

Cross- sell Agreement

Addendum 3 to the Registrar Agreement:

Cross-sell Agreement

BETWEEN:

Organisation: **DNS Belgium vzw**, Belgian Association for Internet Domain Name Registration

Address: Engelsplein 35, box 01.01

3000 Leuven

Belgium

VAT number BE 0466158640

Represented by Philip Du Bois

Hereinafter referred to as "DNS Belgium",

AND:

Organisation:

Address:

VAT number

Represented by

Hereinafter referred to as "Registrar",



WHEREAS:

DNS Belgium is the registration authority that registers and manages the .be domain names. The Registrar already participates in the registration process of .be domain names and has concluded a Registrar Agreement with DNS Belgium to that end.

DNS Belgium offers the **Cross-sell promotion** to which the registrar can subscribe by signing this addendum which shall be attached to his Registrar Agreement.

IT IS HEREBY AGREED AS FOLLOWS:

1 Definition

1.1 The following words have the same signification as set out in the General terms and conditions for .be domain name registrations:

“**DNS Belgium**” means the Belgian non-profit organisation Domain Name Registration Services Belgium vzw, domiciled in 3000 Leuven, Engels Plein 35, box 01.01, and with enterprise number BE046618640, and is the official registration body of the “.be” domain name zone.

The “**Domain name**” is a name in the Domain Name System (DNS), the nomenclature system on the internet that identifies networks, computers, web servers, mail servers and other applications.

1.2 The following words have the same signification as set out in the Registrar agreement:

“**The Registrar**” means a company, organisation or freelancer who provides domain name registration services for the .be name space to its customers.

“**The Registrant**” means a natural person or legal entity applying for the registration or renewal of a domain name under the .be name space.



1.3 The following words have the following meaning in this agreement:

“**Parties**” means DNS Belgium and the Registrar.

“**Eligible TLD name**” means the labels set forth here below:

.com	.nl	.net	.eu	.fr
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“**Registration report**” means a report in the form of an excel-file with a ‘.XLS’ or ‘.XLSX’ extension completed by Registrar and submitted to DNS Belgium in accordance with Article 5, using the Registration report template attached as Appendix A to this agreement.

A “**Validation report**” means the initial Registration report where DNS Belgium fills in the 5th column, notifying the Registrar whether the provided Domain name can be charged for the promotion set forth in this cross-sell agreement.

2 Object

The Parties intend to engage in a cross-sell arrangement to market .be domain names to Registrant and realise mutual benefits.

By signing this addendum, the Registrar indicates that he wishes to promote .be domain names among his clients.

3 Promotion details

If the Registrar is able to register a .be domain name among his existing clients that already registered an identical Eligible TLD domain name, the Registrar will get a reduction of 50% the first year of the registration and a reduction of 50% the second year of registration (= first renewal period). The promotion can be obtained for a maximum of 15,000 domain names during the 3-month trial period.

The following conditions must be met cumulatively by the Registrar to be granted the above-described promotion:

- the .be domain name and Eligible domain name must have been sold by the same Registrar to the same Registrant;
- the .be domain name must be registered after the Eligible domain name has been registered or on the same day;
- the registered .be domain name must be identical to the Eligible domain name e.g. The domain name **boom.nl** was registered on October 1, 2023, prior to the



Registrar signing this agreement on August 9, 2026. The Registrar later registered **boom.be** on October 10, 2026.

- participation of the Registrar is required for the full trial period, which will begin on the first day of the month following the signing of this agreement.
- providing DNS Belgium of one (1) Registration report with a minimum of 25 registrations using the Registration report template attached as Appendix A to this agreement;
- subscription to SEPA Direct Debit (SDD) for sales invoices issued by DNS Belgium regarding the activities of domain name registration.

4 Available promotion material and reputation protection

The Registrar may use the following promotional materials available on the following website: <https://www.dnsbelgium.be/nl/voor-registrars/groei-be-domeinnamen> (Dutch version) or <https://www.dnsbelgium.be/fr/pour-agents/croissance-noms-de-domaine-be> (French version).

The Registrar agrees to use the granted promotion material solely for its intended purpose i.e. to promote the .be domain names. Such use may under no circumstances harm, diminish, or negatively affect DNS Belgium's reputation, brand, or public image. If we notice that the aforementioned conditions are not being met, we have the right to ask you not to use these promotional materials anymore and to submit a claim for damages to our reputation and all resulting consequences.

5 Validation procedures

5.1 For the first registration

5.1.1 Validation procedure

In order for a Registrar to obtain the promotion set above, the Registrar must fill in the Registration report template that must be sent through a secured communication channel (which will be agreed between Parties) within 10 days after the end of the three-month (3-month) trial period. Registrar acknowledges and agrees that if he sends multiple registration reports, DNS Belgium will only process the last valid Registration report.

5.1.2 Verification procedure

Upon receipt of the Registrar Registration report, DNS Belgium will verify the information in the report by conducting a DNS Record request on each TLD and .be domain name listed on the Registration report and may, in its sole discretion validate the accuracy of the information in the Registration report.

The 5th column of the received Validation report from the Registrar will be filled in by DNS Belgium indicating whether the listed domain name is qualified for the promotion outlined above. If the promotion can be granted for the listed domain name, this will be indicated as



"yes". If this cannot be granted, this will be indicated as "no". If an error message is displayed, this will be indicated as "error" and by consequence the promotion cannot be granted.

5.1.3 Remediation

In the event the Registrar receives an error message for listed domain names from DNS Belgium, Registrar may, within seven (7) days from receiving the Validation report, provide DNS Belgium an updated Registration report remediating the error. DNS Belgium will perform a re-validation of the Updated Registration report in accordance with article 5.1.1. Registrar acknowledges and agrees that if he sends multiple updated Registration reports during the seven (7) days from receiving the Validation report that DNS Belgium will only process the last valid updated Registration report.

5.2 For the first renewal

If the .be domain name is renewed after the first year of registration, the Registrar must notify DNS Belgium to the following e-mail: channel@dnsbelgium.be within 30 days after the renewal. DNS Belgium will verify the renewal by conducting a DNS Record request.

6 Accounting treatment of the promotion

6.1 For the first registration

When no errors have been occurred from the listed names look up, DNS Belgium will notify the Registrar with the number of domain names that qualifies for the promotion, the refund amount and the associated PO-number.

The Registrar must include the refund amount and the provided PO number on the invoice submitted to DNS Belgium for payment of the granted promotion.

If an error message appears during the look up of the Eligible TLD and .be domain name, a notification will only be sent from DNS Belgium to the Registrar after they have received an updated Registration report. If, due to the error message, no updated report is provided within the timeframe specified in article 5.1.3 a notification will follow based on the first reviewed Registration report.

6.2 For the first renewal

DNS Belgium will notify the Registrar when a domain name qualifies for the renewal promotion, indicating the refund amount and the associated PO-number.

The Registrar must include the refund amount and the provided PO-number on the invoice submitted to DNS Belgium for payment of the granted promotion.



7 Checks

For the reason we cannot verify the holder data of the listed TLD name, we will conduct checks and request evidence from the Registrar of the Registrant of the listed TLD domain name to know whether a domain name has been registered by the same Registrant. Evidence includes, but is not limited to, invoices, ... DNS Belgium decide whether the evidence is admissible.

The obtained holder data and evidence may only be used by DNS Belgium to verify whether the holder data of the Registrant of a .be domain name matches the one of the TLD domain name. If this information concerns personal data, it must remain strictly confidential. The provided data and evidence will be retained for a maximum period of six (6) months, unless, within that period, a dispute arises with the Registrar regarding the to be granted promotion. Once the data is no longer required for the aforementioned purposes, the Parties shall ensure that it is effectively and permanently deleted.

If it is determined that a listed TLD name was not registered by the same Registrant as the .be domain name, we will notify the Registrar by e-mail of this, and this will result in the Registrar no longer being able to participate in the cross-sell promotion stated in this agreement.

8 Term

This addendum shall enter into force the first day of the following month of the signature of this agreement by the Registrar and will terminate three (3) months after the start date or when DNS Belgium decide not to provide the cross-sell promotion any longer.

9 Liability for misuse of granted promotion

The Registrar will indemnify DNS Belgium and hold them harmless against any form of misuse of the granted promotion. Any consequences, losses, or third-party claims resulting from such misuse shall be the sole responsibility of the Registrar.

10 Miscellaneous

10.1 Amendments

DNS Belgium has the right to adapt or amend this addendum and shall notify the registrar accordingly in advance, at the latest 30 days before the activation of these changes.



10.2 Signing authority

The undersigned explicitly guarantees that he has been vested with the required signing authority to bind his company or organisation legally by means of this agreement.

DNS Belgium shall in any event be able to rely on the fact the mere signing of this agreement entails the registrar's full consent to this document.

For DNS Belgium

For the Registrar

Philip Du Bois

(name + capacity)

General Manager



Appendix A: Template Registration report

Number	Domain name	Eligible TLD	Registration date TLD	Promotion? Yes/no/error
1.				
2.				
3.				
...				

