



DATA PROTECTION AND PRIVACY POLICY

This Data Protection and Privacy Policy (“Policy”) of Luxury Partners LLC (the “Registry”) is to be read together with the Registration Agreement and words and phrases used in this Policy shall have the same meaning attributed to them in the Registration Agreement unless otherwise specified or the context clearly otherwise requires.

Please note that the Registry may modify this Policy from time to time in order to comply with applicable laws and terms and conditions set forth by ICANN and/or the Registry. Any revisions or modifications to this Policy shall be effective thirty (30) days after the initial date of posting such revisions or modifications on the Registry’s website and such amendments shall be binding upon the domain name registrant.

Disclaimer

By registering or reserving a .LUXURY domain name, or visiting a website owned or operated by the Registry (“Registry Website”), you consent to the collection, use, processing, transfer and/or disclosure of information of information about you in accordance with the terms of this Policy.

If you are visiting a website hosted on .LUXURY from a country other than the country in which the Registry servers are located, including without limitation visiting from the European Union, your communications with the Registry may result in the transfer of information about you across international boundaries, and you consent to such transfer. (All information collected by the Registry pursuant to this Policy shall be referred to herein as “Registrant Data”)

The Registry may use agents and contractors in order to help operate the Registry or its Registry Websites, provide its product and service offerings, and to operate its business. You expressly consent to the sharing of your Registrant Data with its agents, contractors and service providers.

Collection of Data

The Registry will collect all registrant data required by Specification 4 of the Registry Agreement with ICANN (the “Required Data”). The Required Data will be provided to the Registry by your domain registrar for the purpose of operating the Registry’s WHOIS directory.

The Registry may contact you, via a request for information form or otherwise, to collect information the Registry, in its sole discretion, deems necessary for the operation of the Registry, the Registry Websites, and any related services. The Registry may also collect information that you directly provide on any Registry Websites, including when you submit a question or comment, request to receive updates from the Registry, or



submit information regarding your interest in a .LUXURY domain name.

If you are an individual, the Registrant Data may include personal details which you may consider sensitive and from which you may be personally identifiable (“Personal Details”).

Use of Data

The Registry will use Registrant Data, including without limitation Personal Details, for purposes of the Thick WHOIS directory, which will be in the global public domain.

The Registry will provide Registrant Data, as necessary, to its service providers who provide legal, accounting, delivery, installation, systems support, Trademark Clearinghouse and directory services on its behalf. The Registry may also use Registrant Data to operate and improve those websites owned or operated by the Registry, to fulfill your requests and respond to your inquiries, and to personalize the content and advertisements seen on those Registry Websites.

The Registry will also offer Registrant Data to ICANN and under a zone file access request in accordance with Specification 4 of the Registry Agreement or other zone file access policies.

The Registry may provide Registrant Data to third parties who provide ancillary services on its behalf, such as, but not limited to, processing credit card payments, serving advertisements, conducting contests or surveys, performing analyses of our products or customer demographics, shipping of goods or services, and CRM.

The Registry will only share the Registrant Data necessary for a third party to provide the requested service. Third parties will be prohibited from retaining, sharing, storing or using your personally identifiable information for any secondary purposes. Third parties will also be obligated to use Registrant Data for lawful purposes only. However, these third parties may use cookies and action tags to measure advertising effectiveness on an anonymous basis.

The Registry will not disclose confidential age-related information, credit card information, or other supplemental Personal Details to the public.

However, the Registry cannot control the use made by third parties of WHOIS data, which is in the public domain and is searchable globally. The Registry disclaims all liability for any misuse of the WHOIS data made by a third party.

The Registry will also provide Registrant Data to third parties when obligated by applicable law. It may also provide such information where legal action is proceeding or contemplated or as requested by law enforcement.



The Registry may also use Registrant Data, from time to time, for statistical analysis or other business purposes

Correcting Data

The Registry will accept Registrant Data from your domain registrar. In the case that you wish to access, update, and correct, rectify or delete your Personal Details, please contact such relevant registrar.

In case that the registrar fails to take appropriate action within the timelines it specifies, you may contact the Registry directly via its contact email address: legal@join.luxury.

Please note that deactivation of your account with a registrar does not mean your Registrant Data has been deleted from the Registry's database. The Registry may need to retain and use your Registrant Data for a variety of purposes, including compliance with legal obligations, and to resolve disputes or enforce agreements.

Security and Unauthorized Access Prevention

The Registry's technical infrastructure contains reasonable security measures to protect the Registrant Data, including internal security procedures that restrict unauthorized access to and use of Personal Details. However, the Registry cannot guarantee that Registry Data will never be disclosed in a manner inconsistent with this Policy (for example, as a result of unauthorized acts by third parties that violate applicable law or the Registry's policies).

All websites hosted on .LUXURY domains name may be scanned for viruses, malware, phishing activities, browser exploits, and other behaviors or code posing a security threat to any of (i) the websites; (ii) website users; or (iii) the .LUXURY TLD. In addition, all websites hosted on a .LUXURY domain name may be scanned for content that suggests the presence of child abuse images or that is intended to appeal to pedophiles. Such monitoring may involve the incidental collection of Personal Details by our service providers.

The Registry will also cooperate with law enforcement agencies regarding any allegations of abuse or violation of system or network security as set out in the Registry's Acceptable Use and Takedown Policy.

California Privacy Rights

California privacy law allows California residents to obtain specific disclosures about a business's privacy practices if it shares information with other companies for direct marketing purposes. To make a request to the Registry under California's privacy law, please send an email to the Registry at privacy@join.luxury.