ZoneProof BrandSet and Schema Worksheet

Top-level domain (TLD) edition

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Use this worksheet to gather every answer for a ZoneProof BrandSet and a top-level domain (namespace) record before you go online.

It is for a top-level domain such as .bank or .brand. The namespaces that belong to your TLD are listed in the last part. Fill it in on screen (the boxes are editable form fields) or print it and write by hand.

Part 1: Your top-level domain

Top-level domain (TLD) *
Enter the TLD without the leading dot, for example bank. The last part lists the namespaces for the TLD that was entered when this worksheet was downloaded.

Part 2: BrandSet fields

These are the fields ZoneProof asks for when you create and edit a BrandSet. A BrandSet publishes the set of domains your organization operates and ties them to one verified primary domain.

Domains

The BrandSet's primary domain must have working DNS. Member domains are other domains your organization operates; each needs the same DNS TXT record as the primary.

Primary domain *
The registered domain customers should trust first, such as example.com. It must have working DNS.

Member domains
Other registered domains your organization operates and wants in the BrandSet.
One item per line.

BrandSet owner

Contact details for the person and organization that owns the BrandSet.

Name *
Full name of the BrandSet owner.

Organization *
Legal or trading name of the organization.

Email *
Contact email for the BrandSet owner.

Address 1 *
Street address.

Address 2
Suite, floor or other address detail.

City *

Country *
Country of the owner address.

State or region
State, province or region of the owner address.

Postal code *

Entity

How your organization is named in the public record.

Entity name
The name your organization wants published.

Entity aliases
Other names, brands or abbreviations the organization is known by.
One item per line.

Entity parent name
The parent organization, if any.

Entity parent aliases
Other names the parent organization is known by.
One item per line.

Details

What your organization does.

About
Tell us about your business.

Industries

Choose any that apply: Agriculture, Farming & Food Production; Energy, Mining & Natural Resources; Utilities; Construction & Building Services; Manufacturing & Industrial; Wholesale, Distribution & Supply Chain; Retail & E-commerce; Pharmacy & Drug Stores; Consumer Products & Brands; Automotive, Vehicles & Parts; Transportation, Logistics & Warehousing; Travel, Hotels & Hospitality; Restaurants, Bars & Food Service; Real Estate, Property & Rentals; Banking, Lending & Credit; Insurance; Investing, Brokerage & Financial Services; Accounting, Tax & Payroll; Legal Services; Professional Services & Consulting; Staffing, Recruiting & HR Services; Marketing, Advertising & PR; Software, SaaS & Cloud Services; Internet, Telecom & Network Services; Cybersecurity; Data, AI & Analytics; Electronics, Hardware & Devices; Media, Publishing & News; Entertainment, Gaming & Streaming; Arts, Design & Creative Services; Education, Schools & Training; Healthcare & Medical Services; Dental, Vision & Specialty Care; Wellness, Fitness & Personal Health; Biotechnology & Pharmaceutical Manufacturing; Nonprofit, Charity & Civic Organizations; Religion & Spiritual Organizations; Government & Public Sector; Politics, Advocacy & Public Policy; Sports & Recreation; Home, Repair & Local Services; Beauty, Personal Care & Salons; Pets & Veterinary Services; Events, Conferences & Experiences; Security, Investigation & Protective Services; Waste, Recycling & Environmental Services; Adult Content & Services; Gambling, Betting & Casinos; Cannabis, Tobacco & Vape; Marketplace or Multi-sided Platform; Holding Company / Conglomerate; Domain Parking, For Sale or Domain Investor; Personal Site, Blog or Portfolio; Community, Forum or Social Group; Developer Tool or Open Source Project; Web Infrastructure, Hosting, DNS & Registrar; Crypto, Blockchain & Web3; Unknown Business Type; Inactive, Placeholder or Under Construction; Suspicious, Spam, Phishing or Abuse; Other / Uncategorized

Services

Services your organization offers.
One item per line.

Languages

Languages your organization serves customers in.
Choose any that apply: English; Spanish; French; German; Chinese; Arabic; Portuguese; Japanese; Korean; Italian

Specialties

Areas of particular expertise.
One item per line.

Official social URLs

Link only accounts your organization officially controls.

LinkedIn URL

Example: https://www.linkedin.com/company/example

X URL

Example: https://x.com/example

Facebook URL

Example: https://www.facebook.com/example

Instagram URL
Example: https://www.instagram.com/example

YouTube URL
Example: https://www.youtube.com/@example

TikTok URL
Example: https://www.tiktok.com/@example

GitHub URL
Example: https://github.com/example

Crunchbase URL
Example: https://www.crunchbase.com/organization/example

Bluesky URL
Example: https://bsky.app/profile/example.com

Official URLs

Official pages ZoneProof can publish with your BrandSet.

Logo URL
Web address of your logo image.

Support URL
Customer support page.

Contact URL
Contact page.

Terms URL
Terms of service page.

Privacy URL
Privacy policy page.

Part 3: Schema fields

These fields come from ZoneProof's published record schemas at https://zoneproof.org/schema. Most are filled in by ZoneProof from your BrandSet, but thinking through the answers offline helps you prepare.

Namespace record

Schema: zp:NamespaceRecord (https://zoneproof.org/schema/namespace-record-v1.json). One record per top-level domain or delegated namespace.

@context *
Value

@type *
Value

Fixed value: zp:NamespaceRecord

@id *
Text
Format: web address (URL)

zp:tldIdentifier *
Text

zp:status *
Text
Allowed values: active, inactive, revoked, reserved

zp:tldUnicodeLabel
Text

zp:ianaRootZoneEntry *
Yes or no

zp:ianaRootZoneType *
Text
Allowed values: gtld, cctld, infrastructure

zp:tldAgreementType *
Text
Allowed values: sponsored-gtld, legacy-gtld, new-gtld-open, new-gtld-community, new-gtld-restricted, new-gtld-brand, new-gtld-variant, cctld, infrastructure

zp:tldAgreementICANNURL
Text
Format: web address (URL)

zp:spec13Brand
Yes or no

zp:spec12Community
Yes or no

zp:spec14Variant
Yes or no

zp:spec13Status
Text
Allowed values: granted, pending, not-approved, null

zp:brandRegistryOperator
Text

zp:brandTrademarkVerified
Yes or no

zp:isIDN
Yes or no
True for any IDN TLD regardless of agreement type.

zp:tldScript
Text
ISO 15924 script code.

zp:tldLanguage
Text
ISO 639-3 language code.

zp:idnVariantOf
Text

zp:idnEnabled
Yes or no

zp:dnssecEnabled
Yes or no

zp:restrictionClassification *
Text
Allowed values: single-registrant, restricted, restricted-sld, community, partially-restricted, open, infrastructure, unknown

zp:restrictionSource *
Text
Allowed values: wikipedia, icann-agreement, registry-stated, regulatory-authority, null

zp:restrictionWikipediaURL
Text
Format: web address (URL)

zp:restrictionLastVerified
Text
Format: date (YYYY-MM-DD)

zp:registrationPolicy
Text
Allowed values: restricted, open, single-registrant, government-only, invitation-only

zp:registrationOpenToPublic
Yes or no

zp:eligibilityRequirement
Text

zp:registrantVerificationLevel
Text
Allowed values: none, registry-stated, registry-enforced, regulatory

zp:registryOperator
Text

zp:registryOperatorURL
Text
Format: web address (URL)

zp:ianaRegistrationServicesUrl
Text
Format: web address (URL)
Related URL published by IANA RDAP. This is not a curated operator website.

zp:registryOperatorType
Text
Allowed values: industry-consortium, corporate, government, non-profit, iana, national-nic, null

zp:associatedTradeAssociations
List
One item per line.

zp:pslCanonicalEntry *
Text

zp:pslSection *
Text
Allowed values: icann, private

zp:pslURL
Text
Format: web address (URL)

zp:pslDelegatedSLDs
List
Group of fields. Answer the nested fields listed below it.

zp:pslDelegatedSLDs[].zp:sld *
Text

zp:pslDelegatedSLDs[].zp:sldFQDN *
Text

zp:pslDelegatedSLDs[].zp:sldPolicy *
Text
Allowed values: unknown, restricted, open, government-only, education-only, military-only

zp:pslDelegatedSLDs[].zp:sldRestrictionAuthority
Text

zp:pslDelegatedSLDs[].zp:sldRestrictionType
Text
Allowed values: regulatory-license, government-entity-only, educational-institution, military-entity-only, industry-body, null

zp:pslDelegatedSLDs[].zp:sldRestrictedToEntity
Text

zp:pslDelegatedSLDs[].zp:sldWikipediaSource
Text
Format: web address (URL)

zp:pslDelegatedSLDs[].zp:zoneProofClaimStatus *
Text
Allowed values: claimed, unclaimed

zp:pslDelegatedSLDs[].zp:zoneProofCoverageStatus *
Text
Allowed values: full, standard

zp:pslDelegatedSLDs[].zp:sldRegistrantProfileCount
Whole number

zp:allowedTaxonomyFields
List
One item per line.

zp:credentialProfile
Structured value
Group of fields. Answer the nested fields listed below it.

zp:credentialProfile.zp:credentialTypes
List
One item per line.

zp:credentialProfile.zp:credentialIdentifierTypes
List
Group of fields. Answer the nested fields listed below it.

zp:credentialProfile.zp:credentialIdentifierTypes[].zp:value *
Text
Allowed values: fdic-certificate-number, license-number, permit-number, registration-number, other

zp:credentialProfile.zp:credentialIdentifierTypes[].zp:label *
Text

zp:credentialProfile.zp:credentialFields
List
One item per line.

zp:credentialProfile.zp:namespaceFields
List
One item per line.

zp:domainVerificationAuthority
Text

zp:dotless
Text

zp:zoneType
Text

zp:tldManager
Text

zp:ianaAdministrativeContactName
Text

zp:ianaAdministrativeContactOrganization
Text

zp:ianaAdministrativeContactEmail
Text
Format: email address

zp:ianaTechnicalContactName
Text

zp:ianaTechnicalContactOrganization
Text

zp:ianaTechnicalContactEmail
Text
Format: email address

zp:translation
Text

zp:agreementTypeLabel
Text

zp:operatorName
Text

zp:agreementStatus
Text

zp:agreementDate
Text
Format: date (YYYY-MM-DD)

zp:agreementUrl
Text
Format: web address (URL)

zp:registrationServicesUrl
Text
Format: web address (URL)

zp:whoisServer
Text
IANA RDAP port43 server. Omitted when IANA does not publish one.

zp:ianaUrl
Text
Format: web address (URL)

zp:backendOperator
Text

zp:backendOperatorSlug
Text

zp:rdapServer
Text
Format: web address (URL)

zp:isSponsored
Yes or no

zp:isRestricted
Yes or no

zp:contractSignedDate
Text
Format: date (YYYY-MM-DD)

zp:delegatedDate
Text
Format: date (YYYY-MM-DD)

zp:lastUpdatedDate
Text
Format: date (YYYY-MM-DD)
IANA Root Zone Database Last Updated date for this TLD, when ZoneProof has it. A calendar date (YYYY-MM-DD). This is IANA's date, not ZoneProof's refresh time and not an expiration.

zp:geographicScope
Text

zp:audienceCategory
Text

zp:targetAudience
Text

zp:verificationRequired
Yes or no

zp:level
Text

zp:parentTld
Text

zp:privateNamespaceOperator
Text

zp:zoneProofClaimStatus *
Text
Allowed values: claimed, unclaimed

zp:zoneProofCoverageStatus *
Text
Allowed values: full, standard

zp:registrantProfileCount
Whole number

zp:namespaceNote
Text

zp:ianaRootZoneRemovedDate
Text
Format: date (YYYY-MM-DD)
UTC date ZoneProof observed this TLD leave the IANA root zone.
Removed records are inactive and have no expiry.

Entity record

Schema: organization and person records (https://zoneproof.org/schema/entity-record-v1.json).

@context *
Value
Fixed value: https://zoneproof.org/schema/context.jsonld

@type *
Value
Allowed values: Person, Organization

@id *
Text
Format: web address (URL)

name *
Text

alternateName
Text

industries
List
One item per line.

services
List
One item per line.

specialties
List
One item per line.

languages
List
One item per line.

domainSet
Structured value
Draft-compatible Domain Set manifest reference. ZoneProof may label a member DNS-verified after observing its shared domain-set TXT record; that observation alone does not confirm common operation.
Group of fields. Answer the nested fields listed below it.

domainSet.version *
Value
Fixed value: domainset1

domainSet.primary
Text

domainSet.members *
List
One item per line.

zp:status *
Text
Allowed values: active, staged, suspended, revoked, retired

locations
List
Group of fields. Answer the nested fields listed below it.

locations[].@type *
Value
Fixed value: PostalAddress

locations[].locationType *
Text
Allowed values: headquarters, branch, mailing, registered-office

locations[].isPrimary *
Yes or no

locations[].streetAddress
Text

locations[].addressCountry
Text

locations[].addressRegion
Text

locations[].addressLocality
Text

locations[].postalCode
Text

locations[].locationPoint
Structured value
Group of fields. Answer the nested fields listed below it.

locations[].locationPoint.type *
Value
Fixed value: Point

locations[].locationPoint.coordinates *
List
One item per line.

locations[].zp:updatedAt *
Text
Format: date and time (ISO 8601)

zp:updatedAt *
Text
Format: date and time (ISO 8601)

Credential record

Schema: credential records (https://zoneproof.org/schema/credential-record-v1.json).

@context *
Value
Fixed value: https://zoneproof.org/schema/context.jsonld

@type *
Value
Fixed value: zp:CredentialRecord

@id *
Text
Format: web address (URL)

zp:credentialKey *
Text

zp:entity *
Text
Format: web address (URL)

zp:namespace
Text

zp:credentialStatus *
Text
Allowed values: active, inactive, suspended, revoked, expired, unknown

zp:credentialVerification *
Structured value
Group of fields. Answer the nested fields listed below it.

zp:credentialVerification.status *
Value
Allowed values: verified, unverified, expired, revoked, not_evaluated

zp:credentialVerification.verifiedBy *
Text

zp:credentialVerification.verifiedAt *
Text
Format: date and time (ISO 8601)

zp:credentialVerification.source *
Value
Allowed values: authoritative, secondary, null

zp:credentialIdentifier *
Text

zp:credentialIdentifierType *
Text
Allowed values: fdic-certificate-number, license-number, permit-number, registration-number, other

zp:jurisdictionCountry *
List
One item per line.

zp:jurisdictionRegion *
List
One item per line.

zp:credentialAuthority *
Text

zp:credentialAuthorityUrl
Text
Format: web address (URL)

zp:validFrom
Text
Format: date and time (ISO 8601)

zp:validThrough
Text
Format: date and time (ISO 8601)

zp:updatedAt *
Text
Format: date and time (ISO 8601)

Part 4: Matching namespaces

No TLD was supplied when this worksheet was generated, so no namespaces are listed. Download the TLD worksheet again from the ZoneProof site and enter your TLD to include its namespaces.

Your notes on these namespaces
Which namespaces will your BrandSet or claim cover? Write them here.