't break the law: national or international
- don't harass individuals, no cyber bullying
- registrants in Sark must comply with Sark laws and regulations

Other areas cover:
- Reserved and Premium Names (e.g. for Chief Pleas and other official or local bodies)
- Privacy Policy (e.g. proper Data Protection)
- Best Practice

These policies make sure we can take action on anything that contravenes these policies on the ccTLD hence protecting Sark's reputation.

Next Steps
The TLD Committee is working on a consultation plan which should swing into action after Christmas. The financials will be discussed with P&F, the potential partners will come for presentations to those interested.

Conseillers will be briefed and there will be public meetings. The intention is to arrive at a plan which benefits the island, protects its reputation, has the involvement of the community and provides extra resource for the island's activities.

Next week—and send us your questions.
In the final article "Digital Sark", we'll see how the ccTLD is just the start. Once Sark has its ccTLD to go with the ISO Country Code, these can be leveraged to benefit Sark's profile. We can start to get Sark included as a destination on all those online shopping sites, sites like TripAdvisor and so on. Not just a part of Guernsey!

There are many digital initiatives that could support the island itself. A digital sector adds another element to the island's economy helping local people with an online presence. This, and more, will be covered in next week's article.

Remember, we are always happy to address any questions or points you may have on this or previous articles or areas we haven't covered yet. Feel free to email us via newsroom@sarknewspaper.com . All questions will be answered and may be published in future editions.