

# ANTI-ABUSE POLICY

Abuse Contact: [tldabuse@macys.com](mailto:tldabuse@macys.com)

MACY'S defines abuse as an action that causes actual or substantial harm, or is a material predicate of such harm, and is illegal, illegitimate, or otherwise contrary to our policy. "Abuse" includes, but is not limited to, the following:

1. Use of a domain to defraud or attempt to defraud members of the public in any way
2. Use of a domain to distribute or publish hateful, defamatory, or derogatory content based on racial, ethnic, or political grounds, intended or reasonably possible to cause or incite injury, damage or harm of any kind to any person or entity
3. Use of a domain name to publish content threatening or invading the property rights of a third party
4. Use of a domain name to publish content that infringes the trademarks, copyrights, patent rights, trade secrets or other intellectual property rights, or any other legal rights of MACYS or any third party, or any action infringing on the named rights
5. Violation of any applicable local, state, national or international law or regulation
6. Use of a domain name for the promotion, involvement in or assisting in, illegal activity of any kind, as well as the promotion of business opportunities or investments that are not permitted under applicable law
7. Advertisement or offer for sale any unlawful goods or services in breach of any national or international law or regulation
8. Use of domain names to contribute to the sale or distribution of prescription medication without a valid prescription as well as the sale and distribution of unlicensed or unapproved medication
9. Distribution of Child Pornography or other content depicting minors engaged in any activity of a sexual nature or which may otherwise harm minors
10. Use of domain names to cause minors to view sexually explicit material
11. Any use of domain names with regard to spam in any form, including through e-mail, instant messaging, mobile messaging, or the spamming of Web sites or Internet forums, as well as advertising for a domain name through spam
12. Initiation or intentional participation in denial-of-service attacks ("DoS attacks")
13. The use of domain names in identity or account theft activities such as phishing attempts or spoofing, tricking Internet users into divulging personal data such as usernames, passwords, or financial data

14. The use of domain names in pharming, such as DNS hijacking and poisoning
15. The use of domain names for the intentional distribution of spyware, botware, keylogger bots, viruses, worms, trojans or any other form of malware
16. The use of a domain name in unauthorized fast flux hosting, disguising the location of internet addresses or Internet services. Fast flux hosting may be used only with prior permission of LDH or MACY'S.
17. The use of domain names to command and control botnets, i.e. a network of compromised computers or "zombies"
18. The use of domain names in activities intended to gain illegal access to other computers or networks ("hacking"), as well as any activity to prepare for such system penetration.

In accordance with best practices in current generic Top Level Domains, MACY'S reserves the right to either directly or through the issuing of a request to an accredited registrar deny, cancel or transfer any registration or transaction, or place any domain name(s) on registry lock, hold or similar status, that it deems necessary, in its discretion:

1. to protect the integrity and stability of the ".MACYS" TLD and/or prevent the abuse of any ".MACYS" domain name
2. to comply with any applicable laws, government rules or requirements, requests of law enforcement, or any dispute resolution process
3. to avoid any liability, civil or criminal, on the part of MACY'S, as well as its affiliates, subsidiaries, officers, directors, and employees
4. per the terms of the Registry Agreement or
5. to correct mistakes made by MACY'S, Registry Service Provider or any Registrar(s) in connection with a domain name registration
6. MACY'S also reserves the right to place a domain upon registry lock, hold or similar status name during resolution of an investigation or dispute.

