

# Domain Options Policy

13 January 2026

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## Classification

Public - Brand Safety Alliance LLC © 2026

## Purpose

This document establishes the rules under which you, as a registered domain name holder or your Accredited Agent may use the Domain Options Service.

## Audience

Registered domain name holders and Accredited Agents

## Revision History

Version	Release Date
1.0	13 January 2026

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# 1 Definitions

In this document:

**Accredited Agent** means a BSA authorized agent of Services that may provide BSA products for sale to customers.

**BSA** means the Brand Safety Alliance LLC.

**BSA Gateway** refers to the platform used to provide Services.

**BSA Published Policies** means those specifications and policies established and published from time to time by us or any of our designated representatives.

**Domain Options** means a product that prevents the registration of unregistered Domain Names in Eligible Extensions that are an exact match to the label of a Primary Domain Name.

**Domain Name** means a collection of Labels separated by a period ('.').

**Extension** means a second or third level domain name suffix from a Top-Level Domain in which domain names are eligible to be registered or included in Domain Options (e.g., .com.co).

**GlobalBlock Service(s)** means GlobalBlock Standard and GlobalBlock+, GlobalBlock Bridge, GlobalBlock Bridge+, and such services as may be updated from time to time (each a 'GlobalBlock Service' and together, the 'GlobalBlock Services').

**Label** means a string of characters consisting of one or more letters, digits or a hyphen ('-').

**Primary Domain Name** refers to the Domain Name upon which an order for Domain Options Services is based.

**Registry Operator** means the entity that is a party to the Registry Agreement with ICANN to operate a gTLD, or the entity that has been designated to manage a ccTLD ('ccTLD Manager') as identified by the Internet Assigned Numbers Authority (IANA) Root Zone Database.

**RSP** means Registry Services Provider and refers to an entity that provides back-end Registry Services for a TLD as, or on behalf of, a Registry Operator.

**Service** means the services that we provide in relation to Domain Options and the BSA Gateway.

**We, us and our** means Brand Safety Alliance LLC, a wholly owned subsidiary of Registry Services LLC (GoDaddy Registry) or its designated representatives.

**You and your** means the person or entity receiving or accessing the Service.

## 2 Policy Statement

### 2.1 Eligibility

Domain Options is a service that prevents the registration of Domain Names that are the exact match of a Primary Domain Name label.

To be eligible to place an order for Domain Options Services, you must be the registered domain name holder of a domain name (i.e. the Primary Domain Name). Only exact match labels can be prevented from being registered using Domain Options.

#### 2.1.1 Duplicate Labels

It is possible for multiple registered domain name holders to have separately registered Domain Names with identical labels.

Domain Options is a first-come first-served service. If a registered domain name holder has already placed an order for Domain Options Services, no other registered domain name holder may place an order based on the same label.

Domain Names that are already blocked by GlobalBlock Services cannot be subject to Domain Options. If the Primary Domain Name label matches a label blocked by GlobalBlock Services, it will not be eligible for Domain Options.

It is possible for a party holding a matching verified Right, e.g. a registered trademark that is an exact match to your Primary Domain Name label, to submit an order for GlobalBlock Services for that Right subsequent to your order for Domain Options.

Any label that is blocked by more than one party cannot be unblocked without the consent of all applicable parties.

Withholding consent to unblock a Domain Name may be subject to dispute proceedings. More information on dispute resolution processes can be found in the GlobalBlock Dispute Resolution Policy.

### 2.2 Restricted Labels

We have identified certain Labels that will be restricted from being included in Domain Options that may include, but not be limited to, profanity, culturally sensitive terms, terms of geographic significance, generic or genericized labels. Certain premium Domain Names may also be excluded from the Domain Options Service. The Labels that are restricted are

determined at our absolute discretion, and the list of Labels will not be available or published.

## 2.3 Domain Name Registration

You may request that a specific Domain Name that is prevented from being registered by your order be made available for use (registration) by requesting to exercise that option. You must use an accredited Registrar for the relevant TLD to register the Domain Name, and ensure your registration complies with all applicable TLD Policies. The BSA is not responsible for the registration of any Domain Name or the collection of any registration fee(s) associated with domain registration.

## 2.4 Disputes

Domain Options is not subject to dispute mechanisms. However, where a label is blocked by more than one party and consent to unblock a Domain Name is unreasonably withheld by one or more parties they may be subject to a dispute. More information on Unblocking Challenge disputes can be found in the GlobalBlock Dispute Resolution Policy.

Additionally, dispute resolution mechanisms relating to registered Domain Names may apply to any Domain Name previously subject to Domain Options and subsequently registered. These include, but are not limited to, Uniform Domain-Name Dispute Resolution Policy (UDRP) and Uniform Rapid Suspension System (URS).

## 3 Definition and Review

This document has been prepared and published in order to represent our policy with regard to the administrative and technical management of the Service.

We may discontinue or amend any part or the whole of this policy from time to time at our absolute discretion.

#### Definitions

We, us and our means any or all of Brand Safety Alliance LLC, its subsidiary entities and their respective officers, employees, contractors or sub-contractors.

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