



About

XYZ Registry was founded by Daniel Negari with the goal of providing memorable TLDs that appeal to a wide range of individuals and organizations. The registry operates many TLDs, including .xyz, .beauty, .pics, and .ceo.

gTLD use case

.security

Category

generic

Registry Operator

XYZ Registry
(XYZ.COM LLC)

Contact

<https://xyz.xyz>

hello@xyz.xyz

gTLD

What motivated you to apply for a new gTLD?

The launch of .Security was motivated by the growing need for businesses and organizations to establish trust and credibility in an increasingly digital world. There was a clear demand for a domain extension that could signify a commitment to security and protection. .Security was created to offer a specialized and authoritative premium namespace online for companies dedicated to safeguarding data, systems, and customers.

Companies can generate instant recognition as a secure and trustworthy entity, by using a .Security domain, thereby enhancing consumer confidence. This specialized premium domain extension helps businesses differentiate themselves in a crowded market, offering a strong and credible online identity that aligns with a commitment to protecting data and ensuring security.

How are you using the gTLD?

XYZ Registry has launched a site at <http://go.security> that allows visitors to learn about .Security, search for the .Security domain of their choice, and find retailers that carry .Security. We also offer some examples of users capitalizing on .Security domain names at <https://go.security/live>.

What were some of the considerations you made before applying?

XYZ acquired .Security to offer businesses a platform to showcase their security credentials and reinforce their role as leaders in the field. Using our strong network of registrar partners, we were able to increase the availability and awareness of .Security for users.



Learn more at:
newgtldprogram.icann.org

How has your organization benefited from operating a gTLD?

XYZ Registry has become a global brand and has grown by leaps and bounds through our acquisition of .Security and management of 35 total gTLDs. Our growth continues to strengthen long-standing relationships within our industry and expand our network.

How has having a gTLD changed or impacted your business?

Having a gTLD like .Security has helped establish XYZ Registry as an industry leader and has given us a special opportunity to provide an exclusive but attainable premium namespace for companies that lead in security innovation, protection services, and customer trust. Shepherding the .Security domain further enhances our goal of choice and availability in domain names.

“The greatest benefit of operating the .Security gTLD has been the ability to create a trusted and authoritative space online for companies committed to advancing security. By providing a specialized domain extension, .Security has empowered businesses to establish strong, credible online identities that instill confidence and trust in their customers and partners.”

– XYZ Registry (XYZ.COM LLC), Registry Operator