

Customize transfer confirmation e-mails template (FOA)

Question

How to customize the transfer confirmation e-mails to end users (FOA)?

Answer

NB: *Please, note that, as a result of GDPR, many registries and registrars do no longer show e-mail addresses in the whois since the 25th of May 2018. For domains without (valid) e-mail address for registrant or administrative contact, the transfer confirmation e-mail (FOA) for an incoming transfer is not sent. The FOA for an outgoing transfer is always sent.*

For a more visual explanation and deeper info about e-mail customization or "white labeling", refer to this [blog post](#).

Any transfer of a generic top level domain (gTLD) needs to be approved by the domain owner or administrative contact via a link that he receives by e-mail. This e-mail is called "Form of Authorization", in short FOA. The FOA is pre-defined by ICANN, but allows for a bit of customization and personalization (white labeling). This is done via the reseller control panel, page **Account >**

Settings > [FOA branding](#). The following elements can be customized:

- **Subject of the e-mail.** Can be written in your own language, make it less formal, or any other change. You can add the domain name in it by using the variable `%%domain%%`. An example might be:
Important: approve the transfer of `%%domain%%`
- **From address.** Use your support department's e-mail address here, for example. Any valid e-mail address is allowed.

- **URL to terms and conditions.** If you want to link to your own terms and conditions, you can provide the URL.
- **Confirmation link.** In the e-mail, a link is included that the end user can click to confirm the transfer.
- **Reseller name.** If you do not want to use your own reseller name, provide here another name.

You can review the changes immediately in the example e-mails below the form. If everything is according to your wishes, press the **Save** button. Your customers will now receive the personalized white label e-mails.

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