

UK Domain Spinner Criteria

Criteria for being added to the UK Domain spinner:

1. **Be an Accredited Channel Partner (ACP).**
2. **Sell domains direct to the public, i.e. have a customer facing website where .UK ending domains can be purchased.**
3. **.UK Domains only option**

There must be a mechanism for prospective registrants (leads from our spinner) to choose to register a domain only. You can offer packages or bundles but these must be represented as add-ons in the customer journey rather than forcing the prospect to select a package before registering the domain.
4. **A mechanism for a registrant to use the domain by either offering the following services themselves or providing clear information on how a registrant can access these services:**
 - **Secure hosting services**
 - **A means to build and publish a website** - these can either be self-serve template packages or personal bespoke website design services.
5. **Customer support contact line or / and webchat**

A means for a customer to get in contact for support, if this is via a call then there must be an English-speaking customer support representative available.
6. **Offer pricing in £ Sterling but could be other currency at the checkout point.**
7. **Pull through and pre-populate the domain name searched for on theukdomain.uk (query string pulled through) – for reporting purposes this needs to have ‘domain=’within it:**
 - The first page a prospective registrant lands on from our UK Domain must pull through the string (domain) searched for on our UK Domain spinner. This page can either be:
 - A dedicated .UK Family landing page with no competing TLDs, or
 - Straight through to a cart with only .UK Family domains offered and no competing TLDs in the cart
 - When a prospective registrant lands on one of these pages they should not be required to reenter the domain query.
8. **Competing TLDs in the buying process**

You cannot show competing TLDs at the starting point in the buying process i.e. on the first page a prospective registrant lands on after coming through from the UK Domain spinner. After this, the placement of any competing TLDs should be subtle and appear below the .UK ending domains. You cannot show discount promotions you are running on competing TLDs.

Criteria for the sign up stage to go onto the UK Domain spinner:

9. What you will be asked for at the point of signing up to go onto the spinner:

- A high-resolution image of your logo (recommended minimum height 300px)
- A max 20-word description of your company
- A list of services you provide
- The domain price point you would like us to display

Ongoing criteria that applies once on the spinner:

10. Making changes to your URL, Logo, 20-word description or price point

Changes to your URL, Logo, 20-word description or price point can be made anytime throughout the month. Please complete this [form](#) to make the change and it will be actioned within two working days following submission.

11. Monthly ranking of spinner registrars

Nominet reserve the right to rank registrars at its discretion but Nominet employ a method, that is supplied to all at the sign up enquiry stage, that we tailor from time to time in order to provide transparency and guidance to registrars on how to improve their ranking.

12. Time allowance for amends to be made following a breach of terms

Once you have been added to the UK Domain spinner, should a breach of terms be identified we will inform you and allow you a full month or up to the 8th of the month when we next re-rank (whichever is longer) to make the necessary changes. If they are not made by this point we will drop your TAG to the bottom of the ranking. If there is still no resolution when we re-rank the following month then we will inform you that your TAG will be removed from the spinner and can go back on once the issue is rectified.

13. Reserve the right for changes

Nominet reserves the right to make changes to these terms and conditions and to the method employed to rank registrars on the UK Domain spinner from time to time subject only to two weeks' notice of any such changes.

These terms and conditions are effective from 25th May 2021.