

## **TLD Registration Policies**

### **Mission:**

The primary mission and purpose of the .Tkmaxx TLD is to offer a trusted and secure location for individuals and companies to access information regarding the goods and/or services provided by The TJX Companies, Inc. (“TJX” or “Registry Operator”), obtain customer service, and exchange information. With more than 3,000 stores on multiple contents, TJX is a leading worldwide off-price retailer of apparel and home fashions. TJX intends to operate the .Tkmaxx TLD as a closed registry consistent with the mission and purpose of the TLD.

Specifically, TJX’s goals for the .Tkmaxx TLD are to:

1. Provide a secure location for TJX-branded content and/or services;
2. Ensure no customer confusion regarding location or authenticity of TJX-branded content and/or services; and
3. Provide Internet users a safe location for interacting with TJX.

### **TJX’s Registration Policies:**

TJX intends for the .Tkmaxx TLD to be managed and operated exclusively by and for TJX, along with its qualified subsidiaries, affiliates and trademark licensees. As TJX intends to use the .Tkmaxx TLD for its own branding purposes, most of the registration policies will be incorporated into existing corporate policies and/or trademark licenses.

The following comprise .Tkmaxx TLD registration policies:

1. .Tkmaxx Domain Name Eligibility Requirements
2. Acceptable Use Policy
3. Rights Protection Mechanisms
4. Two-Character Names Policy
5. Privacy

#### **1. TJX Domain Name Eligibility Requirements**

This .Tkmaxx Domain Registration Eligibility policy sets forth guidelines for what domain names may be registered in the .Tkmaxx TLD, as well as which individuals or entities may register or control the DNS records associated with these domains. Only TJX and its qualified subsidiaries, affiliates, and trademark licensees (consistent with Specification 13 requirements) (the “Qualified Registrants”) will be allowed to request and obtain domain registrations in the .Tkmaxx TLD. Further, only TJX and its Qualified Registrants will be able to control the DNS records associated with domain names in the .Tkmaxx TLD. TJX reserves the right to delete any second level registration for any reason, including but not limited to a second level registrant no longer qualifying as a Qualified Registrant. Only a Qualified Registrant may take transfer of a domain name in the .Tkmaxx

TLD. Should a registrant of a domain name in the .Tkmaxx TLD cease to be a Qualified Registrant, Registry Operator (as defined herein) will revoke the domain name registration or will transfer the domain name to another Qualified Registrant that Registry Operator selects, at its sole discretion.

TJX reserves the right to modify its Domain Name Eligibility Requirements in its sole discretion, in accordance with ICANN regulation, and without prior notice, as well as the internal procedures established for requesting, approving, and registering names in the .Tkmaxx TLD.

## **2. Acceptable Use Policy**

This Acceptable Use Policy sets forth the criteria and procedures by which TJX can lock, cancel, suspend, transfer or take ownership of a domain name in the .Tkmaxx TLD, either temporarily or permanently. The Acceptable Use policy may be invoked if a domain name in the .Tkmaxx TLD is being used in a manner that appears to threaten the stability, integrity or security of the .Tkmaxx TLD or in a fashion that may put the safety and security of a .Tkmaxx TLD registrant or user at risk or otherwise violates a TJX policy or procedure. The process also allows the Registry Operator to take preventive measures to avoid criminal or security threats.

The Acceptable Use Policy may be triggered through a variety of channels, including, among others, private complaint, public alert, government or law enforcement agency outreach, or on-going monitoring the Registry Operator or its partners. In all cases, Registry Operator or its designees will alert the sponsoring registrar(s) about any identified threats.

The following are some (but not all) activities that may trigger rapid domain takedown:

- **Phishing:** the attempt by a third party to acquire personally identifiable information by masquerading as a TJX website.
- **Pharming:** the redirection of Internet users to websites other than those the user intends to visit, usually through unauthorized changes to the Hosts file on a victim's computer or DNS records in DNS servers.
- **Dissemination of Malware:** the intentional creation and distribution of "malicious" software designed to infiltrate a computer system without the owner's consent, including, without limitation, computer viruses, worms, key loggers, and Trojans.
- **Fast Flux Hosting:** a technique used to shelter Phishing, Pharming and Malware sites and networks from detection and to frustrate methods employed to defend against such practices, whereby the IP address associated with fraudulent websites are changed rapidly so as to make the true location of the sites difficult to find.
- **Botnetting:** the development and use of a command, agent, motor, service, or software which is implemented: (1) to remotely control the computer or computer system of an Internet user without their knowledge or consent, (2) to generate direct denial of service ("DDOS") attacks.

- **Malicious Hacking:** the attempt to gain unauthorized access (or exceed the level of authorized access) to a computer, information system, user account or profile, database, or security system.
- **Child Pornography:** the storage, publication, display and/or dissemination of pornographic materials depicting individuals under the age of majority in the relevant jurisdiction.

Registry Operator reserves the right, in its sole discretion, to take any administrative and operational actions necessary, including, but not limited to, the use of computer forensics and information security technological services in order to implement the Acceptable Use Policy. In addition, Registry Operator reserves the right to deny, cancel, suspend, transfer, or otherwise alter any registration or transaction, or to 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 registry; (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 Registry Operator as well as its affiliates, subsidiaries, officers, directors, and employees; (4) to enforce the terms of the registration agreement or (5) to correct mistakes made by Registry Operator or any Registrar in connection with a domain name registration. TJX also reserves the right to place upon registry lock, hold or similar status a domain name during resolution of a dispute or court proceeding or to enforce the .Tkmaxx TLD Domain Name Eligibility Requirements.

Registry Operator reserves the right to modify this Acceptable Use Policy without prior notice and in its sole discretion as allowed by ICANN policy and regulation.

### **3. Rights Protection Mechanisms**

TJX is committed to following all mandatory ICANN rights protection mechanisms aimed at protecting third party intellectual property rights within the .Tkmaxx TLD. TJX plans to operate and maintain the .Tkmaxx space as an extension of its current branding activities and to limit the registration and control of DNS records associated with .Tkmaxx domain names to TJX and its Qualified Registrants; therefore, it is highly unlikely that names under .Tkmaxx would infringe upon the intellectual property rights of third parties.

Nevertheless, TJX plans to implement all Rights Protection Mechanisms (“RPMs”) as required by ICANN, including:

- Implementation of the Trademark Claims Process
- Implementation of the Uniform Dispute Resolution Policy (“UDRP”)
- Implementation of the Uniform Rapid Suspension (“URS”) mechanism

### **4. Two-Character Names Policy**

Pursuant to the policies outlined above, Registry Operator and its Qualified Registrants will be the sole registrants of all domain names within the .Tkmaxx TLD.

Registry Operator has no affiliation with any government or country-code top-level domain manager, and as such, none of the domain names within the .Tkmaxx TLD are registered to, operated by, sponsored by, or endorsed by a government or country-code top-level domain manager.

Registry Operator will take reasonable steps to investigate and respond to any reports from governmental agencies and ccTLD operators of conduct that causes confusion with the corresponding country code in connection with the use of a letter/letter two-character ASCII .Tkmaxx TLD domain. Such complaints should be directed to the .Tkmaxx TLD Abuse Contact and sent via e-mail to the following address: [tjxregistries@fairwindspartners.com](mailto:tjxregistries@fairwindspartners.com).

## **5. Privacy**

TJX will ensure that the operation of the .Tkmaxx TLD will be consistent with TJX's Privacy Notice, available on its website at: <https://www.tjx.com/privacy.html>