



.KIDS Guiding Principles

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The .KIDS community gTLD references the [United Nation's Convention on the Rights of the Child \(UNCRC\)](#) as its guiding principles.

The Mission of DotKids Foundation is:

- To create and foster an online space with kids' best interests at heart; and,
- To serve as a sustainable source of support to children's rights and welfare initiatives, especially as related to the Internet.

The Vision of the DotKids Foundation is to create a dedicated Internet space for kids, supporting and championing for a better cyberspace favorable to the positive development of kids, and the active participation from children and youth in global governance, especially for the Internet.

The .KIDS Guiding Principles sets the basic requirement and outlines prohibited materials for .kids domains, including the domain name itself. This set of .KIDS Guiding Principles have been developed together with the .KIDS community. All Registrants are obliged to strictly comply with these guidelines. Any observation or reports of inappropriate materials or misconduct described below, especially if such violation results in the proliferation of materials likely to harm and disturb kids, within the registered .KIDS domain will be grounds for cancelation, suspension and takedown of the .KIDS domain name.

1. Children's Right to Protection

In accordance with Article 17(e) of the UNCRC for the protection of the child from information and material injurious to his or her well-being, bearing in mind the provisions of Articles 13 and 18, the following restrictions are set out for .KIDS domains for the prohibition of illegal and inappropriate materials:

1.1. Child Abuse Images and Pornography

The use, procuring or offering of a child for prostitution, for the production of pornography or for pornographic performances; Adult or mature content with obscene materials containing explicit description or display of sexual organs or activity; Any content or language that promotes the conduct of such activities shall also be prohibited.



1.2. Tobacco and Alcohol

Any content that promotes the consumption, or related to the selling activities of tobacco and/or alcohol to kids shall be prohibited. For the avoidance of doubt, materials depicting adults consuming tobacco and alcohol are not prohibited.

1.3. Drugs and Substance Abuse

Any content that promotes the consumption, or related to the selling activities of illegal/illicit drugs and substance abuse that will have detrimental effect on the health of children shall be prohibited.

1.4. Child Labour, Trafficking & Soldiers

Any content that contains and promotes the use, procuring or offering of a child for illicit activities, in particular for the production and trafficking of drugs as defined in the relevant international treaties shall be prohibited.

Not all work done by children should be classified as child labour that is to be targeted for elimination. According to the definition of child labour of International Labour Organisation, we discourage content encouraging children to participate in work which is:

- Mentally, physically, socially or morally dangerous and harmful to children either because of its nature or because of the conditions in which it is carried out;
- Interferes with their education by:
 - depriving them of the opportunity to attend school;
 - obliging them to leave school prematurely; or
 - requiring them to attempt to combine school attendance with excessively long and heavy work;
- All forms of slavery or practices similar to slavery, such as the sale and trafficking of children, debt bondage and serfdom and forced or compulsory labour, including forced or compulsory recruitment of children for use in armed conflict;

1.5. Gambling

Any illegal gambling activities or simulation involving lawful currencies shall be prohibited.



1.6. Gross Violence

Any verbal or pictorial aggression depicting the gross and excessive intentional use of physical force or power against, threatening or intimidating others which either results in or has a high likelihood of resulting in injury, death, psychological harm, mal-development, or deprivation shall be prohibited. As a general guidance, materials that are categorized as “restricted” to adults such as in applicable film categorization schemes are expressly prohibited.

1.7. Illegal Content

Any other illegal content is strictly prohibited, including but not limited to trafficking, substance abuse, phishing, copyright infringement, and other illegal content as defined by the laws of the country for which the registrant and/or the sponsoring registrar resides.

2. Children’s Right to Privacy

In addition to the .KIDS Personal Data Protection Policy, and in accordance with Article 16 of the UNCRC, Registrants should not collect any personally identifiable information (such as but not limited to identity number, telephone number, home address) from children under 18 years old (or under 13 years old where applicable) without their parent’s or legal guardian’s expressed consent.

Any non-personal information collected shall also be kept confidential to avoid the susceptibility of the child user to be identified and targeted for any criminal activities.

3. Children’s Right to Survival

In accordance with Article 6 of the UNCRC, any content that encourages the suicidal act of a child, or instigate the concept of self-destruction, or harmful behaviours that results in injuries or negative effect on their healthy development shall be prohibited.

Any content that encourages injury of others and/or violation of human rights and others properties should not be allowed.





4. Children's Right to Freedom of Expression

In accordance with Article 13 of the UNCRC to uphold the rights of the child to seek, receive and impart information, and for the avoidance of doubt, age appropriate educational materials on particular subject matters, including but not limited to drug and substance abuse, sex and gender, gambling and violence, war and history, are not prohibited.

5. Voluntary Best Efforts

In accordance with Article 17(a)-(d), Registrants are encouraged to use voluntary best efforts to offer kids-friendly content and services (i.e., content that is more easily comprehensible for kids) on the .KIDS domain. Please refer to the Kids-Friendly Content Guide for more information.

6. Other Abuses

For more details please refer to the .KIDS Anti-Abuse policy.

