

# DOMAIN NAME REGISTRATION AND USE POLICY FOR “.MACYS”

Macy’s, Inc. (“MACY’S”) is the Registry Operator of the top level domain .MACYS. MACY’S and its Affiliates, as defined in the Registry Agreement [\[link here\]](#), shall be the sole registrant. This means domain names in .MACYS are not open to the public for registration.

The goal of the top level domain is to provide MACY’S and its family of brands the opportunity to extend the digital experience to its consumers and users through a dedicated and authentic domain space for MACY’S products and services, content, social and sharing platforms, shopping and other integrated online digital experiences for the benefit of Internet users. This specialization provides a mechanism by which MACY’S can easily link its products, services and countries of operation. This will allow MACY’S to actively manage the introduction and phase out of second-level domain spaces for new or retiring products, services, content and digital experiences to the benefit of Internet users in a trusted and authentic environment.

Members of the public will not be able to register domain names in this new gTLD. Registration will be managed by MACY’S, and only a limited number of designated MACY’S personnel or designees will be able to register domain names. MACY’S may, in its sole discretion, elect to register names within this space to, inter alia, appropriate corporate divisions, subsidiaries, and Affiliates.