



Your world. Our domain.

*'DBS alerts us to phishing sites faster than any other medium – and speed is vital for an effective response!'*

Manager Fraud Risk Management

## Domain Name Surveillance Service (Feed)

**With the Domain Name Surveillance Service, we give you advance warning when a domain name is registered that's like your brand name. So you can take action before abuse even starts.**

### What threats can the DBS protect against?

#### Domain name hijacking

Crooks might register a domain name made up of your brand name and another word, e.g. yourbrandoutlet.nl. And use it for a phishing website, fraudulently harvesting visitors' card details and other personal data. If that happens, vital consumer confidence in your brand will be undermined.

#### Typosquatting and lookalikes

Internet users often make slips when typing domain names, e.g. yourband.nl instead of yourbrand.nl. And customers can sometimes get tricked into using a link that looks like your brand name, e.g. YoURBRAND.NL (with a zero instead of an 'o'). If a name like that is used for a phishing site, it's bad news for you and your customers.

#### CEO fraud

Another common scam involves crooks pretending to be company executives. They use a domain name similar to the company's real domain name to e-mail company staff, with the aim of tricking someone into paying a fake invoice.

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**The outcome?**  
**Damage to your reputation and potentially large financial losses.**

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### How does DBS Feed work?

- You get to see all the .nl registrations that include your brand name, before the domains go live.
- DBS Feed has global coverage: you get details of registrations in other top-level domains (e.g. .com) within 24 hours.
- Multiple brand name or search-term monitoring is easy.
- We provide unformatted data for importing straight into your own systems. For a registrar, DBS Feed is therefore an excellent basis for providing services to registrants.
- DBS Feed is ideal for monitoring numerous domain names.
- No need for downloads: data is provided in XML or JSON format via a simple interface. Your systems connect straight to ours using a RESTful API.

- You don't get bothered by a lot of 'noise': smart filters minimise 'false positive' alerts. That's great if you've got a short brand name, e.g. SIDN, which would otherwise trigger alerts like visitsidney.nl.

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## Subscribers give us 9 out of 10

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### Who is DBS Feed designed for?

DBS Feed is for every organisation that wants to protect its customers and its brand. Subscribers include:

- Webshops of all sizes
- Telecom service providers
- Banks and insurance companies
- National and local government bodies

### Key features

- You'll stop people who trust your brand name falling victim to crooks.
- You'll prevent damage to your reputation and potentially serious financial losses.
- You'll stay one step ahead of the scammers.
- All alerts relate to actual domain names – not names that might get registered but don't currently exist. DBS alerts are filtered to facilitate efficient response.
- DBS gives global coverage: no need for other tools.
- Satisfied users: subscribers gave our service 9 out of 10 in an annual survey.

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## DBS Feed keeps you a step ahead of the scammers

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### How to get DBS Feed?

Contact a registrar that offers the service, as listed on [sidn.nl](http://sidn.nl). If you are a registrar and you want to offer DBS Feed to your customers, contact Pim Pastoors by mailing [pim.pastoors@sidn.nl](mailto:pim.pastoors@sidn.nl).