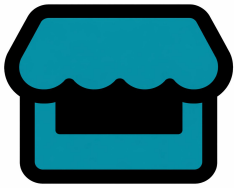


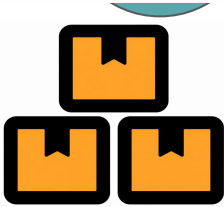
# Registrar Models and Data Availability

## Typical Models

*These are broad categories; most registrars fall into a combination of these models, and there may be registrars that don't fit into any.*



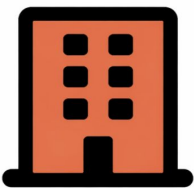
**Retail** is a B2C (business-to-consumer) registrar that typically sells directly to individuals and businesses. They may offer other services intended to be used in tandem with the domain (e.g. hosting, email).



**Wholesale** is a B2B (business-to-business) registrar that primarily sells through resellers (which may be registrars in their own right); they provide technical infrastructure to companies to allow them to sell domains.



**Reseller** (may or may not be a registrar) is a company that resells domains it purchases through a Wholesale registrar. Often, a company will start as a reseller while it works on its accreditation to become a registrar in its own right.



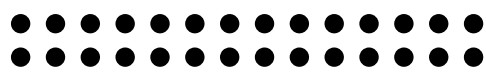
**Corporate** registrars specialize in selling domains to companies, not individual users. They sometimes provide brand protection services in addition to domain sales.



**Aftermarket** registrars sell domains they have purchased post-expiration and specialize in auctions.

★ *This document only refers to ICANN-accredited registrars.*





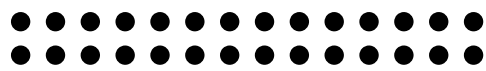
# Data Availability by Model

● Available ● Partial ● Sparse ● Unavailable

Data Signal	Retail	Wholesale	Corporate	Other
Registrant Contact Details	●	●	●	●
Payment & Billing Data	●	●	●	●
Account Level Information	●	●	●	●
DNS Zone / Nameserver Data	●	●	●	●
WHOIS / Registration Data	●	●	●	●
Session Signals	●	●	●	●
Behavioural / Interaction Data	●	●	●	●
Order & Volume Patterns	●	●	●	●
Legal Entity Structure	●	●	●	●

★ Corporate holds similar registrant data to retail but DNS visibility may be limited or externally managed.

★ Wholesale data is sparse—the relationship is with the retailer, not the registrant.



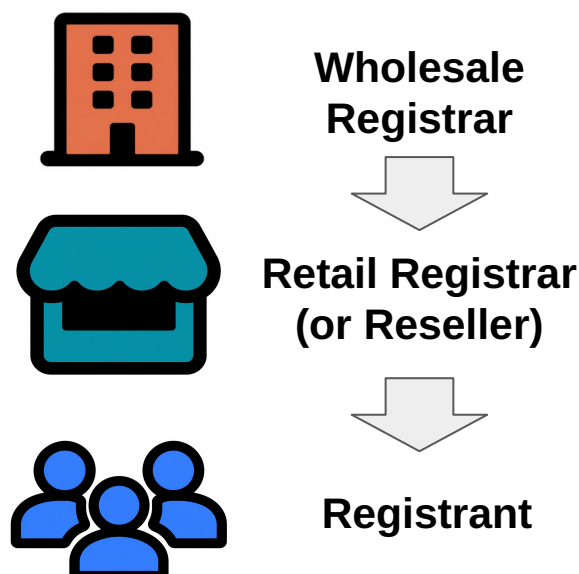
# Wholesale Model

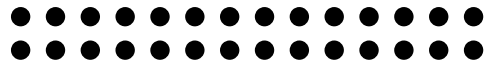
## Key Nuances

### How the Wholesale Model Works

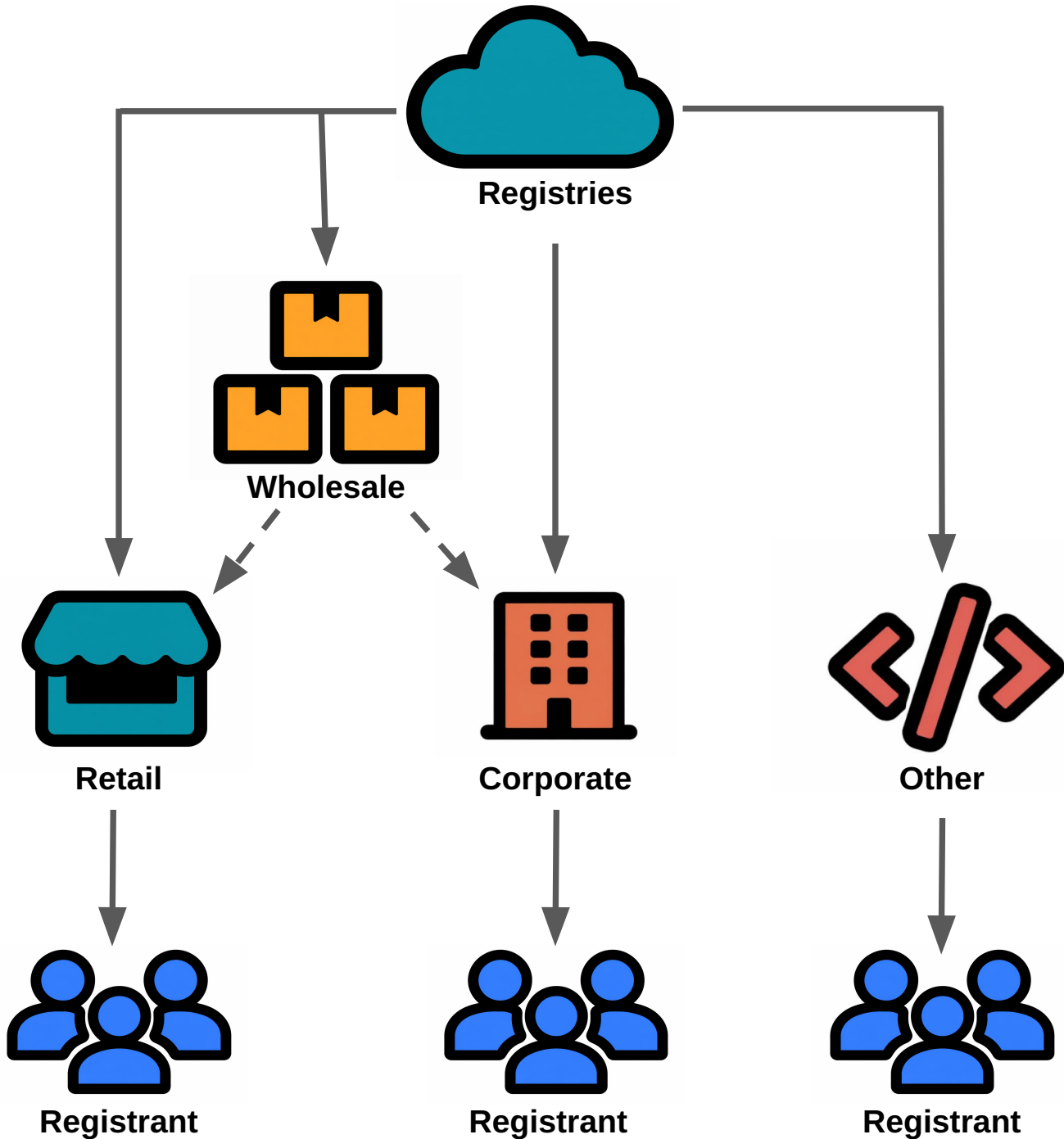
- ★ Deals with retailers, not registrants—registrant **data is limited** (but not Registration Data)
- ★ May **operate its own retail registrar** alongside the wholesale business
- ★ May **sell to other registrars**, creating additional layers of complexity
- ★ Data visibility **depends on what the downstream retailer passes through**

### Relationship Chain



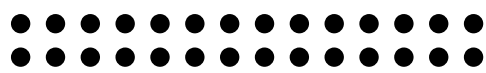


# Registrar Relationship Tree



*Reseller relationships may exist with any of these business models*

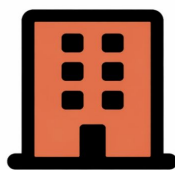




# Data Accessibility: Key Takeaway

While all registrar models comply with Registration Data collection requirements, their access to other data differs. Retail and corporate registrars may hold similar data, whereas wholesale registrars operate a layer removed—dealing with retailers and resellers rather than directly with registrants—and may also run their own registrar or sell to other registrars, adding additional layers of separation.

Effective associated domain checks should be calibrated to the actual data accessible within each channel, rather than assuming uniform access across registrars.



▲ More Data

Less Data ▲

