



## **Protect Your Customers' Personal Information with Private Registration by Network Solutions**

When your customer registers a domain name, ICANN requires that the registrant's address, e-mail and phone number be listed in the public WHOIS database. This may leave some of your customers feeling vulnerable to e-mail spam, identity theft, as well as unsolicited telemarketing and direct marketing.

Network Solutions has found in our research that 68% of our customers are familiar with the WHOIS database. Customers also understand that their contact information is published and available to the public, and have expressed concern that their information is published on the Internet.

On a typical day, about three-in-ten customers say they receive more than 50 pieces of unsolicited email. The Federal Trade Commission (FTC) sponsored a report, released in 2003, which suggested that nearly 10 million Americans may have been victimized by some form of identity theft in the previous year. Customers are willing to pay for services that may help prevent these issues in their lives.

### **Network Solutions Private Registration Addresses These Concerns**

Network Solutions Private Registration service keeps a registrant's domain name information private from the public. The service creates an alternate phone number, e-mail and postal address, which appears in the customer's public WHOIS listing. Network Solutions filters spam, direct mail and calls, forwarding only the important information to the customer.

When the Private Registration service is added to a domain name registration, the service provides a solution to customers' privacy concerns by:

- Reducing email spam
- Guarding against identify theft
- Deterring unsolicited telemarketing and direct mail
- Hiding residential/home office address information
- Taking precautions with personal safety concerns of customers

### **What's In It for Resellers?**

As a reseller of Private Registration, you can provide an important service to your customers while earning additional revenue and attracting new customers. Your business benefits when customers feel more confident with their online services. Satisfied customers are more likely to

purchase more additional online services if they feel their information is secure. Additionally, this service prevents other domain name registrars from using the WHOIS database information to send renewal and transfer solicitations to your customers.

Network Solutions Private Registration is competitively priced and easily differentiated in the market when stacked up against similar services. Our low, introductory price of \$5.00 per year for the Private Registration service per domain name leaves a broad margin for profit.

### **Why You Should Choose Network Solutions for Private Registration**

Our Private Registration service provides both you and your customer a best-in-class service offering.

#### ***Domain Name Remains Registered in the Customer's Name***

Unlike with “proxy” services, the domain name remains registered in the customer's name when Private Registration is added to the domain name. The registrant maintains full management capabilities as the holder of the domain name registration.

#### ***Protects Customers From Spam and More***

Networks Solutions masks the customer's phone number, e-mail and postal address, giving the customer additional protection from spam, identity theft, as well as unsolicited telemarketing and direct marketing. Other services only mask the e-mail address. Only the customer's contact names are not changed, as the name remains registered to the customer.

#### ***You Manage with One Log-in ID and Password***

Additionally, as the Partner managing these domain names on behalf of your customers, you do not have to log-in to a separate account management tool to view and make domain name modifications to a domain name with Private Registration. All of this can be done directly through the Partner Portal or XML-API tools. Other similar services on the market require you to access a separate tool domain names with Private Registration.

Private Registration may be added to any existing or new domain name registration with most of the extensions offered by Network Solutions. Such as .COM, .NET, .ORG, .US, .BIZ, .INFO, .TV, .WS, .MS, .GS and .BZ. For instructions on how to add Private Registration, access our [Help](#) tool or visit the [Support Marketing Resources](#) pages in the [Partner Portal](#).

**Note:** This service is currently not available for .AT, .BE, .CA, .DE, .EU, .GD, .PL, .TC, .TW, .US and .VG.

### **How Private Registration Works**

Private Registration masks the information that appears in WHOIS so a customer's personal data isn't available to the public. With a private registration the following items are masked:

- **Email:** An alphanumeric e-mail alias is randomly created every 10 days. Network Solutions filters out any spam sent to the alternate address and forwards legitimate e-mail to the customer's e-mail account on record with Network Solutions.

- **Postal Address:** A Network Solutions P.O. Box is listed as an alternate to the customer's address so that mail can be sent to the customer c/o Network Solutions. As an agent for the customer, Network Solutions opens all USPS Express and Certified Mail, per our Service Agreement, and emails a scanned copy to the customer for free. (A customer may pay Fed Ex charges to have hard copies forwarded.) First class mail is returned to the sender, and Third Class mail is shredded.
- **Telephone Number:** We provide you with a Network Solutions Private Registration toll telephone number listing in WHOIS, which serves as an answering and screening service for Private Registration customers. Callers receive a recorded message stating that this is a Private Registration and the only information that can be given is the same information listed in the WHOIS record. If a caller holds to speak to our customer service specialists, he is referred to your masked email and postal address.

#### WHOIS RECORD FOR

**novaaffiliatemarketing.com**    [Back-order this name](#)

**Registrant:**

Brennan, Charles  
ATTN: NOVAAFFILIATEMARKETING.COM  
c/o Network Solutions  
P.O. Box 447  
Herndon, VA. 20172-0447

Domain Name: NOVAAFFILIATEMARKETING.COM

**Administrative Contact:**

Brennan, Charles [x66t86yn3gg@networksolutionsprivateregistration.com](mailto:x66t86yn3gg@networksolutionsprivateregistration.com)  
ATTN: NOVAAFFILIATEMARKETING.COM

c/o Network Solutions  
P.O. Box 447  
Herndon, VA 20172-0447  
570-708-8780

**Technical Contact:**

Network Solutions, LLC. ([HOST-ORG](#)) [customerservice@networksolutions.com](mailto:customerservice@networksolutions.com)  
13200 Woodland Park Drive  
Herndon, VA 20171-3025  
US  
1-888-642-9675 fax: 571-434-4620

Record expires on 14-Dec-2004.

Record created on 14-Dec-2003.

Database last updated on 13-Apr-2004 16:28:23 EDT.

Domain servers in listed order:

NS1.WORLDDNIC.COM 216.168.225.131  
NS2.WORLDDNIC.COM 216.168.225.132

This listing is a Network Solutions Private Registration. Mail correspondence to this address must be sent via USPS Express Mail™ or USPS Certified Mail®; all other mail will not be processed. Be sure to include the registrant's domain name in the address.

## Technical Information

To assist you in the management of the domain name registrations in your account, please note:

### *Expiration Dates*

The Private Registration term and expiration date are independent of the domain name registration term and expiration date. If Private Registration is added at the time you create a new domain name registration, the services will be fulfilled together and share the same expiration date. If Private Registration is added to an existing domain name at any other time, the expiration dates will not be linked.

### *Renewal Notifications*

The Private Registration renewal and notification process follows a similar cycle as domain name registrations. You will now receive a consolidated list of domain name registrations, as well as associated services, that are up for renewal 75, 45 and 15 days in advance of their expiration date. Both the domain names and associated services will be segmented by expiration date and appear in a delimited format so that you can easily copy them into your systems. Please review the data carefully. In some cases, only the associated services may be listed as up for renewal.

If you have not renewed the Private Registration service by the expiration date or within the thirty-six (36) day grace period following the expiration date, the Private Registration service will automatically be deleted from your Partner account. This means that the domain name will revert back and display the full registrant information.

### *Deletion Cycle*

If you delete a domain name, or if we have to delete a domain name for non-payment or because it was not renewed within the 36-day grace period, the associated Private Registration service also will be deleted from your Partner account. Please note, if you restore a domain name registration utilizing the redemption service, you will have to purchase any associated services again.

### *XML-API Availability*

Private Registration can be sold directly through your own web site using our XML-API tool, Version 3.9 and up. Download the current DTD and reference manual at:

[https://partners.networksolutions.com/en\\_US/ppcontroller.go?currentView=700&currentSubview=7006&url=/en\\_US/support/technical-resources.jsp#XML](https://partners.networksolutions.com/en_US/ppcontroller.go?currentView=700&currentSubview=7006&url=/en_US/support/technical-resources.jsp#XML)

## Sales and Support Options

If you have any questions about the product or need assistance, please contact your [Partner Account Manager](#), or call us at +1.866.277.6753 inside the US or +1.703.668.5320 outside the US.

\* Each Private Registration addition generates a commitment to Network Solutions® for the service fee and will appear as a line item on your next invoice.