

To: ICANN
From: NetMission.Asia
15F, 6 Knutsford Terrace, Tsim Sha Tsui, Hong Kong

Dear ICANN,

We understand that .kids could be a possible global generic Top-Level Domain (gTLD) under the new gTLD application program. Since the “.kids” platform may have a great impact on children worldwide, we as a part of the community concerning the well-being of children, therefore hope that the future .kids registry could follow the below guiding principles:

- Adopt the United Nations Convention on the Rights of the Child (UNCRC) as a fundamental guiding principle to protect the rights of children;
- Operate as a not-for-profit initiative to develop .kids as a global domain promoting kids-friendly content on the Internet;
- Promote the well being of children online and uphold children’s rights;
- Value children’s participation on Internet governance by making .kids a platform for children as an important part of the multi-stakeholder approach to build a better Internet world together
- Support child-right organizations and initiatives around the world, especially with relevance to the development of the Internet with the best interests of the child as a fundamental principle

We are aware that the application has been submitted for .kids ASCII gTLD by DotKids Foundation. With the above guiding principles as the core operating rule of the Foundation, we hereby express our support towards the application and the development of the initiative.

Yours faithfully,
For and on behalf of:

[NetMission.Asia]



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