

Security

**.bank**

Integrity

Identifiable

## Why .bank?

The.com world has become overcrowded, making it difficult for banks to stand out. Thousands of new domains--including.bank--are making their way to the Internet. Entities within the banking industry established the fTLD Registry Services to operate .bank and to ensure that it is governed in the best interest of banks and their customers. Only verified members of the banking community will be able to register a .bank domain.

**.bank is a secure, easily identifiable place for banks to do business.**

Powered by Verisign, the new .bank domain will have enhanced security controls that exceed those of most existing and new top-level domains. In addition to strict registration requirements, the new domain will help prevent users from being redirected to fake bank websites, make it more difficult for criminals to create spoofed emails from a .bank website and provide a higher level of encryption.

Citizens National bank has decided that it is in the best interest of the bank and its customers to make the move to the new .bank domain. The switch will not impact the customer experience and it will only make the time spent on our website more secure! Our customers are very important to us and we are proud to say that we are one of the first banks in eastern Kentucky to invest in a .bank domain. WE ARE COMMITTED TO SECURITY.