

# WHY .CA?

## The benefits of a .ca domain

### What is .CA?

.CA is a globally recognized and trusted domain extension that identifies your connection to Canada.

### Why choose a .CA?

- .CA is Canada's Internet identity, reserved for Canadians, recognized and trusted worldwide.
- Customers will have a short .CA name that says they're Canadian, not a long .com name that says they're one of almost 70 million organizations that most Canadians view as American!
- Canadian customers want to buy from Canadian companies.
- .CA domain names are trusted because they are kept safe and secure in an independent national registry.

### Who manages .CA?

The Canadian Internet Registration Authority (CIRA) manages the .CA domain space on behalf of all Canadians.

CIRA's responsibilities include:

- Being a thought-leader in the Internet space and representing the Canadian community
- Managing security issues and the Domain Name System and ensuring 100% availability
- Maintaining a social mandate to establish a public trust and engage in public-interest objectives
- Ensuring that CIRA members have a voice in Internet policy