# Topic Naming Conventions
## Cheat Sheet

### < private | public >.< domain >.< subdomain …>.< dataname >

**#1**    separate.with.**dots.lowercaseonly**

**#2**    Use **business domains and subdomains** as part of the name to give data a unique label.

**#3**    Mark **"official" topics** that can be used outside your domain (e.g. after data quality measures have been taken) and **"internal" topics**.

**#4**    **Avoid** using **version numbers, team names, partition numbers or consumer/producer** names as part of the topic name. Use application names only in absolutely exceptional cases and, if unavoidable, prefer "Domain Service Names" (see DDD).

**#5**    Start your topic name with the company domain only in **multi-tenant environments** (for example: public.com.xeotek.marketing.website.pageviews).

**Don't do too little, but don't overdo it either!**

**Examples:**
public.sales.ecommerce.shoppingcarts
private.risk.portfolio.analysis.loans.csvimport
private.risk.portfolio.pricingengine.assetpricing