



.PICTET Registration Policy

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Registration policy (extract from application file)

Any entity of the Pictet Group will be able to submit a request for a domain creation according to eligibility requirements, terms and conditions as defined below. The GCC (Group Corporate Communication) department will be the sole point of contact for internal and external parties submitting a request to use the “.pictet”.

The “.pictet” domain names allocation committee will analyse and evaluate requests for the TLD usage.

The committee members will be:

- Jacques de Saussure, senior partner
- Frank Renggli, head of Group Corporate Communications Geneva
- Jean-Pierre Therre, Director security & Group Managing Director
- Steve Ritchey, head of Digital Communications
- Riccardo Bonferroni, senior web publisher

The registration process will last between 1 and 8 weeks from submission according to the “.pictet” committee meetings schedule. Registration policies will differ by user groups as detailed below.

Internal usages

The committee will define a list of domain names Pictet to be created for the transition of the existing webpages to the new architecture. Selected geographic names will also be protected upon the allocation of the “.pictet” TLD.

The registry operator will ensure a Trademark Claims service during the start-up phase as provided in the registry agreement. These mechanisms will be supported by the established Trademark Clearinghouse as indicated by ICANN.

For new domain names requests from internal users, the following procedure will be applied:

1. Request to be addressed to Group Corporate Communications



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2. Analysis and evaluation by the “.pictet” committee
 3. Unanimous validation of the decision by the “.pictet” committee
 4. If request accepted, setup by the GCC department in coordination with the technical providers

Pictet family members

The following procedure will be applied:

5. Request by a family member to be addressed to the Group Corporate Communications;
6. Analysis and evaluation by the “.pictet” committee;
7. Analysis and evaluation by two members of the Pictet family; namely Ivan Pictet (former Senior
8. Unanimous validation of the decision by the “.pictet” committee;
9. Analysis and evaluation by two members of the Pictet family; namely Ivan Pictet (former Senior partner) and Stéphane Pictet (Web Entrepreneur);
10. Unanimous validation by Ivan Pictet and Stéphane Pictet;
11. If the proposition is accepted, setup by the GCC department in coordination with the technical providers.

Distributors and business partners

Case 1: Demand coming from a business partner

The following procedure will be applied:1)

1. Request by a business partner to be addressed to the communication department via mail;
2. Analysis and evaluation by the “.pictet” committee in coordination with the business partner’s Pictet point of contact;
3. Unanimous validation of the decision by the “.pictet” committee;
4. If the proposition is accepted, setup by the communication department in coordination with the technical providers.

Case 2: Proposition from the bank to a business partner

The following procedure will be applied:2)

1. Request by a Pictet employee addressed to the communication department via mail
2. Analysis and evaluation by the “.pictet” committee



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3. Unanimous validation of the decision by the “.pictet” committee
 4. Proposition to the business partner
 5. Acceptation or refusal of the proposition to be addressed to the “.pictet” committee
 6. If the proposition is accepted, setup by the communication department in coordination with the technical providers
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