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.POST Webinar

Increase your internet security and brand visibility



26 March 2020



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About speakers



Cosimo Birtolo

*Poste Italiane
Chair of .POST Group*



Paul Donohoe

*UPU Programme manager
Digital Economy and Trade*



The webinar will be in **ENGLISH** only

Participant phone lines will be **MUTED** (to reduce noise and interruptions)

Use the “**CHAT**” feature to ask **QUESTIONS** during the presentation

Questions will be answered after the speakers presentations

You will get the **SLIDES** and **RECORDING** by email after the session



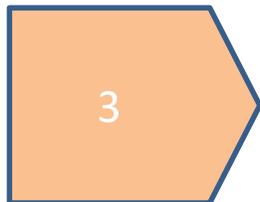
Three key points to cover



Build trust with .POST **secure** domain names



Increase visibility with .POST branded websites and email addresses



How to register your .POST domain names



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Build trust with .POST secure domain names

SECURITY





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TRUST & CYBERSECURITY



A trusted space
managed by the UPU





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gives an new layer of
cyber protection for
your internet services





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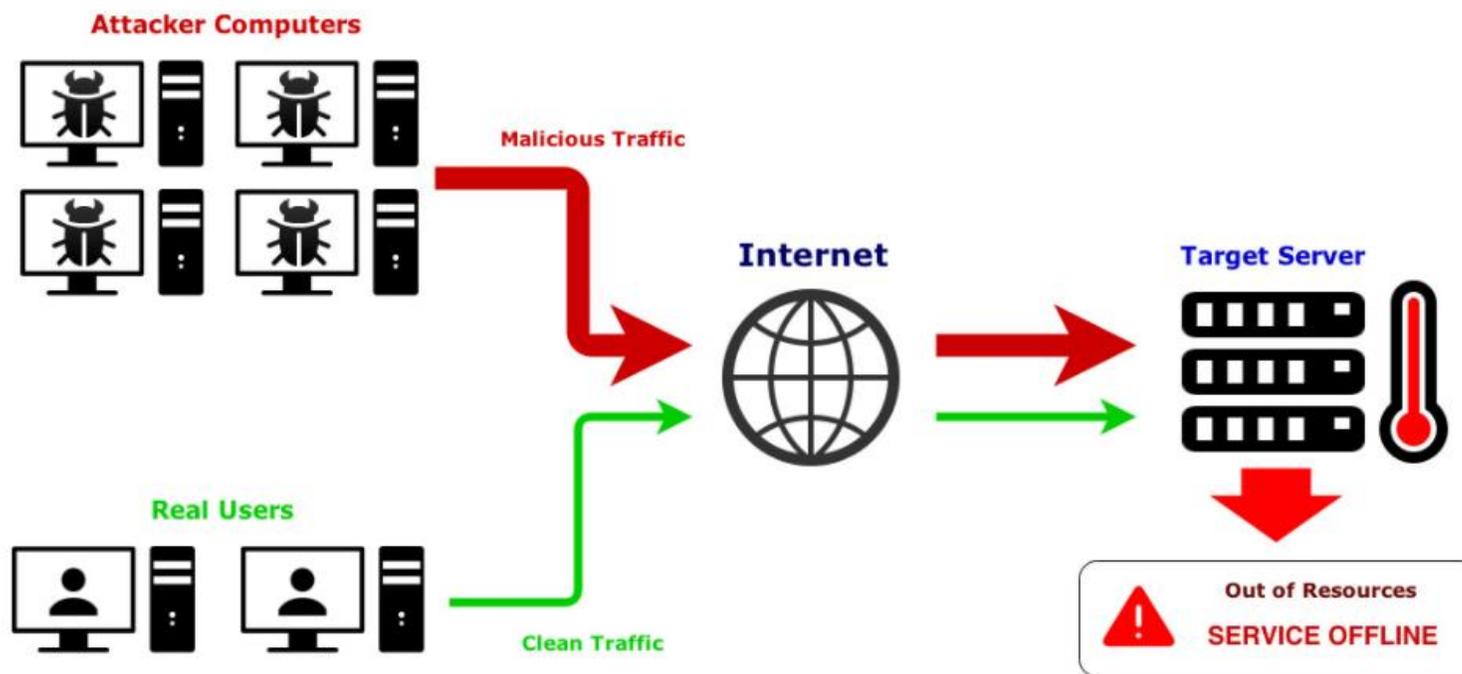
.POST PROTECTS YOU IN 5 WAYS

- 1) Protection against Denial of Service attacks (DDOS protection)**
- 2) Protection against your domain being hijacked and spoofed (DNSSEC)**
- 3) Protection against malicious emails from your domains (SPF and DKIM)**
- 4) Encryption required for all .POST websites (HTTPS & TLS)**
- 5) Verified domain (VERIFIED BY UPU)**

Security monitoring of your domain name



1) Protection against Denial of Service attacks



VALUE Minimize risks against DOS and DDOS



2) DNSSEC mandatory for all domains and subdomains under .POST



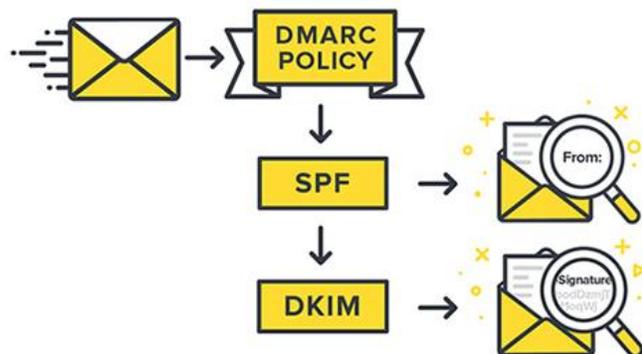
Policy	Benefits
All .POST domains must be signed using DNSSEC technology https://www.ietf.org/rfc/rfc4033.txt	A chain of trust for the TLD and the domain



VALUE Minimize risks against website hijacking



3) Protection against malicious emails from your domains – Security policies enforce SPF and DKIM



Policy	Benefits
All .POST domains with MX record should comply with the e-mail policy and use DKIM and SPF records https://tools.ietf.org/html/rfc6376 https://tools.ietf.org/html/rfc5585	Improve the trust on e-mail under .POST
Improved e-mail policy (DMARC mandatory implementation)	Protecting your domain and reputation of your e-mail



VALUE Increase the security and value of your brand and e-mail reputation



4) Encryption required for all .POST websites – Https & TLS 1.2



Policy	Benefits
Usage of TLS certificate version 1.2 or above + Headers	Minimize cyberattacks (Man-in-the-middle)
No domain redirection policy (except for CNAME records)	MIM and SEO failover



VALUE Ensure information transmitted from website is safe and secure



5) Verified domain

As a verified domain, bad actors simply cannot get a domain or email address that looks like yours to impersonate you and phish your employees and customers



VALUE increase your website and brand protection



It is important to monitor 24 X 7 abuse such as phishing, spam, botnets, and malware by continuously scanning different sources (third party and internal).

The screenshot shows the mambo+ dashboard with a navigation bar at the top. The navigation bar includes 'mambo+', 'Dashboard', 'Domain Views', 'Abused Domains', 'Configuration', and a user profile for Paul Donohoe, Registry, with a Logout button. The main content area is split into two panels. The left panel, titled 'Your Ranked Domains', contains a table with columns 'DOMAIN' and 'RANK'. The right panel, titled 'Abuse Cases in Your Portfolio', displays the message 'No abuse has been detected in your portfolio.' and a last update timestamp of 'Thursday, Mar 19, 2020, 12:00 AM'.

DOMAIN	RANK
ems.post	19,998 ▲
southafricanpostoffice.post	98,046 ▲
postnl.post	102,098 ▼
cypruspost.post	503,618 ▼
ptc.post	588,031 ▼

Last update: Wednesday, Mar 18, 2020, 1:00 AM

NO .POST domains have been abused



VALUE Minimize risks of DOS and DDOS attacks



VALUE Minimize risks against hijacking



VALUE Increase the security and value of your brand and e-mail reputation



VALUE Ensure information transmitted from website is safe and secure



VALUE Increase protection of your brand on the internet



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Increase visibility with .POST websites and email addresses

VISIBILITY





VISIBILITY - Ranking of your domains is important

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Your Ranked Domains

DOMAIN	RANK
postnl.post	29,230 ●
ems.post	71,406 ●
ptc.post	99,202 ●
southafricanpostoffice.po...	152,358 ●
cambodiapost.post	945,554 ●

Last update: Tuesday, Apr 17, 2018, 2:00 AM



To have a **trusted domain** increases the **value** of your brand

Global Rank ⓘ

🌐 1,297,808 ▲ 215,062

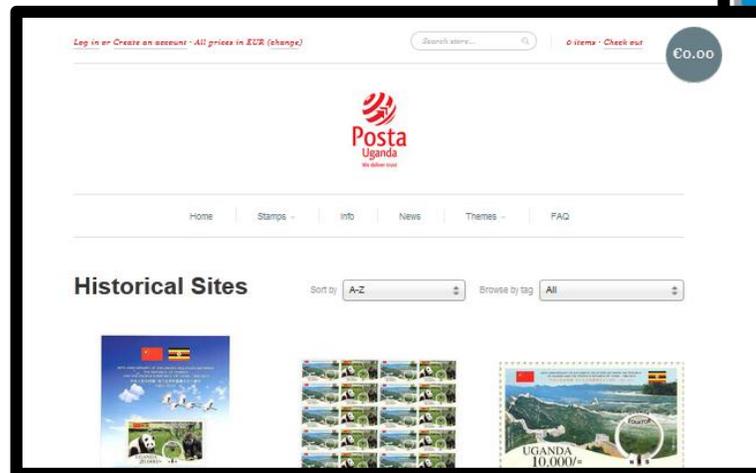
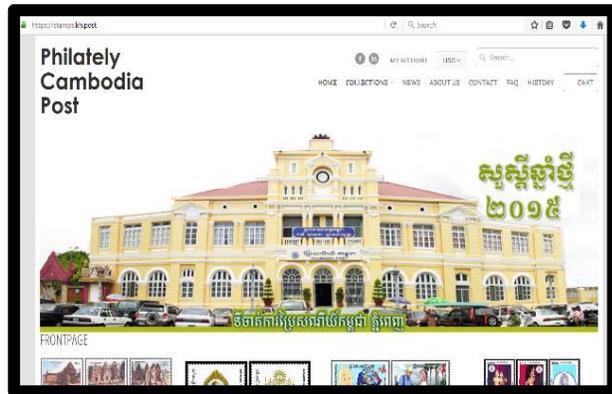
Rank in Cambodia ⓘ

🇰🇲 1,670



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Increase sales of philately by establishing a secure e-Commerce site under .POST





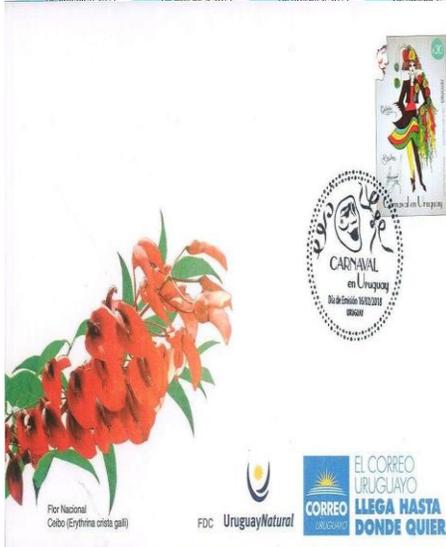
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CAMPEONES DE AMÉRICA 2011



11231

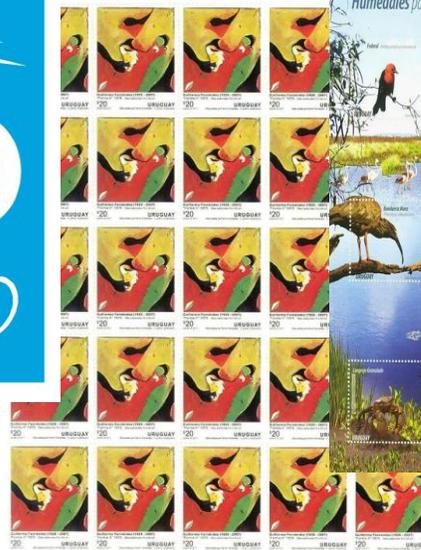
Juana de Ibarbourou
Juana de América



"Candombe"
Patrimonio Cultural
Carnaval en el Uruguay



Pintores Nacionales





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Tienda online Filatélica
www.stamps.uy.post



Philatelic Store

INICIO COLECCIONES HISTORIA DE LA FILATELIA NOTICIAS NUESTRA EMPRESA FAQ CONTACTENOS

Buscar IR

Humedales para nuestro futuro

Ramsar Humedales para nuestro futuro

Convención Internacional por los Humedales

MVOTMA

Federal *Amblyramphus holowaikeia* \$15

Rayador \$15

03001

Humedales para nuestro futuro

En el marco de la realización de la Convención RAMSAR en el Departamento de Maldonado, se realizó el lanzamiento de la Hoja Filatélica.

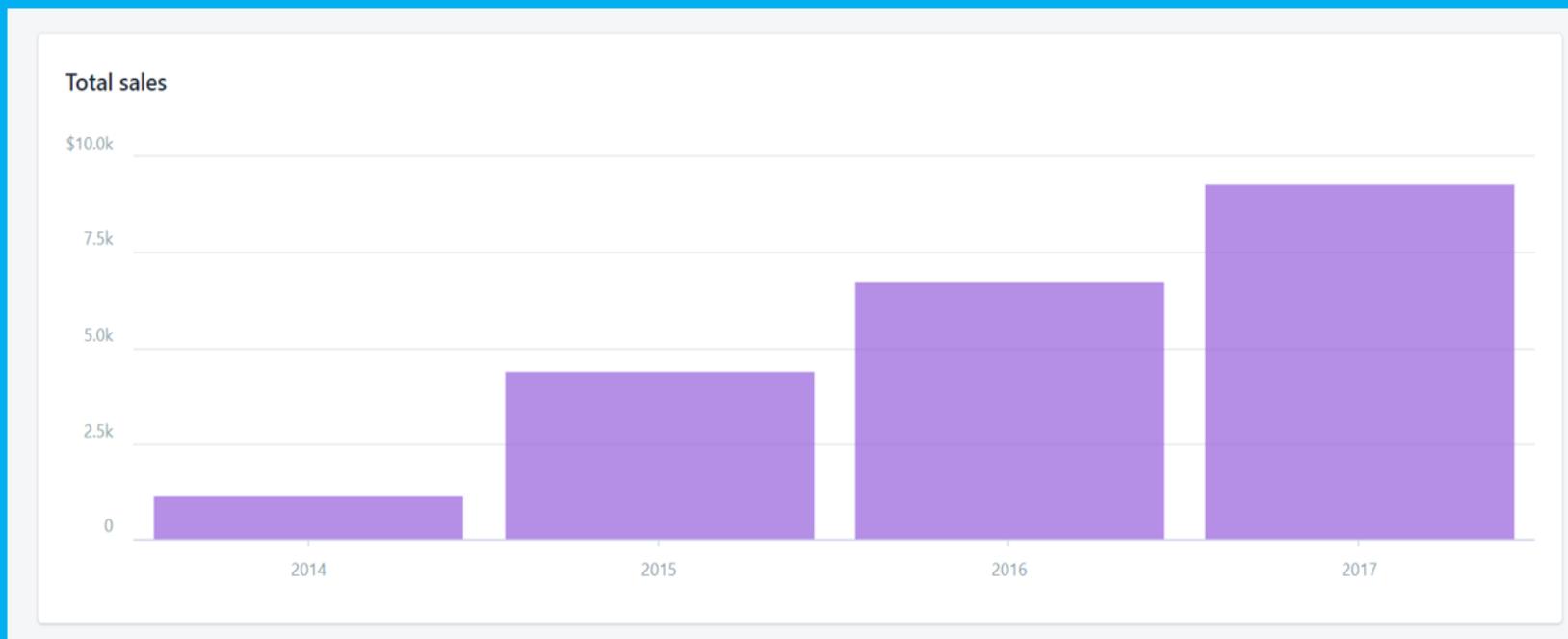
Más Información >

<https://stamps.uy.post/>



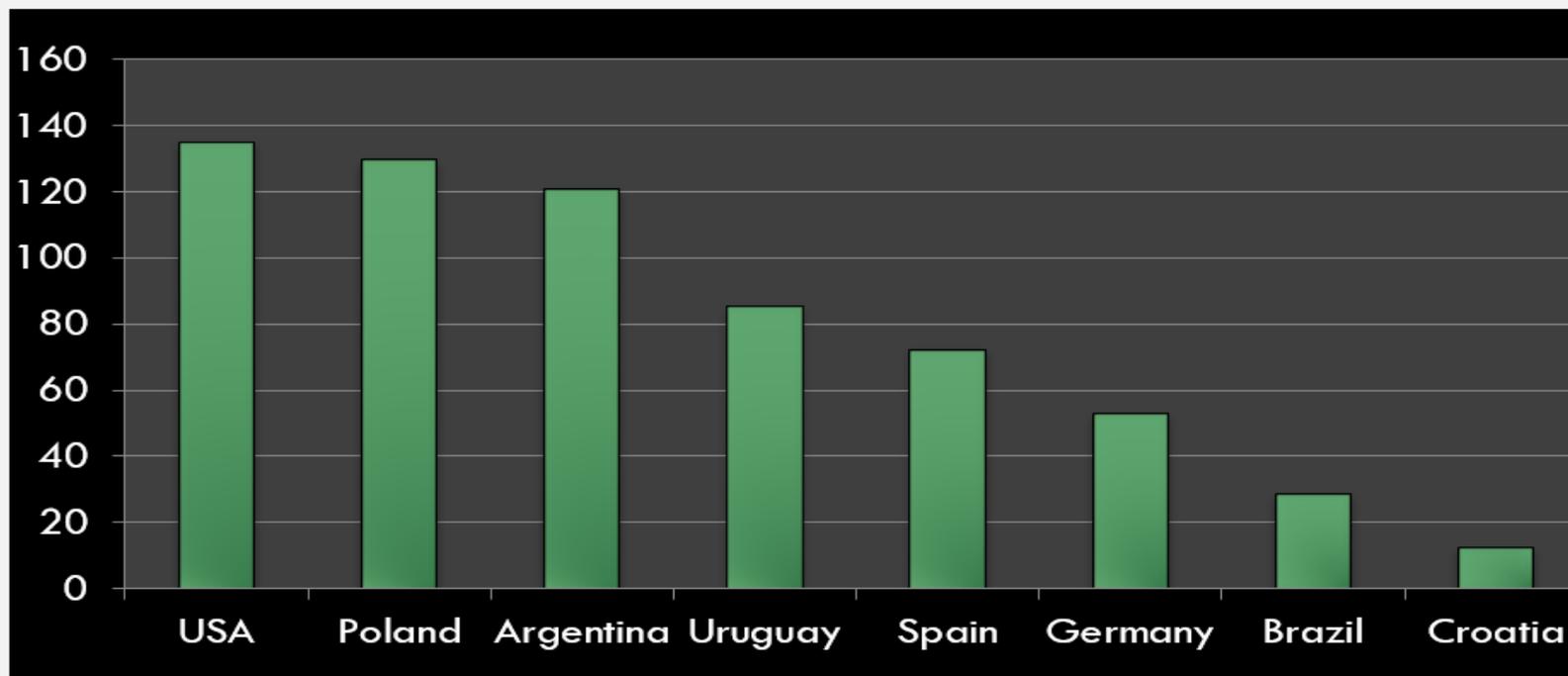
SALES PER YEAR

Tienda online Filatélica
www.stamps.uy.post





Main buyers



Other buyers include

- China
- Hong Kong
- UK
- Chile
- Portugal
- Italy
- India
- Netherlands

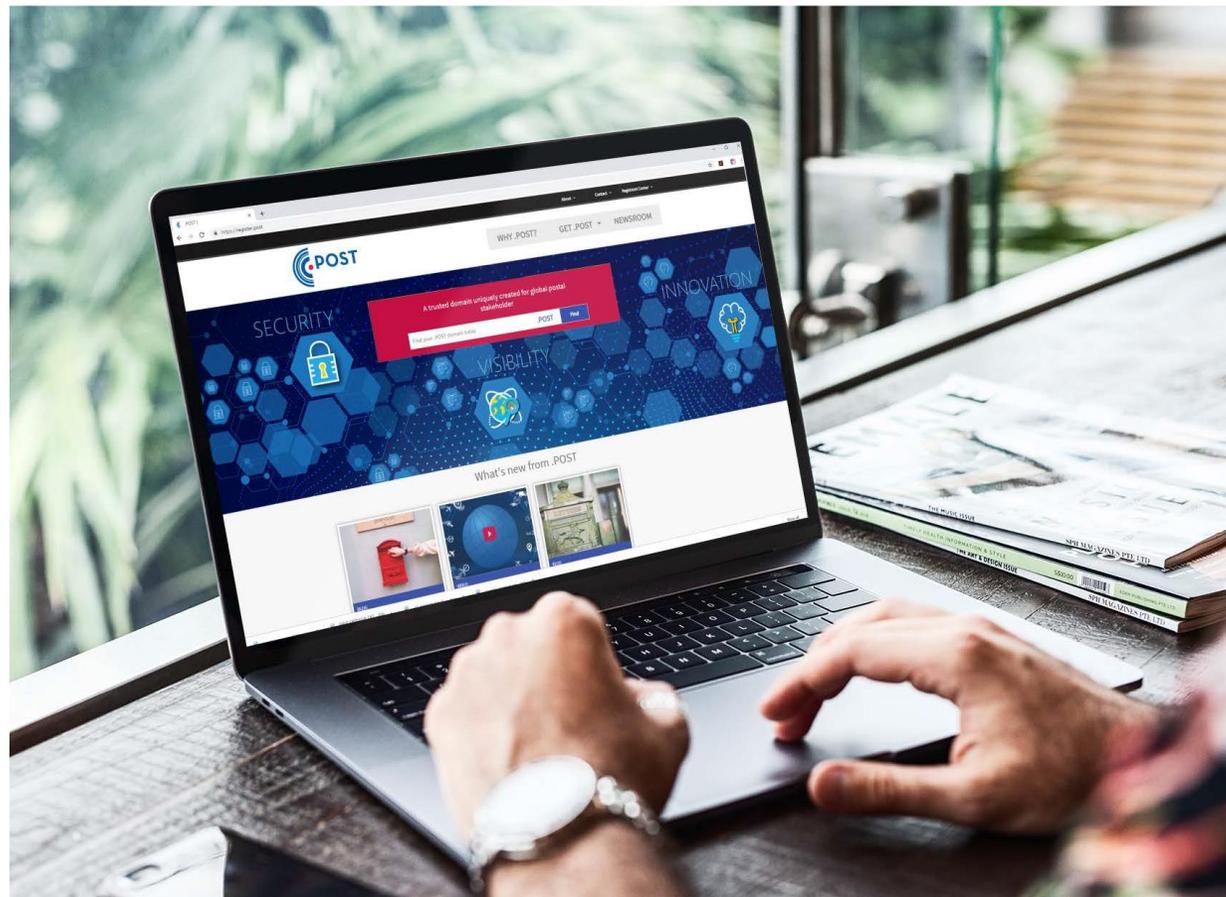


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How to register your .POST domain names



www.register.post





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Register your Domain Name



<https://register.post/>

- 1. Validate your organisation:** apply for your Community ID
<https://register.post/registant-corner/community-id>
- 2. Request your Domain name:** submit the name request
<https://register.post/get-post>
- 3. Receive approval from the UPU** after compliance validation and public comment period.



Annual Fees (CHF)

Type	Full member (all prices in CHF)
DPG membership fee	Lvl 1-5: 5,000 - 100,000 Lvl L (LDCs): 2,500
Standard name	100 (offset against DPG membership fee)
ISO country code/name	2,500 (offset against DPG membership fee)
Security Monitoring	0 (Included in DPG fee)

DPG membership fee offset principle:

DPG Full Members can register a combination of premium and standard names up to the value of their membership fee.

e.g. DPG Level 2 = 1 premium country name and up to 75 standard names OR 2 premium country names + 50 standard names.



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What can you register ?

Company and trading names

Eg. correos.post, liban.post, saudi.post, southafricapostoffice.post, postnl.post

Products names

Eg. myparcel.post, stamps.uy.post, stamps.tz.post, zimpostmall.post



Country and territory names

Eg. China.post, cn.post, Lebanon.post, lb.post, Mauritania.post, mr.post, argentina.post, ar.post,



CONTACT US



secretariat@info.post



www.register.post