

EnCirca Partners with Return Path to Help Community Banks Deliver a More Secure Online Experience for Consumers

BOSTON, MA. and NEW YORK, NY. (August 6, 2015) — [EnCirca](#), the leading .BANK domain name Registrar has partnered with global data solutions provider [Return Path](#) to help community banks achieve email authentication and deliver a more secure online experience for their banking customers.

The banking industry launched the .BANK domain name extension to prevent fraud from online banking by mandating enhanced security standards that all registrants within the top-level domain must comply with. Of the 5,500 .BANK registration applications received to date by fTLD, the operator of the .BANK Registry, nearly half of them are through EnCirca. Many of these are community banks struggling to understand how to best leverage .BANK to improve their customers' online banking experience.

Published in December 2014, .BANK's [30 security requirements](#) outline the measures financial institutions need to adhere to in order to register and utilize a .BANK domain. Among these, the registry mandates the implementation of Domain-based Message Authentication, Reporting and Conformance (DMARC) to ensure that email attacks coming from spoofed .BANK addresses are blocked before they reach their intended victim. The mandatory implementation of encryption practices and DNSSEC will further enhance the security of the .BANK TLD by preventing various types of man-in-the-middle attacks.

"The new .BANK domains are extremely attractive to the heavily phished financial sector due to the tight restrictions around who can apply, what types of domains can be registered, and the security measures mandated by the registry," said Robert Holmes, General Manager, Email Fraud Protection at Return Path. "Soon, consumers will have greater confidence that they are communicating with a trusted financial institution and that their transactions are secured. As the first approved ICANN-accredited Registrar for the new .BANK domains and the only Registrar serving on .BANK's Security Standards Working Group, EnCirca has a clear market leader position in serving the interests of community banks."

With this partnership, EnCirca will provide a one-stop shop — for banks, helping them comply with the registry's security requirements as quickly as possible and leveraging Return Path's Email Fraud Protection solution to secure the email channel by preventing the delivery of spoofed email.

"Return Path is a founding member of DMARC and as such, has been at the forefront of the fight against email fraud. Some of the world's largest banks rely on them for email fraud protection," said Tom Barrett, President of EnCirca. "With Return Path's help, we have developed a cost-effective email authentication service appropriate for community banks to help make the promise of .BANK a reality."

EnCirca has been actively raising awareness of the benefits from owning a .BANK domain name through bimonthly webinars. A new webinar track is now focused on migration strategies for banks to receive the most benefit from their .BANK domain names. Banks can learn more about upcoming webinars at <http://www.encirca.com/bank/webinar.shtml>.

About EnCirca:

EnCirca (www.encirca.com) is the only Registrar serving on .BANK's Security Standards Working Group and is the preferred Registrar for the Independent Community Bankers of America (ICBA). To request an interview or inquire about EnCirca's .BANK Registration services, Thomas Barrett may be reached at tbarrett@encirca.com or +1.781.942.9975.

About Return Path

Return Path analyzes the world's largest collection of email data to show companies how to stay connected to their audiences, strengthen their customer engagement, and protect their brands from fraud. Our data solutions help analysts understand consumer behavior and market trends. We help mailbox providers and security providers around the world deliver great user experiences and build trust in email by ensuring that wanted messages reach the inbox while spam and abuse don't. Find out more about Return Path Email Optimization, Email Fraud Protection, and Consumer Insight solutions at returnpath.com.