

# Privacy Policy

EastNames Inc. ("EastNames") takes privacy and the security of the information that you provide to us very seriously. The following Privacy Policy applies to information collected through the [www.EastNames.com](http://www.EastNames.com) Website (the "Website"). This Statement describes how EastNames collects, uses, shares, protects or otherwise processes your personal information. By using this Website, you agree to the terms of this Privacy Policy. This Privacy Policy is hereby incorporated into and is part of the [EastNames Registration Services Agreement](#).

## 1. Collection and Use of Information

EastNames collects personal information to set up and manage accounts for our domain name registration services and to handle orders of goods and services from EastNames.

You will be required to provide EastNames with personal information which may include but is not limited to names, phone numbers, mailing, billing, shipping and email addresses, bank account information and credit and debit card information.

EastNames uses such information for domain name registration and related internet services, enabling sales and other transactions, processing payments and settlement, handling orders, providing receipts, providing customer service, providing dispute resolution, chargebacks, refunds and/or related issues marketing and surveys, sending service update notices, the collection of payables, detecting and preventing fraud; detecting and preventing violations of legal agreements, measuring, improving, and customizing our services, and fulfilling other technical, logistical, financial, tax, legal, compliance, administrative, and/or back office functions.

EastNames may also collect background information and credit checks from third parties to verify your identity, deter, detect, and prevent fraud and illegal activity, make business decisions, and as a part of our legal obligations EastNames retains such information for as long as reasonably required for business purposes or as reasonably required to comply with our legal obligations.

## 2. Transaction Information

EastNames collects information on each transaction conducted through our Website. Such information may include the amount of the transaction, the goods or services purchased, the identity of the seller, affiliate, customer, payment type, currency, location, Internet Protocol address and websites visited. EastNames uses such information for refunds, for customer service, for Website optimization or for other administrative or business purposes.

## 3. Customer Service Correspondence

EastNames also collects information in connection with correspondence related to customer service. This information may include emails, internet chats, faxes or telephone calls directed to our customer service facilities. EastNames processes this information to provide customer service, handle complaints or disputes, measure and improve our service, detect and prevent fraud and detect and prevent violations of our legal agreements. EastNames retains customer service information for as long as reasonably required for business purposes or as reasonably required to comply with our legal obligations.

## Cookies, Logs and Other Tracking Tools

EastNames collects information related to your use of our Website using cookies, logs and other tracking tools.

Cookies are small files containing strings of text stored on your computer. EastNames uses cookies to authenticate you as a user when you log in, track your session, deliver content specific to your preferences and interests, store the contents of your shopping cart, provide features related to payment and customer service and provide other functions. Log information may include Website requests, Internet Protocol address, operating system, browser type, browser language, date and time of your request, and cookies that may uniquely identify your browser.

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We use other tracking tools to allow us to determine whether and for how long users view web pages, for site traffic reporting, unique visitor counts, auditing and reporting, personalization, and other functions.

EastNames uses this information to enhance the functionality of the Website and to make your access more convenient, secure, and efficient. EastNames also uses information gathered from logs, cookies, and other tracking tools to monitor Website performance, improve Website design, functionality, and security; and assemble web analytics and activity trends. EastNames retains such information for as long as reasonably required for business purposes or as reasonably required to comply with our legal obligations.

You may stop your browser from accepting cookies or other tracking tools. The "Help" portion of your browser should explain how to configure your browser's handling of this. Your browser may have add-ons that may help you block such tracking tools but you may experience limited functionality on our Website if you block cookies or other tracking tools.

### 3. Consent

We will seek your consent prior to using your personal information in a manner incompatible with the purposes we described in our Privacy Policy. You may choose not to provide any personal information to EastNames, in which case we will be unable to provide services to you.

### 4. Sharing of Information

EastNames only shares information as described in this Privacy Policy. EastNames shares information with the following categories of third parties. Such third parties are prohibited by law or by contract from processing personal information for purposes other than those disclosed in this Privacy Policy.

#### Our Service Providers

EastNames discloses personal information to other organizations that perform services on our behalf. We require such organizations to use such information solely for the purposes of providing services to us and to protect the personal information with appropriate safeguards.

Such organizations include financial institutions, payment processors, money transfer service provider, acquirers, auditors, background and credit check organizations, fraud prevention service providers and anti-fraud networks, marketing service providers, database managers and software providers, customer service providers and representatives, debt collectors, and others who perform technical, logistical, financial, tax, legal, compliance or administrative functions on our behalf.

These organizations may perform functions such as processing credit and debit card payments, sending wire transfers, providing background and credit checks, providing fraud checks, providing customer service, analyzing data, supplying marketing assistance, fulfilling orders, delivering packages, sending postal mail and email, debt collections, and providing other financial, technical, logistical, tax, legal, compliance, or administrative functions.

Financial institutions, payment processors, and acquirers may share the information that EastNames provides to them with other financial institutions or card networks in order to provide financial services, payment services and to process payments. Fraud prevention service providers and anti-fraud networks may share the information EastNames discloses to them with other fraud prevention service providers and anti-fraud network participants in order to provide fraud checks.

#### Business Sale or Merger

EastNames may share personal information in the event of a sale or merger of all or any portion of its business or assets. Such information remains subject to the Privacy Policy current at the time of such sale or merger.

#### Other

EastNames may disclose personal information where required by law or by an order or requirement of a competent court, competent administrative agency, or other competent government entity, or by competent court rules concerning the production of records, EastNames has reasonable grounds to believe that use or disclosure is necessary to protect the rights, privacy, property, and/or safety of our users or others, EastNames has reasonable grounds to believe that the information relates to the breach of a legal agreement with us, it is necessary for fraud protection, risk reduction, or the establishment or collection of funds owed to us, it is necessary to enforce or apply our legal agreements, to pursue remedies, or to limit damages to EastNames, the information is already public or you have provided consent or with your direction.

When we are required or permitted to disclose information, we will not disclose more information than is necessary to fulfill the purpose of the disclosure.

## 5. Security

EastNames combines technical and physical safeguards with employee policies and procedures to protect your information. We work to protect your personal information during transmission by using security software, which encrypts the information that you provide online at our Website. We will use commercially reasonable efforts to protect your information. We will also continue to assess new technology for protecting information and upgrade our information security systems when appropriate.

Further, we permit only authorized EastNames employees and third parties to access any personal information. If an employee misuses personal information, we may take disciplinary action, up to and including termination of employment. If any third party individual or organization misuses personal information, we will take action, up to and including termination of any agreement between EastNames and that individual or organization.

## 6. Data Integrity

EastNames processes personal information only for the purposes it was originally collected and in accordance with this Privacy Policy. EastNames takes commercially reasonable steps to ensure that the personal data is relevant, reliable for its intended use, accurate, complete, and current for the purposes for which it is used. EastNames retains information for as long as reasonably required for business purposes or as reasonably required to comply with our legal obligations.

## 7. Links to Other Websites

When you click on a link on this Website that takes you to a website operated by another company, you will be subject to that company's privacy practices.

## 8. Controlling Unsolicited Email

We may send you information about our products and services. You may log into your account and update your preferences to stop receiving this information. You may also opt out of EastNames' email marketing list by clicking on the "unsubscribe" feature in the marketing email.

## 9. Amendments

EastNames may amend this Privacy Policy on one or more occasions by posting a revised statement on this Website or a similar website that replaces this Website.

## 10. Enforcement, Dispute Resolution, and Verification

Please contact us with any questions or concerns related to this Privacy Policy. We will investigate and attempt to resolve complaints or disputes regarding personal information in accordance with this Privacy Policy.