



8 May 2023

Directive on the Allocation of Reserved Names of the Top Level Domain «.zuerich»

(of 8 May 2023)¹

The Department for Economic Affairs,

based on § 2 para. 2 of the Ordinance on the Top Level Domain «.zuerich» (TLDV) of 28 October 2020²,

decrees:

§ 1. Release

¹ The Office for Economy and Labour (AWA) shall determine which reserved names are released for allocation in accordance with § 4 para. 1 TLDV.

² There is no entitlement to allocation.

§ 2. Registration

Legal entities and organisations in accordance with § 3 let. a TLDV may notify AWA of their interest in the allocation of one or more reserved names at any time.

§ 3. Allocation procedure

¹ AWA shall carry out an allocation procedure if requested (approximately every six months).

² It shall publish on its website the reserved names, in which an interest in allocation has been expressed, and shall set a deadline within which interested parties complying with § 3 let. a TLDV may submit applications for allocation.

³ Interested parties must confirm and demonstrate in their application that

- a. they claim and use the domain for themselves,
- b. they fulfil the general registration requirements in accordance with § 3 TLDV,
- c. they sufficiently represent the persons, groups of persons, industries or institutions affected by the name applied for that describes a sovereign task, or
- d. the use of the name applied for that represents a special interest benefits all the persons, groups of persons, sectors or institutions concerned; or
- e. the use of the name applied for meets special information needs of the general public.

⁴ AWA shall review the applications in compliance with the principles of objectivity and non-discrimination.

¹ Entry into force on 19 June 2023

² LS 754.2



§ 4. Decision and allocation

¹ Decisions on allocation and rejections shall be sent electronically.

² In the event of a positive decision, the recipients shall be given a deadline for payment of the allocation fee.

³ After receipt of the payment, the recipients shall be provided with the allocation code.

⁴ If the payment deadline expires unused, AWA shall grant a grace period of 10 days. If this period also expires unused, the allocation of the domain is extinguished.

§ 5. Trade mark right

AWA does not check whether the allocation of reserved names is opposed by claims of third parties arising from trade mark law. Any disputes in this respect shall be settled under civil law.

§ 6. Use

¹ The allocation entitles and obliges the recipients to use the domain «.zuerich» in compliance with the Domain Name Registration and Use Policy for «.zuerich»³ and the Anti-Abuse Policy for «.zuerich»⁴.

² Use must commence no later than 180 days after allocation.

³ Redirecting to a target URL owned by the authorised user is permissible, provided the target website meets the allocation criteria.

⁴ The authorised users

- a. ensure that they fulfil the conditions for allocation in compliance with § 3 para. 3 at all times during the entire period of use
- b. use the domain exclusively for their organisation; transfer to third parties is excluded,
- c. change holder data only with the written consent of AWA,
- d. are responsible for the operation of their «.zuerich» domain and ensure that during use
 1. no malicious, unfair or criminal acts are encouraged, enabled or carried out,
 2. no malware is distributed and no illegal botnets, phishing or internet piracy are executed,
 3. no intellectual property rights are infringed, no fraudulent or misleading methods are used, no forgeries are made or other illegal acts committed,
 4. no unsolicited advertising that infringes Swiss law or the recognised guidelines on Internet use is mailed,
 5. Swiss law is observed.

³ https://www.zh.ch/de/wirtschaft-arbeit/domain-zuerich.html#main_furtherinformation, see «Rechtliche Grundlagen» (Legal Basis)

⁴ https://www.zh.ch/de/wirtschaft-arbeit/domain-zuerich.html#main_furtherinformation see «Rechtliche Grundlagen» (Legal Basis)



§ 7. Breach of duties

In the event of violations of the conditions of use in accordance with § 6, AWA may

- a. interrupt the use of the allocated «.zuerich» domain without compensation, in case of urgency also without a prior hearing, until lawfulness of use is restored,
- b. revoke the right of use after the authorised user has been given a hearing.

§ 8. Costs

¹ The fee for the allocation of reserved names is a one-off charge of CHF 800 (without VAT).

² The prices for the annual use of the «.zuerich» domain is set by the registrars.

§ 9. Lack of use

«.zuerich» domains that are no longer used shall be reinstated on the list of reserved names and may be reallocated.