PRIVACY POLICY

Chain Reaction® Domains

Version 1.2 | 24 October 2026

1. Introduction

Chain Reaction® Domains respects your privacy and is committed to protecting personal information. This Privacy Policy explains how information is collected, used, stored and protected when you visit our Domain Sales Landing Pages or communicate with us about domain names. It applies to Domain Sales Landing Pages operated by Chain Reaction® Domains.

2. Who We Are

Chain Reaction® Domains specialises in the ownership, management, marketing and sale of premium domain names. It is a division of Chain Reaction Limited, which is the legal entity and data controller responsible for the personal data described in this policy.

Website: ChainReaction.domains

General and data protection enquiries: Info@ChainReaction.domains

Registered company: Chain Reaction Limited

Company registration number: 2531335

Registered office: 1105 Christchurch Road, Bournemouth, Dorset BH7 6BQ

Registered in: United Kingdom

3. Our Commitment to Privacy

We aim to allow visitors to explore our Landing Pages without unnecessary intrusion into their privacy. Our approach is to:

- Use privacy-focused, cookieless analytics.
- Collect only information reasonably necessary for legitimate business purposes.
- Avoid unnecessary personal data collection.
- Protect information against unauthorised access.
- Respect individuals' rights under applicable data protection law.

4. Cookieless Analytics

Our Domain Sales Landing Pages use privacy-focused analytics hosted on Chain Reaction® infrastructure. The analytics are designed to operate without placing analytics cookies on visitors' devices.

We use analytics to understand Landing Page activity, improve performance and evaluate the effectiveness of domain sales marketing campaigns. Depending on the configuration, information processed may include:

- Country and approximate geographical region.
- Device type, browser and operating system.
- Pages visited and general activity on a Landing Page.
- Links and enquiry buttons selected.
- Referring websites and search engines.
- Marketing campaign identifiers and referral information.
- Technical information, including IP addresses where necessary for processing.
- Repeat-visit information where technically enabled.

We aim to minimise collection of identifying information and avoid unnecessary identification of individual visitors. Cookieless analytics may nevertheless involve processing personal data.

5. Cookies and Similar Technologies

Our Domain Sales Landing Pages are designed to operate without analytics or advertising cookies. We do not intend to use third-party advertising cookies or behavioural advertising technologies on these Landing Pages. Technical information may still be processed for analytics, system security and normal operation.

Where applicable law requires consent or an opportunity to object, we will provide the necessary mechanism.

6. Information You Provide

When you contact us about a domain, we may collect:

- Your name and company or organisation.
- Your business email address and telephone number, if provided.
- Information in your enquiry and related correspondence.
- Information needed to discuss, negotiate or complete a potential domain transaction.

You do not need to provide personal information simply to view a Landing Page.

7. Domain Sales Correspondence

Domain sales enquiries and negotiations may be handled directly by authorised representatives of Chain Reaction® Domains using their individual Chain Reaction® business email addresses.

Personal information provided during these communications will be used to manage enquiries, negotiate potential transactions and maintain relevant business records.

For general enquiries or data protection matters, please contact Info@ChainReaction.domains.

8. How We Use Information

We process information to:

- Respond to domain purchase enquiries and manage negotiations.
- Prepare for and complete domain transactions.
- Measure Landing Page performance and evaluate sales campaigns.
- Maintain the security and reliability of our systems.
- Comply with applicable legal and regulatory obligations.

9. Lawful Bases for Processing

Where we process personal data, the applicable lawful basis may include legitimate interests (for business operations, relevant commercial communications, analytics and security, subject to individuals' rights), steps taken at an individual's request before entering into a contract or performance of a contract, and compliance with legal obligations. Where consent is required for a particular activity, we will seek it.

Marketing communications are also subject to applicable electronic marketing rules, including the Privacy and Electronic Communications Regulations (PECR).

10. Information Sharing and Security

We do not sell personal information collected through Landing Pages to data brokers. Information may be accessed by authorised Chain Reaction® personnel and trusted providers where reasonably necessary to operate our services. We may disclose information where legally required or where needed to establish, exercise or defend legal claims. We apply appropriate technical and organisational security measures.

11. Data Storage and Retention

Our analytics platform is hosted and managed on Chain Reaction® infrastructure. We retain personal data only for as long as necessary for its purposes or to meet applicable legal obligations. Applicable retention periods or criteria depend on the nature of the data, including analytics, technical logs and business correspondence. Information no longer required is deleted or anonymised where appropriate.

12. International Transfers

If personal data is transferred outside the United Kingdom, we will put in place the safeguards required by applicable data protection law.

13. Your Data Protection Rights

Depending on the circumstances and applicable law, you may have rights to:

- Access your personal data and request correction of inaccuracies.
- Request erasure or restriction of processing.
- Object to certain processing, including processing based on legitimate interests.
- Request data portability where applicable.
- Withdraw consent where processing relies on consent.

You may object at any time to processing of your personal data for direct marketing purposes. To exercise your rights, contact Info@ChainReaction.domains.

14. External Websites

Our Landing Pages may link to third-party websites. We are not responsible for their content or privacy practices. Please review the privacy policies of websites you choose to visit.

15. Changes to This Policy

We may update this Privacy Policy as our operations, technologies or legal obligations change. The latest version will be published with a revised effective date.

16. Contact and Complaints

Chain Reaction® Domains | Info@ChainReaction.domains | ChainReaction.domains

You may also complain to the UK Information Commissioner's Office (ICO): ico.org.uk. We welcome the opportunity to address concerns directly.

17. Applicable Legislation

We process personal information in accordance with applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations (PECR), each as applicable and amended.

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