



CSC Domain Name Lapse Framework: Stop – Review – Action





CSC Domain Name Lapse Framework:



Stop



Review



Action

CSC institutes its Domain Name Lapse Framework for the security and compliance of our customers' most important assets. While many companies spend time reviewing the domain names they wish to lapse, they don't always have all the information to make a truly informed decision. At CSC, it's our responsibility to make sure you understand your options and potential security threats.

To help you navigate this complex decision, we've come up with a three-step strategic plan: **Stop – Review – Action.**





STOP

We want to ensure you don't lapse domain names in haste. When companies rush through lapsing domains, especially large batches, important domains will inevitably be lapsed by accident. We encourage you to stop and really think about the domains you wish to lapse, and the potential threats involved in lapsing the wrong domain(s).

Make sure your domain provider carries out a full forensic analysis before lapsing any domain names. CSC continuously monitors all lapses to identify potential threats and mitigate these risks.

Before you lapse any domain name, please ensure you are aware of all potential risks:

- ✓ **Phishing** – using a domain name for a phishing attack can be more successful if the related domain name contains your brand.
- ✓ **Brand abuse** – domain names can be used to redirect your customers to a damaging third-party website.
- ✓ **Domain speculation** – in cases where a brand owner needs a domain back, it's much quicker to acquire it rather than spending time on legal recourse.
- ✓ **Email harvesting** – fraudsters will simply reactivate the email and look at any emails sent to those addresses.
- ✓ **Website and email outages** – some domains may only use a sub-domain or are just used for email.
- ✓ **Fraud** – some domains are set up again by fraudsters who harvest credit card details or use system access to reset previously used email accounts.
- ✓ **Lost revenue** – your portfolio may contain valuable assets that can be sold for a profit.



REVIEW

CSC recommends carrying out a full forensic review of a domain name to ensure there are no characteristics that suggest the domain continues to have value to you.

Forensic review includes:

Zone check

- ✓ MX records
- ✓ Domain name system security extensions (DNSSEC)
- ✓ Domain-based message authentication, reporting, and conformance (DMARC)
- ✓ Text records
- ✓ Sender policy framework (SPF)
- ✓ Domainkeys identified mail (DKIM)
- ✓ Live digital certificates

Brand check

- ✓ Match key brands
- ✓ Trademark portfolio
- ✓ Extension (country)

Traffic analysis

- ✓ DNS queries
- ✓ Alexa ranking

Value analysis

- ✓ Domain value

These values are then assigned into one of three categories: recommended review, optional review, and no action. After the review is completed, you can make a more informed decision on the domain names you wish to lapse.





ACTION

Once the review is complete, there are a few more steps we recommend before proceeding with the lapse order.



Share the list with key groups within the business: IT, Security, Legal, and Marketing. There could be reasons why these departments want to keep a particular domain. IT, for example, may be using certain domains for specific reasons that may be unknown outside the department (e.g., internal applications, sub-domain usage), and won't want them divested. Legal may be aware of previously filed enforcement actions that resulted in bringing the domain into the portfolio. Security may be retaining a healthy defensive list of domains to reduce risk of phishing, and Marketing may be planning to launch a new site in the upcoming months.



Remove all the details from the zone file. If a domain is used for email or has a site hosted on a sub-domain, removing the zone file will highlight this before potentially lapsing the domain and having to spend time and resources recovering it.



Send the list to your registrar to place the orders for lapsing.



Employ a domain monitoring tool. Monitoring can pick up third-party registrations, and give you the visibility to detect and enforce potential misuse of your brand.

WE'RE READY TO TALK

For questions, or to have CSC help you with your domain lapse strategy, contact us: <https://www.cscdb.com/en/contact-us/>



CSC is the trusted provider of choice for the Forbes Global 2000 and the 100 Best Global Brands® in enterprise domain names, domain name systems (DNS), digital certificate management, as well as digital brand and fraud protection. As global companies make significant investments in their security posture, CSC can help them understand known security blind spots and help them secure their digital assets. By leveraging CSC's proprietary solutions, companies can be secure against cyber threats to their online assets, helping them avoid devastating revenue loss, brand reputation damage, or significant financial penalties because of policies like the General Data Protection Regulation. CSC also provides online brand protection—online brand monitoring plus enforcement activities—taking a holistic approach to digital asset protection, along with fraud protection services to combat phishing. Headquartered in Wilmington, Delaware, USA, since 1899, CSC has offices throughout the United States, Canada, Europe, and the Asia-Pacific region. CSC is a global company capable of doing business wherever our clients are, and we accomplish that by employing experts in every business we serve. Visit cscdbs.com.

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