

Cleveland Website Design, Development, and Hosting

To many customers the process of registering a new domain for the internet is a completely new and foreign experience. There are a lot of pieces that are involved, and one of them requires you entering data about yourself or your company. By entering this information it is automatically shared to the world on the global "Whois" database. Having your information displayed publicly is an easy target for spammers. One popular trick is to send the customer a letter in the mail asking them to renew their domain. Once the customer sends in their payment their domain may be transferred or more likely they just wasted their money on a service that doesn't exist. It's also a good way for marketing groups to start spamming you with products and services related to your website.

There is an easy and affordable way to protect yourself against this. ID Protect is a service that we sell at STB to help mask your information from potential spammers. While not necessary, we do recommend this service as an add-on to your domain purchase if you are not registering the domain as a company. If you are registering the domain as a company you may want your data to be out there, and possibly even in an enhanced format to help market your website, but that's another blog.

So all of this may sound good, but what really is ID Protect?

- ID Protect is a service that hides your private information from being displayed publicly in a global database that is frequently used by spammers and data miners to bombard unprotected people with unsolicited advertisements and scams.
- ID Protect can be used on any domain registration from one of the following TLDs: COM, NET, ORG, INFO, BIZ, PRO, TV, CC, ME, ASIA, CM

Why is it necessary to add ID Protect to every domain I register?

- Every domain registration is required to have accurate contact information (WHOIS data) associated with it. Data miners crawl the public WHOIS database for this information and sell it to marketing firms and advertising agencies, which can result in both spam and junk mail to your home. ID Protect hides your accurate contact information and stores it in a secure location, protecting your personal information without risking the suspension of the domain's registration.

How does it work?

- ID Protect takes your unprotected, personal information and shields it from the public so that they only see the anonymous information:



Unprotected WHOIS

John Smith Productions
John Smith
12 Main St
Hollister, CA 95023
United States
(555) 555-1234
johnsmith@jsmithprod.com

Your information is visible to the public!



Protected with

Whois Privacy Protection
Whois Agent
PMB 368, 14150 NE
C/O johnsmithprod
Bellevue, WA 9800
United States
(425) 274-0657
gmvjcxkxh@whoispr

What are the benefits of ID Protect?

- Other WHOIS masking products only falsify your WHOIS records which can jeopardize your domain registration. ID Protect secures your private information by storing it in a trusted 3rd party data vault, and is completely compliant with ICANN (ICANN is the governing body of Internet rules and regulations).
- ID Protect forwards legitimate emails to your real email address, but keeps spammers and data miners away.
- Without ID Protect, anyone can find your personal contact information including your home address. ID Protect hides this information while protecting your personal address from getting into the wrong hands.