



# Universal Acceptance

## At a Glance

Universal Acceptance (UA) ensures that all domain names and email addresses can be used by all Internet-enabled applications, devices and systems. It is essential for the continued expansion of the Internet and provides a gateway to the next billion Internet users. It enables the private sector, government and societies to better serve their communities through the use of an increasing number of new domains, including non-Latin based, language-specific domain names in Arabic, Chinese and many other scripts.

## What it Addresses

Universal Acceptance addresses an issue that prevents some Internet users from successfully completing transactions online. The problem can arise when applications reject or don't treat all parts of the domain name correctly, which can occur if those domain names are longer than three characters (e.g., .photography) or in different languages and scripts (e.g., .рф for "Russia Federation" in the Cyrillic script). While UA issues are not new, the addition of new generic top-level domains (over 1,100 as of August 2016) has shown that developers frequently make over-simplified assumptions when processing domain names. Universal Acceptance encompasses the acceptance, validation, processing, storing and displaying of all domain names equally, consistently and correctly.

## Why it Matters

To excel in the long run, organizations need to ensure their systems work with the naming infrastructure of the Internet – the domain name system. When businesses are UA-ready, their systems and services will work with the continuously expanding domain name space. It also helps businesses set themselves up for future opportunities and success by supporting their customers using their customers' chosen identities.

UA-ready websites, applications and services lead to better user experiences. When a company is UA-ready, email addresses in any script from any domain name can be used. When a site is UA-ready, it will allow customers with domain names in new top-level domains to successfully use the site and its forms.

## Benefits of Adoption

- \* Worldwide adoption of new Internet domains
- \* Customer satisfaction and retention
- \* New growth and revenue opportunities
- \* Ability to engage with new audiences
- \* Ability to consult clients on global issues
- \* Risk mitigation

## Take Action

Whether you're a CIO, software developer or government advisor – you have a role to play in making Universal Acceptance a priority. The Universal Acceptance Steering Group (UASG) has created step-by-step guides and materials to help simplify the process. For more information about how to take action around this important issue, please visit [www.uasg.tech](http://www.uasg.tech).

# Universal Acceptance Steering Group

The Universal Acceptance Steering Group is an Internet community initiative that was founded in February 2015 and tasked with undertaking activities that will effectively promote the Universal Acceptance of all valid domain names and email addresses. The group is made up of members from more than 120 companies (including Apple, GoDaddy, Google, Microsoft and Verisign), governments and community groups. The UASG receives significant financial and administrative support from ICANN.

## Ask A Question

To submit questions or contribute material that may be helpful in overcoming these barriers, please send an email to [info@uasg.tech](mailto:info@uasg.tech).

## Report an Issue

If you are unable to use a new or internationalized gTLD, send an email to [globalsupport@icann.org](mailto:globalsupport@icann.org). Include the name of the application or service you were using and briefly describe what you were trying to accomplish and how the application or service responded.

## Learn More

[www.uasg.tech](http://www.uasg.tech)

## Join the Mailing List

<https://uasg.tech/subscribe>

## Follow

[@UASGtech](https://twitter.com/UASGtech)

The world – and evolution of the Internet – demands our focus so users can access the Internet on their own terms and using their own identities. By making Universal Acceptance a priority, we can ensure the Internet of tomorrow accepts the languages and technologies of today.

– UASG Chair Ram Mohan

