

Registration Policy - .APPLE

The mission and purpose of the .APPLE TLD is to serve as a trusted, hierarchical, and intuitive namespace provided by Apple Inc. ("Registry Operator") for use by Registry Operator, its qualified Affiliates and Trademark Licensees. Only Registry Operator, its qualified Affiliates and Trademark Licensees will be eligible to register or control the DNS records associated with domain names at any level in the .APPLE TLD.

Registry Operator will implement an internal process to determine which second-level domain names will be registered and which Affiliates and Trademark Licensees will be eligible to register second-level domains. The Registry Operator will manage all domain name registrations.

Registry Operator will review each second-level domain name at the time of registration to verify that the name complies with internal policies governing the registration and use of .APPLE domain names, including this Registration Policy. Additionally, Registry Operator will conduct ongoing reviews of each second-level domain at least once per calendar year name to verify compliance with the terms of the .APPLE Registry Agreement, as well as with ICANN Consensus or Temporary Policies.

Registry Operator reserves the right to amend its registration policy.