

Your Guide to .tel

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THE CONCEPT

The .tel is a new top-level domain that allows the .tel domain owner to store, publish and manage contact information and keywords directly in the Domain Name System (DNS), the global and powerful system that stores locations of all the websites in the world. This is the first service of its kind that enables anyone to use the DNS to store information other than the location of websites. It provides an exciting new use of internet infrastructure that will completely change the way we communicate and keep in touch with others.

The .tel allows you to:

- Add all types of contact details, text, keywords and location information
- Prioritize contact information
- Manage contact information, text, keywords and location
- Create folders that allow easy navigation, like london.uk.hertz.tel
- Create Profiles, such as work, home, travelling
- Share relevant/private contact information with people that you choose

Wherever life takes you, you'll always be in the right place for your friends, family, colleagues and associates to find you. Your .tel domain name is accessible from any device connected to the internet, and all your information is displayed in a 'click to communicate' format.



WHAT CAN I DO?

Take a moment to familiarize yourself with your new .tel domain name. Let's remind you of some of the functionality available to use today:

It's one simple contact address for life – All you need to do is to give your friends, family and colleagues your .tel address, and they will then be able to keep in touch with you how and when you want them to.

All of your contact information is in one place – The .tel enables you to store all of your contact information, including telephone numbers, email addresses, your favorite websites, social media pages, your blog sites, location-based sites, links to OpenID, OpenSocial or other identity verification solutions, and numerous other contact channels and technologies, all under one simple name. You can also store your information in an encrypted form, so no one else can see it unless you grant them access to it – that includes Telnic and your .tel service provider.

Instantly updated, you're always in the right place – If you lose a mobile device and change the number, move home, gain a new contact solution like Skype or another Voice over IP (VOIP) service, change jobs, move overseas, travel a lot, start a new business or move premises, or even join a new social network, you can update your .tel and it will change instantly as it uses the DNS to publish to the internet almost instantly.

Tell people how you want to be contacted – If you have a number of ways in which you can be reached, you can prioritise the order of the contact information as it displays, so you can ask to be contacted first by email, or through your blog, or other ways. You can also change the type of information available depending on your location or the time of day. This is especially helpful if you're a frequent traveller, for example.



Show people where you are – Additional functionality within the .tel allows you to tell people where in the world you are. This location can then be used, under your control, to help people find your physical location or to help services you subscribe to produce personalized offerings for you, giving you a better experience. You don't need to use this function if you are uncomfortable with giving out this information.

Tell the world about yourself – Your .tel also allows you to use an unlimited number of keywords to enable you to say something about yourself. These keywords are open to everyone, so again, be careful how you describe yourself. You can tell people where you work, your hobbies, your qualifications, anything you don't mind sharing publicly.

Your interactive calling card on any device – Once you have published the information, you can access it from any device with an internet connection through a browser. You don't need to format it in any special way, and it will be accessible instantly. Friends and business contacts can simply type in the address you give them and it will quickly appear on the device as it does not need to locate a website to get your information. This is a significant benefit of not storing the information as HTML on a website – the .tel is fast, low-cost and easy to access in any format. With .tel, you do not need to host, manage and maintain a website.

Search engine optimization built in – For those more concerned with being found online, the .tel enables you to be discovered more quickly through search engines. The structured information, keywords and links to a domain name all enable search engines to see the relevance and purpose of the .tel and therefore its usefulness to people searching for relevant information.

Easily change your published profile – You will be able to set up a profile like 'work', 'home', 'travel', 'holiday' and so forth (the profile titles will only be visible to you) that quickly change the public and private contact information available to people looking at your .tel, depending on which profile you make active.



WHAT SHOULD I AVOID USING MY .TEL FOR?

Keyword functionality should only be used to help people find you if you haven't given them your .tel domain name. It is not the right place for you to store your CV or information you might easily forget. Make sure that you only put information that is helpful for people to find you and that is not helpful for people to impersonate you.

For example:

- Never put your date of birth, home address, social security number, bank details or other financial indicators about yourself in your keywords.
- Never put information about other people you know within the keywords without seeking their permission.
- Avoid putting the places you frequently go to, such as clubs, restaurants, bars, gyms, etc., by name.

Always follow sensible rules for publishing personal information online – unless it is made private, anyone can find it.

Remember, if at any time you wish to change the information in your .tel, you can do so, and the information will be automatically updated and published online.



SET UP YOUR .TEL

When you register your .tel domain name, you are provided with a username and password to manage your .tel domain name, as well as a link to the management panel where you can store, change, update and publish contact information under your .tel. Use the username and password to log into the .tel control panel.

Never give anyone else your username and/or password for your .tel. This is crucial in maintaining the security and integrity of your contact information. Telnic will never ask you or need your username or password or contact details.

Once you have logged into the control panel, you have complete control over your .tel. The information you store as private will not be accessible by anyone without your permission.

If you have any problems logging into your management console, click **Forgot your Password?** to reset your password. If you lose the link from which to manage it, please contact your .tel provider.



THE DASHBOARD

Once you've registered your .tel domain, you will be routed to the management console or **Dashboard** (see Fig.1). This is the main control panel for populating your new .tel domain with contact information, text, keywords and, if you would like, a location. The **Dashboard** has a number of distinct parts that will be explained below.

Your .tel control panel may look different depending on the .tel service provider from whom you have purchased your .tel domain name.

In the central column of the **Dashboard** is the main control panel for **Profiles, Contact Information, Headers, Keywords** and **Location.** You can also see the **Privacy** tab, which provides control over private data.

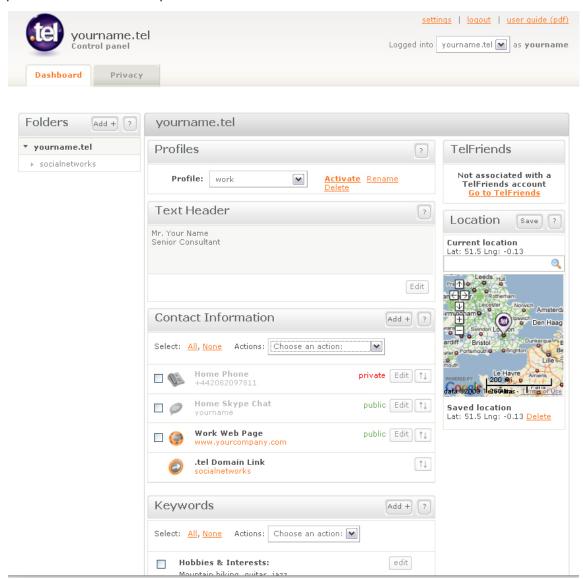


Fig.1

For easier navigation, you can collapse individual panes by clicking on their heading. To reopen a pane, click the heading again.



Profiles

A Profile is a set of contact data, containing both public and private information that enables you to publish a selection of contacts that you wish to direct people to use depending on the activity or time of day. For example, if you have an office telephone number, a mobile telephone number and a private home telephone number, you will not use all of them at the same time! Therefore, a Profile allows you to easily change between preferred contact information as you move between different environments.

When you first access your .tel control panel, you will have a default Profile set up already, in which all contact information will be automatically added. When you input a contact item (see page 11) you will be able to choose to add it to the default Profile, another Profile that you have created or no Profile at all, storing it in the .tel domain but in a 'disabled' state, that is, not viewable by anyone.

To create a new Profile, click the Profile drop-down box and select **Create a new profile** (Fig. 2). Give a name to your Profile and click **Save**. The label you give to the profile will not be viewable by anyone else.

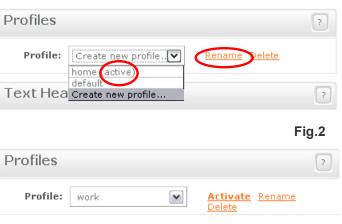


Fig.3

You can re-name your Profile at any time by choosing the Profile you want to rename from the drop-down box and selecting **Rename** (highlighted in Fig. 2), changing it and clicking **Save**. You cannot rename the default Profile, but you do not need to do this.

To activate a Profile, choose the profile from the drop-down box and click **Activate** (Fig. 3). The currently used Profile will have "(active)" next to it. This will be the view that people will see when they access your .tel domain.

If any contact information is not allocated to the active Profile, it will be shown in grey in the Dashboard. All active information within the current profile will be displayed in black.



Note that both public and private contact information can be displayed in a profile, and that only those with access to the private information will be able to see it (See Page 20 for how to set up Privacy and Friending).

To delete a profile, choose the Profile you want to delete and click **Delete**. When prompted, choose **Yes** (Fig. 4) and the Profile will be deleted.



Fig.4

Important: you cannot delete an active profile, nor the default profile. In order to delete any profile, it must not be active. To delete the active Profile, select another Profile from the drop-down box, switch to it, and click **Activate**. Then you will be able to select the Profile you wish to delete and select **Delete**.

You can find out how to add or remove a piece of contact information to a single or multiple profiles on the next page.

Remember: A piece of contact information has to be allocated to at least one Profile in order for it to be active and viewable when someone accesses your .tel domain. Additionally, each Profile must have at least one public contact item in order to comply with the Acceptable Use Policy for a .tel domain. If you are concerned about security, this piece of information does not have to be personal; it could be a link to a general website, for example, or even a link to your .tel domain!



Contact Information

When you first log into your .tel, there will be no contact information. When you add contact items to your .tel, each item will be displayed on a separate line, shown on the right (Fig.5). Each piece of contact information will also have a status of **public** or **private**, indicating whether that contact item is viewable by everyone or a selected group of friends.

To add a new contact, click on the **Add** button in the upper right corner, and the screen shown right will appear (Fig. 6).

The **Add new item** screen asks you to:

- 1. Select a type of communication: (voice, email, fax, VoIP etc.).
- 2. Optionally, select the location for the number, such as 'Work' for your business contact or 'in transit' for means of reaching you while you travel; 'premium rate' is for paid phone lines.
- 3. Add a personal description (e.g. 'emergencies only' or 'ext. 1234').
- 4. Enter the Value (i.e. Skype ID, phone number, etc.).

Phone numbers must use international dialling codes and no other characters apart from numbers (i.e. A US number should be +1XXXXXXX, UK +44XXXXXXXX).



Fig.5



Fig.6



Advanced Features

When you first add a piece of contact information to your .tel domain, the contact information will automatically be stored in a default **Profile** and will be viewable by everyone (public). To find out how to create and manage different Profiles, please see Page 9.

Within the Add new item screen, by clicking Show Advanced Options, you can make a piece of contact information private by switching the status of the information

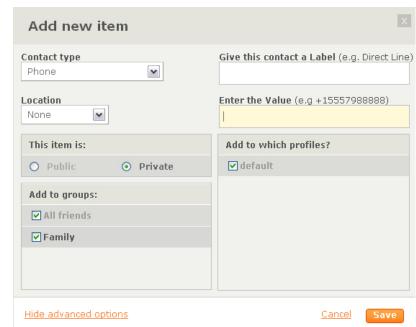


Fig.7

to Private and allocating it one or more Groups (Fig. 7).

Information is immediately made private when it is allocated to a Group. If it is not allocated to a Group, the contact will remain public. For more information on setting up and managing Groups, please see the Privacy and Friending section.

If you have set up more than the default Profile (such as 'work', 'home' or 'vacation') and you have this Profile enabled as the activated view, the contact information will automatically be



allocated to the Profile being edited. If you have more than one **Profile**, when you enter the piece of contact information, you may allocate that piece of contact information to one or more of these Profiles. You can also decide not to allocate it to any Profiles. This will store a piece of contact information in your .tel management console, but it will be 'disabled' as it is not allocated to any Profile and therefore not viewable by anyone. When you are done (Fig. 8), click **Save** to publish the information. For example, as shown right, we will add another work telephone number with a +44 country code.



You can edit a piece of contact information by clicking the **Edit** button (Fig. 9) to the right of the contact information.

The arrows icon to the right of the **Edit** button (Fig. 9) allows you to



change the order of contact items as they appear in your .tel.

You can also re-order the items by simply dragging and dropping them within the list. This order typically represents the preference of how you wish to be contacted (e.g. if mobile is on top, that is presumably the preferred way of reaching you).

More options are available in the **Actions** box at the top of the contacts list (see Fig. 10). Tick a contact item and from the list, select the action you want to perform:

- Copy a piece of contact information to a sub-folder (Fig. 11).
- Move a piece of contact information to a sub-folder.
- Delete a piece of contact information permanently.
- Change the status of a piece of contact information from public to private by adding it to or taking it out of a private sharing folder.
- Add or remove a piece of contact information to the Profile being edited or all Profiles, making it enabled (viewable) or disabled (not viewable) to others.



Fig. 10



You can move and copy one or multiple contact items between folders inside your .tel.



Text Header

You can create a short description for yourself at the top of your .tel by clicking **Edit** in the Text Header box (Fig. 12) at the top of the page and writing a description of



yourself, such as your title, your business or a motto or your favourite quote. Fig. 12 Simply click the text box, type in the text and click **Save**. Text in this box is limited to 255 characters.

Text headers are linked to Profiles. Different profiles can have different text headers.

Keywords

You can also publish descriptive keywords to help friends or customers find you. As a default, no keywords are present (Fig. 13).

To add keywords, click the **Add** button in the upper right corner of the **Keywords** section.

The **Add Keywords** box will appear (Fig. 14) that will ask you to select a category for your keyword from the left-hand menu and enter a value. If no category matches your keyword, use **Free Text**. As shown, Hobbies & Interests have been selected and the value entered was 'Theatre' (Fig. 15).

Click **Save** and the keyword is immediately published in your .tel domain. Note that unsaved keywords entered on other tabs are lost when you save a set of keywords on one tab.



Fig. 13

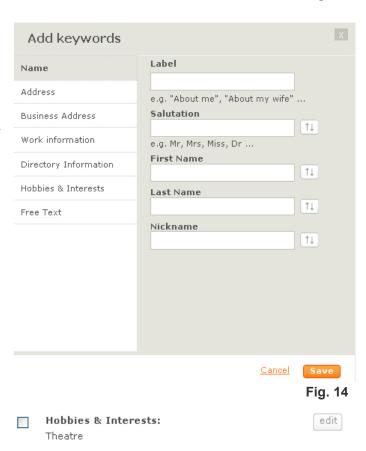


Fig. 15



When you click **Directory Information**, you can fill in a number of different fields to describe your business, such as general industry plus the products or services in which you specialize (Fig. 16, 17). You can skip and re-order any fields.

Multiple keywords can be added in one box separated by commas.

Keywords are indexed by leading search engines and can assist businesses and professionals in attracting new customers as well as make sure friends have found the right person!

Keywords are independent from Profiles but can be changed at different folder levels. This means that regardless of the profile showing, the keywords will always be the same for that folder or sub-Folder view.

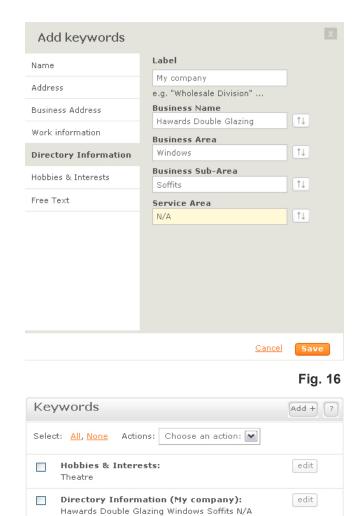


Fig. 17



Folders

In the left column of the **Dashboard**, you can manage your **Folders** (Fig. 18).

You can use Folders to enable navigation inside your .tel domain. For example, if you have a lot of contact points, you may not wish to display them all on one 'page', as it may be

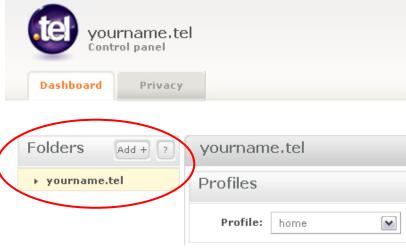


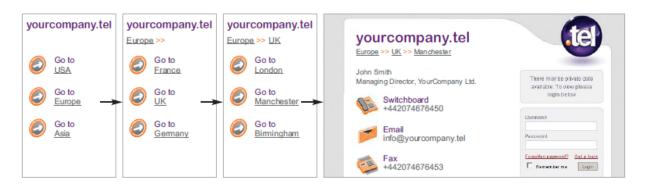
Fig. 18

difficult to navigate on small devices. Instead, you can use Folders to logically group contact information – like social media sites, professional information, or gaming handles for different environments and platforms, in different folders.

Information in sub-folders is always viewable by everyone. Private information is not supported in sub-folders.

As with contacts and text, folders are part of a profile. For example, your 'work' profile can have a sub-folder with links to corporate press releases, while your personal profile can contain a folder called 'social' with links to your social network pages.

It is more likely that businesses and organizations will use the Folders section of the .tel to store information about complex organizational structures, such as locations of offices, retail outlets or departmental divisions, enabling customers to quickly find contact information for local offices or internal functions, such as customer services, complaints or sales. Folders are created from this area of the **Dashboard**.





To add a Folder, click the **Add** button in the upper right corner (Fig. 19), and you will be presented with the **Add new folder** screen (Fig. 20). As with the domain name, only letters, digits and hyphens can be used to create a sub-folder name (no spaces or other characters can be used and the folder must contain at least one letter with a minimum of three characters in the folder name).



Fig. 19

If you want to add a space between words in your folder name, type in a hyphen. The Dashboard will show it as a hyphen, but your .tel in a browser will have a link with a space in it.

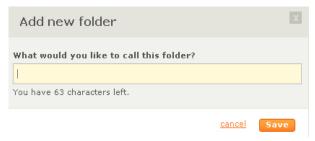


Fig. 20

Once the name of the folder is entered (Fig. 21), click **Save** and the folder is immediately published (Fig. 22). A link to that folder is also placed automatically in the page of information displayed at that time. The **Dashboard** will only show the first level of subfolders under the current view. To view deeper folder levels, go into the respective sub-folder.

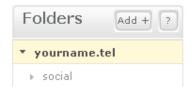


Fig. 21

Contact information is easily added to a new folder by clicking on the folder and adding more contact information, text, and keywords to a sub-folder, just like with your main .tel folder (Fig. 22).

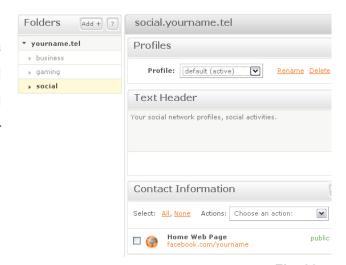


Fig. 22



Location

You may wish to publish a location record indicating your location (Fig. 23).

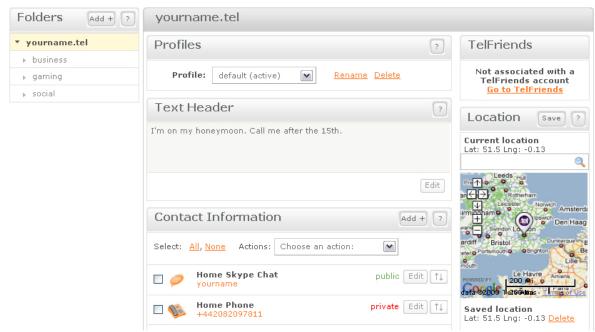
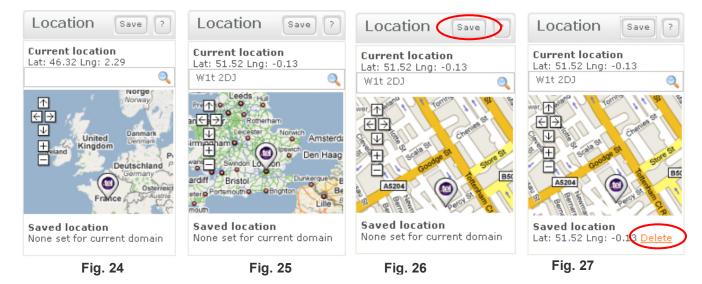


Fig. 23

To enter a location record, type in an address or postal code (e.g. London, W1T 2DJ) and click **Save** (Fig. 24-26). The new location record is immediately published. This location will be displayed as a link to Google Maps; to make the street address visible, use the Address keyword.



Remember, your location record will always be public (you can use other services, such as BrightKite and share these as private links), but you don't have to put a location record in your .tel if you don't want to. You can also update it with a general location, rather than a specific one. It is entirely your own choice. You can also delete the record completely by clicking the **delete** button (Fig. 27).

Location records are independent of Profiles but again can be set at every sub-folder level.



GROUPS vs. PROFILES vs. FOLDERS

What's the difference between a Group, a Folder and a Profile?

A **Group** is a collection of one or more friends of your .tel domain that have access to different items of private contact information. So a Group could be called 'work friends', 'family', 'relatives' or 'football team colleagues'. The label of a Group is not viewable by anyone else.

A **Folder** is a sub-domain of yourname.tel (e.g. folder.yourname.tel) that will allow you to store contact information related to that specific sub-domain.

The folder's purpose is to organize a navigational tree (e.g. Car Hire \rightarrow Europe \rightarrow London \rightarrow Airports \rightarrow Heathrow \rightarrow Reservations: tel, fax, email) , to help people find the appropriate information quickly and easily. In our example above, a user can simply click to reach the Car Hire reservations number at Heathrow Airport.

A **Profile** is a collection of public and private contact information structured in a way to easily and quickly change the contact information displayed to people depending on how you wish to be contacted at that time. So a Profile might be called 'home', 'travelling', 'work', 'unavailable', all showing different types of contact information for the different ways you'd like to be contacted. The label of a Profile is not viewable by anyone else.



PRIVACY & FRIENDING

The powerful functionality of the .tel enables you to store encrypted private contact information for the first time ever in a system that is completely under your control. This service uses industry-leading 1024-bit encryption that is employed by banks and security companies, making it extremely difficult to crack. Telnic will continue to review the security of the .tel service to make sure that it stays at the forefront of data protection.

When you make certain contact information private, you are encrypting it so that it turns the information into a random string of characters. In order for you to be able to view it and for you to enable others to view the information you wish to share with them, you need a key to decode the information. This key will be generated when you accept a request to see private information from an identified individual, a process we call 'Friending'. For this Friending to be possible, both you and the person requesting information will need to be identified by the global TelFriends System which provides you with a unique username and password.

Anyone can easily be able to apply for a username and password from the TelFriends System without having to purchase a .tel for themselves. This allows people to access the information any .tel owner wants to share with them.

Your TelFriends username and password are different from your management console username and password. Why? Because you may have multiple .tel domains and will not wish to share information or be friends with others through all of these domains.



PRIVACY

How to make a contact item private?

With privacy, the following points should be remembered:

- For a contact to be private it must belong to at least one group of 'friends'; otherwise,
 it will automatically revert to being public. This is because the record will not be
 encrypted with a unique key until it has been paired to at least one person. This
 person can be you.
- Private information is only supported in your main folder (yourname.tel), and not in sub-folders (social.yourname.tel). Anything put into sub-folders remains public at all times.
- Keywords and location records cannot be encrypted in the DNS so will remain public at all times.

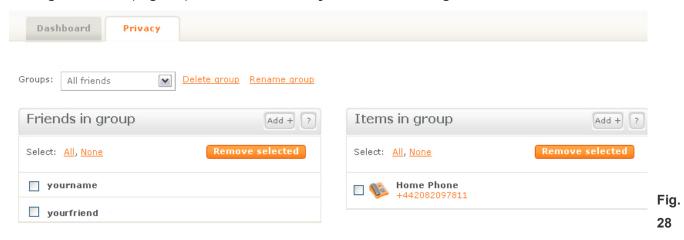
We covered making a piece of contact information private when creating a new entry on Page 11. There are two other ways of making a piece of contact information private:

- By editing the contact information after it has been created (Page 14).
- By adding pieces of contact information to groups of individuals on the Privacy page (Page 23).

How to make a contact item public?

Changing a contact from private to public in the **Dashboard** will automatically remove it from the private sharing folders. Equally, removing a piece of contact information from all private folders on the **Privacy** page will make the information public.

The figure below (Fig. 28) shows the **Privacy** tab in the management console.





The **Privacy** page is broken into two columns: the left column shows **Friends** in the **Group** and allows the addition of further **Friends** and the removal of existing Friends. The right column shows Items (contact information) in the Group and allows the addition of further Items or the removal of existing Items. The drop-down list selection is also provided that allows the user to create new groups, rename or delete existing ones.

Groups

When you first visit this Privacy screen, you will see one folder called **All Friends** and another called **Family**. These groups are here to get you started and for you to use if you want a simple way of sharing all of your private information with all of your friends (e.g., personal email addresses or a link to your residential address).

You can create as many groups as you want, each with different contact information (or lists of contact information) in them. This will enable you to put different individuals in different groups so that you can change the information that they see. You can label these groups with 'work friends' or 'my work team' or 'extended family' so that you can easily manage who goes into which group. This is a view only available to you, it is not publicly shared. You cannot re-name or delete the All Friends group.

Adding Groups

To create a group, Use the Groups drop-down and select the **Create new group** item at the end of the list (Fig. 29). From the resulting screen, provide a Group name and click **Save**.

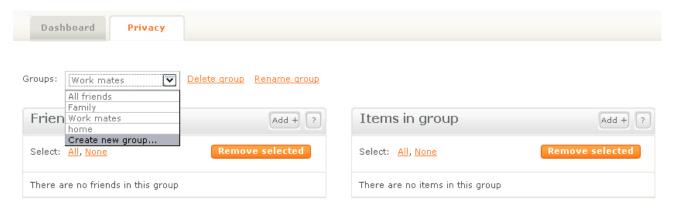


Fig. 29



You may add friends to multiple folders. To add a friend, click **Add** in the title of the **Friends In Group** column (Fig. 30).



Fig. 30

When they view your information, your friends will see the sum of all the pieces of contact information shared in these different folders.

You can create a group with only one person in it, such as your best friend, partner or spouse. There is no limit to the number of people you can have in one group.

Important: You are automatically included within the All Friends group. This is your TelFriends System identifier which enables you to see all of the private information that you store. So when you visit the proxy page for your domain to check what private information is available to view, you will be able to see this. You will need to add yourself to all of the other groups you create, so that you can see all of the information being made private when you view it over a browser or other devices. Please note that you could delete yourself from all groups, including the All Friends group, which will prevent you from seeing all private contact information when viewed outside of the management console.

Adding contact information to Groups

To add a piece of contact information to a group (which makes it private if it has not already been added to another private sharing folder), switch to the group you wish to add the information by selecting it to from the drop-down box (Fig. 29).

Once you have opened the group, choose the **Add** button in the title of the **Items In Group** column. From the resulting popup screen listing items of contact information, select one or more items that you wish to add to the group (Fig. 31). Choose the contact information you wish to add and then click **Add Selected**.

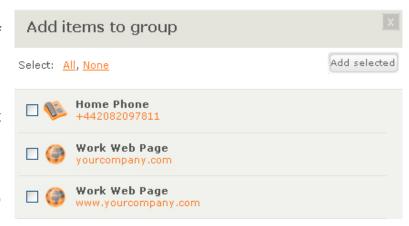


Fig. 31



FRIENDING

The figure below (Fig. 32) shows the **Friends** tab in the management console. The page is broken down into two parts: the left-hand side shows a list of all friends; the right-hand column shows all friend messages that require an action.



The **Friends** page allows you to accept or decline friend requests, view a **Fig. 32** current list of your Friends and also send and see confirmation of successful friend requests to other people with .tel domains.

Managing Friend Messages

Friend messages establish connections between you and other .tel domain owners. When you accept a friend request from someone else, you do not automatically get to see their private information as this is under the control of the .tel owner and no shared authority is assumed by the system.

On the right-hand side of the **Friends** page, you can see up to 20 latest friend requests awaiting action. In order to see more friend messages, you will need to accept or decline the first friend request, and click the **Check New** option to refresh the page to see if any further messages are waiting.

We recommend that you should never accept a friend request from someone you are not sure you want to share private information with.

Accepting a request simply means that you give them the authority to see private information. They will also be notified that you have accepted their request. Declining a friend request means that you will not authorize them to see private information. In this case, the person requesting to see private information will not be notified.



Important: The friend messaging system is not intended for use as an email or other messaging system, so does not give you the functionality to communicate with the person applying for access to the information. This feature blocks spam or any other potentially abusive communication from the friending process.

A list of unread messages is also displayed on your **Dashboard** page (Fig. 33), with the full message inbox published in your **Friends** tab. A message includes the .tel domain name, date and time, and a free-form text message.



Fig. 33

To accept a friend request or acknowledge a friend response, click the green tick for the message (Fig. 34). If the message is a response for the completion of a successful friend request that you have sent to someone else, there will only be a tick option enabling you to confirm receipt.



Fig. 34

If you do not know the person that requested to be your friend, or if you do not wish to share private information with another .tel domain, click the minus icon to decline the offer and delete the message (Fig. 35).



Fig. 35



Sending Friend Messages

To become a friend of a .tel domain owner, you need to send that person a friend request. You can do so by using one of the options described below.

Both of these friend actions allow you to send a message to a .tel domain in free text format, requesting that you be added to the friend list for that domain. The system will automatically notify the .tel domain owner of your message.

Option 1:

- Go directly to the .tel domain that you'd like to friend (Fig. 36)
- Log in to the TelFriends
 System (Fig. 37) to see if
 you are a friend already
- Click send a friend request if you are not already a friend (Fig. 38 and 39)

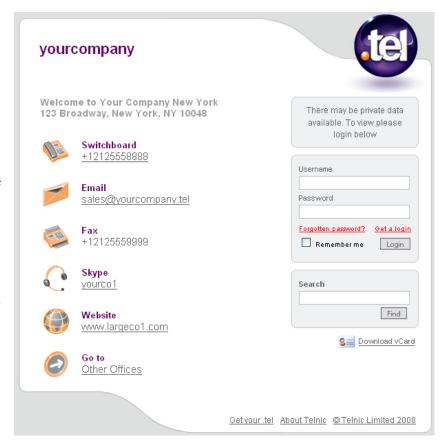
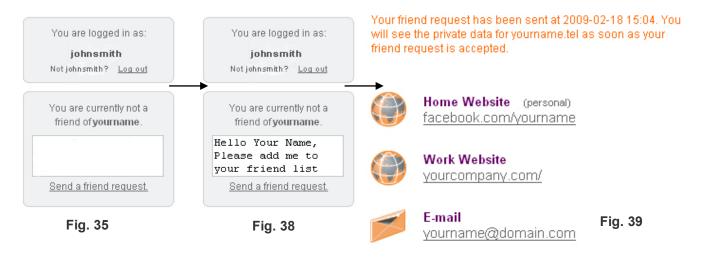


Fig. 36





Option 2:

In your Friends tab, clicking the **Send** button in the **Messages** list will open a new message enabling you to contact a known person through their TelFriends System identifier or .tel domain name (Fig. 40).



Once the request has been received and accepted, you can log in at the .tel page and see any private contact data published for you (Fig. 41).

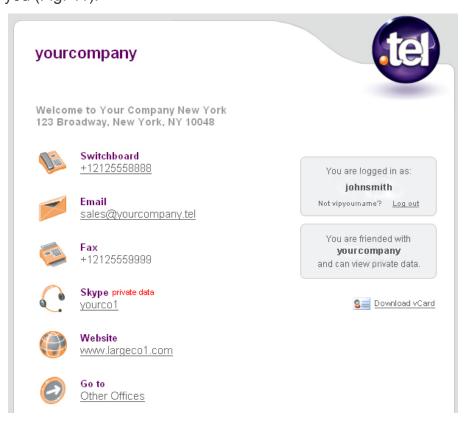


Fig. 41

In order to ensure that your friend request is accepted, provide enough information to identify who you are and how you know the .tel domain owner.



MORE INFORMATION

In addition to this guide, Telnic provides a wide range of materials to help you enjoy your .tel. Please visit the .tel Community on the Telnic website, www.telnic.org, to get access to FAQs, exciting video tutorials, comprehensive documents, including a Guide to TelFriends, and more.

For technical support issues, please contact your .tel service provider. If you have requests for new functionality or other feedback, please write to us community@telnic.org.

Remember, only publish information with a public setting you don't mind sharing. This could be links to websites that you have a public profile on, or it could simply be the sites that you like visiting. Get comfortable knowing how to store and allocate private information and perhaps encourage some friends to buy a .tel domain to share the benefits of your .tel with as many people as possible.

