



Subject: **Risks of Not Renewing Your Domain**

## **Introduction**

The procedure for renewing a domain through a registrar is known as domain renewal. A domain usually has a set amount of time until it expires after registration. For instance, the renewal cost usually changes depending on the various registrars or hosting providers. Once that initial registration period is about to expire, you have to renew the domain in order to continue using it.

In this digital era, people are encouraged to have an online presence, and hence, your digital name is your digital address. Each domain extension has a life cycle that the owner should be aware of so that once it expires, you can still recover it in case you forget to renew it. In this article, we shall highlight the 5 key risks of not renewing your domain.

- **Loss of ownership:** One of the obvious risks of not renewing your domain is the loss of ownership. Domain names are usually registered on a first-come, first-served basis. If your domain expires and you don't renew it promptly, someone else can take it and claim it. This means the brand you would have built for your online presence could suddenly belong to someone else.
- **Loss of credibility:** When customers encounter an error message when trying to access the website, it can cause them to lose confidence in the website and the business in general. This leads to a negative impact on an individual's or company's reputation.
- **Website downtime:** When a domain has not been renewed, the website and emails usually become inactive. The consumer can try to access the website, and they may encounter an error message on it. This downtime leads to a loss of traffic, customers and revenue thereby damaging your online presence.
- **Loss of data:** In the case where a domain has not been renewed and has been deleted, one may lose the website and all the information stored in it. This would result in a significant loss of valuable information and data for your company.

- **Cybersecurity Risks:** An expired domain can be a tempting target for cybercriminals. They might register it and use it for malicious purposes, such as phishing attacks or distributing malware. In this scenario, your domain name could be associated with harmful online activities, tarnishing your reputation and potentially leading to legal exposure.

In conclusion, to avoid losing your domain, it is important to keep track of your expiration dates. Registrants are encouraged to take up the auto-renewal options, which can help ensure that your domain remains active all the time.

Need more info talk to us via: Call/ Whatsapp:0702693515, Email Address: [customer@kenic.or.ke](mailto:customer@kenic.or.ke)