



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 (Web)

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.

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

How does DBS Web work?

- You get to see all the .nl registrations that include your brand name, before the domains go live.
- DBS Web 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.
- DBS Web features an intuitive interface for easy result management.
- You can process the alerts efficiently using the handy workflow utility. The software includes a smart profiler that assesses registrations by looking at key characteristics. So, if someone in Panama registers a domain name for a Chinese company, the profiler will flag up the registration. It may be harmless, of course, but it's good to be wary.

The profiler gives each registration a clear classification, e.g. 'Phishing site' or 'Advertising site'.

- E-mail alerts are sent to keep you updated 24x7.
- 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.

Subscribers give us 9 out of 10

Who is DBS Web designed for?

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

- Leading banks
- Telecom service providers
- Insurance companies
- Webshops
- 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. And DBS alerts are filtered to facilitate efficient response.
- DBS gives global coverage: no need for other tools.
- We'll help you with the set-up: we know all the challenges.
- Satisfied users: subscribers gave our service 9 out of 10 in an annual survey.



How to get DBS Web?

Contact Pim Pastoors by mailing pim.pastoors@sidn.nl. He'll be pleased to explain how DBS Web can protect your brand.