

.ALIBABA REGISTRATION POLICY

1. Status of the TLD.

The .ALIBABA Top-Level Domain (“TLD”) is operated as a closed dotBrand TLD by Alibaba Group Holding Limited (“Registry”) and is not available to the general public. Only eligible Registrants approved by the Registry may register or use Domain Name. The .ALIBABA TLD exists to support and protect the Alibaba brand, business, products, and related corporate activities.

2. Definitions

Affiliate means any person or entity that directly or indirectly controls, is controlled by, or is under common control with the Registry. “Control” means the ability to determine management or policies through ownership, contract, or other lawful means.

Trademark License means a valid and current license authorizing use of the Alibaba trademarks granted by the Registry or an Affiliate.

Domain Name means a second-level domain name registered under .ALIBABA.

Registrant means an eligible natural person, company, or organization approved by the Registry to register or maintain a Domain Name.

Registrar means an ICANN-accredited registrar designated by the Registry to provide registration services for the .ALIBABA TLD.

Registry Agreement means the registry agreement between the Registry and ICANN for the .ALIBABA TLD.

Registry Rules means this Registration Policy and any rules, procedures, or guidelines issued or amended by the Registry from time to time.

3. Eligibility

Only the Registry and its Affiliates holding a valid and current Trademark License are eligible to register or maintain a Domain Name. Eligibility requires approval by an authorized person nominated by the Registry. Eligibility must be maintained at all times.

If a Registrant ceases to hold a Trademark License or ceases to be an Affiliate, eligibility terminates immediately.

4. Purpose of Use

Domain Name may only be used for bona fide corporate, brand, product, operational, security, or communication purposes aligned with the Alibaba brand and business. Use must not mislead users, reduce trust, infringe rights, or harm the Alibaba brand or its Affiliates.

5. Naming Rules and Allocation

All Domain Name applications are subject to prior review and approval by the Registry. The Registry may reserve, block, refuse, or allocate any Domain Name for brand protection, compliance, legal, security, regulatory, strategic, or operational purposes.

Prohibited labels include, without limitation:

- (a) misleading geographic names;
- (b) restricted regulatory terms;
- (c) negative or defamatory terms;
- (d) generic product or category names likely to cause confusion;
- (e) labels creating legal, consumer, security, compliance, or reputational risk.

6. Technical Requirements

Domain Name must conform to the technical requirements of the .ALIBABA TLD and applicable standards, including IDN and ASCII label constraints, length restrictions, and character set rules as determined by the Registry.

7. Termination Events

Eligibility and the right to hold or use a Domain Name terminate immediately upon:

- (a) expiration, suspension, revocation, or termination of the Trademark License;
- (b) loss of Affiliate status due to merger, divestiture, restructuring, sale, dissolution, bankruptcy, or change of control;
- (c) violation of the Registry Rules;
- (d) violation of applicable law or regulation;
- (e) DNS Abuse as defined in Section 11;
- (f) ICANN consensus or temporary policies requiring action; or
- (g) any other legitimate grounds determined by the Registry in its reasonable discretion.

8. Enforcement and Registry Actions

The Registry may, at its discretion, suspend, redirect, transfer, cancel, delete, or otherwise modify a Domain Name for any grounds under Section 7 or for any other reason it deems appropriate in its reasonable discretion. No refunds or compensation are payable to the Registrant for any such actions.

9. Audit and Certification

Upon request, the Registrant shall provide evidence demonstrating continuing eligibility, including proof of an active Trademark License and Affiliate status. Failure to provide satisfactory evidence constitutes grounds for enforcement under Section 8.

10. Wind-Down and Return

The Registry may implement a wind-down period of up to ninety (90) days for DNS redirection, compliance, transition, or operational purposes prior to final cancellation or return of a Domain Name. Upon completion, the Domain Name shall revert to the Registry.

11. DNS Abuse DNS

DNS Abuse, including but not limited to malware, botnets, phishing, pharming, or spam, is prohibited. The Registry may take immediate action under Section 8.

12. ICANN Policies ICANN

The Registrant agrees to comply with all applicable ICANN consensus and temporary policies mandated under the Registry Agreement.

13. Registrar Exclusivity

Registration services for the .ALIBABA TLD shall be provided exclusively through Registrars designated by the Registry. The Registry may register, allocate, or manage Domain Names directly.

14. Data and Privacy

Personal data collected for Domain Name registration shall be handled in accordance with applicable data protection laws and the Registry Rules. Access to registration data may be limited due to the closed nature of the .ALIBABA TLD.

15. Dispute Mechanism

Disputes regarding eligibility, registration, or use of a Domain Name shall be resolved internally between the Registry and the Registrant. Nothing in this policy limits ICANN's contractual compliance role under the Registry Agreement.

16. Amendments

The Registry may amend the Registry Rules at any time. Amendments take effect upon publication.