



## domain privacy

protect your information

## Why is domain information public?

Domain privacy prevents ownership information from being publicly displayed in WHOIS queries. The Internet Corporation of Assigned Names and Numbers (ICANN) requires that all domains are associated with valid contact information of the owner, including name, address, phone number and email address. This personal information is publicly available so owners of domain names can be contacted if needed. Without domain privacy, anyone can view this information when they perform a WHOIS search.

Unfortunately, this information also serves as a resource for those seeking to cause harm, including:

- Potential identity theft
- Unsolicited phone calls and mail
- Email spam and phishing attacks
- Unauthorized domain transfer requests

## Why purchase domain privacy?

Domain Privacy can be activated on any or all of your Bluehost-registered domain names. When enabled, any personal information associated with the domain name is replaced and masked with the contact information of Bluehost.com.

For example:

### Without Domain Privacy

**Registrant:**  
Papa Smurf  
psmurf@gmail.com  
46 Smurf Village  
Beverly Hills, CA 90210  
(310) 891-2147



### With Domain Privacy

**Registrant:**  
Bluehost.com  
yourdomain@bluehost.com  
1958 S. 950 E.  
Provo, UT 84606  
(801) 765-9400

## plan includes

**\$9.99/yr**

- Renews at \$10.99/yr.
- Billed upfront and prorated according to your domain expiration date.
- Supports automated renewal by default with your domain registration.
- Cannot be transferred from one domain to another.
- Cannot be purchased for .US domains.

Visit the [add-ons](#) section of your account to enable Domain Privacy today!