

# Domain Security: Protect Your Bank and Customers with .Bank

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Your web domain is the vault door to your digital channels (i.e., website and email)

# Speakers



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# fTLD History – Industry Leader



- ABA and other leading trades created fTLD Registry Services and launched .Bank in 2015 (and .Insurance in 2016); continues to be industry governed
- Created to provide a trusted and more secure place online for banks; shielding from phishing, spoofing used to commit cybercrime
- Verification is the key to trust; no bad actors and lookalike domains; (**KYB – Know Your Bank**)
- Industry developed Security Requirements and adaptive compliance monitoring are the bedrock of .Bank

# .Bank Poll: Question #1



- Rate your understanding of your bank's web domain security.
  1. None
  2. Fair
  3. Good
  4. Excellent

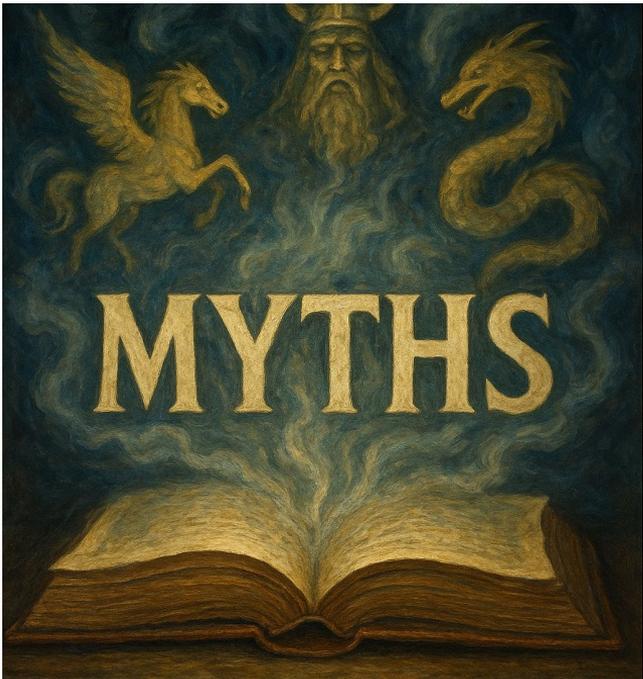
# Top Reasons for Switching to .Bank

- Security
- Brand/Reputation Protection
- Rebranding for a name change or merger/consolidation event
- New product/service introduction (e.g., digital bank/brand)
- Availability of a better domain name

# Why Technology Matters

What you should be doing:	Why you should be doing it:
<ul style="list-style-type: none"><li>● DNSSEC</li></ul>	Protects your DNS (i.e., domain information and various records) and prevent man-in-the-middle attacks, domain hijacking, and more ( <i>.Bank requirement</i> )
<ul style="list-style-type: none"><li>● Email Authentication at enforcement</li></ul>	(i.e., DMARC (p=reject), SPF, DKIM) ( <i>.Bank requirement</i> )
<ul style="list-style-type: none"><li>● Registry Lock</li></ul>	Prevents unauthorized changes to registration data ( <i>available with .Bank</i> )
<ul style="list-style-type: none"><li>● Strong TLS encryption and related cipher suites</li></ul>	Provides secure communication over a network ( <i>.Bank requirement</i> )
<ul style="list-style-type: none"><li>● DNS redundancy</li></ul>	Critical component for your website and email availability
<ul style="list-style-type: none"><li>● Require multi-factor authentication (MFA) or Single Sign-On (SSO)</li></ul>	For users with access to registration data ( <i>.Bank requirement</i> )

# Top Myths about .Bank



- It's not being used by banks yet  
FACT: 40% own and of those 50% use .Bank
- It's expensive  
FACT: Can be done for ~\$2,500/yr.
- It's difficult  
FACT: Switch kit lays out the three-step process
- It compromises search engine reputation  
FACT: Boosts reputation in most cases

# Resources to Support the Switch to .Bank

- fTLD team & approved registrars
- Core banking providers
- Managed service providers
- Email authentication service providers
- Web design/hosting providers

# .Bank Poll: Question #2



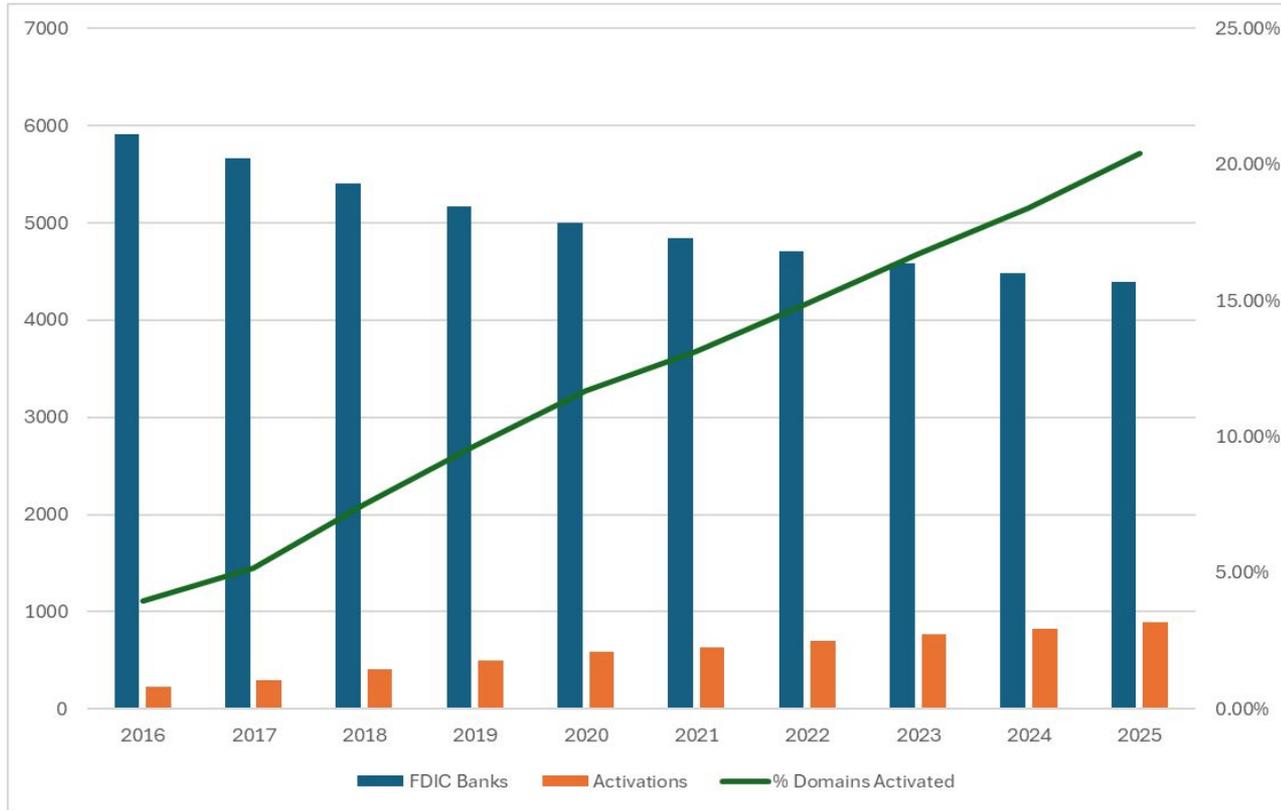
- You've learned the importance of protecting your bank's web domain — do you think your bank is doing enough?
  1. Yes
  2. No
  3. Unsure

# .Bank by the Numbers

- ~1,790 banks in the U.S.\* own a .Bank domain (~40% of all banks)
- 809 banks in the U.S. switched to a .Bank domain(s) (~18.4% of all banks); 898 banks worldwide
  - 2025: 845 U.S. .Bank websites; several operate multiple domains for divisions
- 9 state banking associations switched to a .Bank domain
- Average number of days from registration to activation:
  - 2023: 180
  - 2024: 117
  - 2025: 72

*\* .Bank is globally available; ~83% of activity is domestic*

# Percentage of Activated .Banks in the U.S.



# Common Questions



- What makes .Bank trusted and more secure?
- Do I have to abandon my current domain (e.g., .com) for .Bank?
- What's involved in switching to .Bank?

# 3 Steps to Switching to .Bank

- Register Your Domain Name
  - Submit a Verification Application: <https://register.bank/get-started/>
- Switch with Confidence
  - Follow our Implementation Guide: <https://register.bank/implementation-guide/>
- Promote Your .Bank Domain
  - Leverage our Communications Guide: <https://register.bank/bank-communications-guide/>

# .Bankers Q&A



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# .Bank Poll: Question #3



- With what you've learned about .Bank, how likely is your bank to switch to this more secure domain option?
  1. Unlikely
  2. Likely
  3. Very Likely
  4. Unsure

# .Bank Resources

- Learn about .Bank from the ABA: <https://www.ABA.bank>
- Learn about .Bank from fTLD: <https://register.bank/>
  - Book a Free Consultation: <https://register.bank/schedule-meeting/>
  - Listen to the ABA Fraudcast: Enhancing security with .bank domain registration  
<https://bankingjournal.aba.com/2025/08/aba-fraudcast-enhancing-security-with-bank-website-registration/>
  - Register a .Bank Domain: <https://register.bank/get-started/>
  - Executive Summary: <https://register.bank/executive-summary/>
  - Download the Switch Kit: <https://register.bank/switch/>
  - Security Requirements: <https://register.bank/implementation-guide/#security>
  - .Bank Simplifies CRI Profile v2.1 Compliance: <https://register.bank/lp/cri-profile-guide/>
- Follow .Bank on LinkedIn: <https://www.linkedin.com/showcase/11030819>
- Sign up for the .Bank Newsletter: <https://register.bank/insights/>



# Thank you!



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