

HAWAIIAN LEGACY REFORESTATION INITIATIVE

PRIVACY POLICY

Effective Date: September 3, 2026 | Last Updated: September 3, 2026

Hawaiian Legacy Reforestation Initiative (HLRI, we, us, or our) is a nonprofit organization committed to protecting and restoring Hawaii's native forests. We respect the privacy of our supporters, sponsors, donors, website visitors, and others who interact with us.

This Privacy Policy explains how HLRI collects, uses, discloses, retains, and protects personal information in connection with LegacyTrees.org, our Legacy Tree sponsorship program, our communications, and other services or interactions that link to this Privacy Policy.

It also explains choices and privacy rights that may be available to you.

1. Scope

This Privacy Policy applies to personal information collected by or on behalf of HLRI through:

- LegacyTrees.org and webpages that link to this Privacy Policy;
- Legacy Tree sponsorships and related transactions;
- online forms and registrations;
- email subscriptions;
- inquiries and communications with HLRI;
- marketing and outreach activities;
- cookies, pixels, analytics, and similar website technologies; and
- other interactions in which this Privacy Policy is presented or referenced.

This Privacy Policy does not govern independently operated third-party websites or services, even when they are linked to from LegacyTrees.org.

2. Information We Collect

The information we collect depends upon how you interact with HLRI.

Contact and identifying information. We may collect your name, email address, telephone number, mailing or billing address, and other contact information you provide.

Legacy Tree sponsorship information. When you sponsor a Legacy Tree, we may collect information necessary to administer the sponsorship, including sponsor information, recipient information, dedication or memorial information, certificate information, communications, and other information you voluntarily provide in connection with the sponsorship.

Information you intentionally ask us to place on a certificate, dedication, memorial, public webpage, or similar material may be visible to the recipient or public, depending upon the service you select.

Please do not provide sensitive personal information about another person unless you are authorized to do so and the information is appropriate for the intended purpose.

Transaction information. We may collect information concerning donations, sponsorships, purchases, transaction amounts, dates, billing status, fulfillment, and related transaction records.

Payment information. Online payment transactions are processed through Stripe and services provided through our Wix website platform. HLRI does not store complete payment-card numbers. Payment information submitted during a transaction is processed by the applicable payment provider and is subject to that provider's privacy and security practices.

Communications. We may collect information contained in emails, forms, correspondence, telephone communications, customer-service requests, and other communications with HLRI.

Website, device, and internet activity. When you visit LegacyTrees.org, HLRI and its service providers may automatically collect information such as IP address, browser and device type, operating system, referring webpage, pages viewed, dates and times of visits, approximate location derived from an IP address, website interactions, and similar technical and usage information.

Analytics, advertising, and tracking information. LegacyTrees.org may use Google analytics and advertising technologies, Meta Pixel, conversion tracking, remarketing technologies, session-recording technologies, visitor-identification technologies, and similar tools. These technologies may collect information about your browser, device, website activity, interactions with LegacyTrees.org, and responses to advertising or marketing.

3. How We Collect Information

We may collect personal information:

- directly from you;
- automatically when you visit or interact with LegacyTrees.org;
- through Wix and other technologies supporting our website;
- through Stripe in connection with transactions;
- through Constant Contact in connection with email communications;
- through analytics, advertising, and marketing technologies;
- through Smart Recognition as described below;
- from service providers acting on our behalf; and
- from other lawful sources.

4. How We Use Personal Information

HLRI may use personal information to:

- operate, maintain, secure, and improve LegacyTrees.org;
- administer Legacy Tree sponsorships;
- process donations and sponsorship transactions;
- create and deliver certificates and other sponsorship materials;
- communicate with sponsors, donors, recipients, and supporters;
- respond to inquiries and requests;
- provide customer service;
- maintain sponsorship and donor records;
- send confirmations, receipts, and other transaction-related communications;
- administer subscriptions and registrations;
- personalize and improve website experiences;
- understand website usage and visitor behavior;
- perform analytics;
- measure the effectiveness of outreach, advertising, and marketing;
- conduct advertising and remarketing;
- identify and communicate with prospective supporters where permitted by law;
- send newsletters, fundraising appeals, sponsorship opportunities, and other communications;
- maintain and honor communications and privacy preferences;
- protect our website, systems, organization, and users;
- detect and prevent fraud, misuse, or security incidents;

- maintain appropriate financial and organizational records;
- comply with legal, regulatory, tax, accounting, charitable-organization, and reporting obligations;
- establish, exercise, or defend legal rights; and
- accomplish other purposes disclosed when information is collected or with consent where required.

5. Cookies, Pixels, Analytics, and Advertising Technologies

HLRI and service providers supporting LegacyTrees.org use cookies, pixels, tags, advertising beacons, scripts, local storage, and similar technologies.

These technologies may be used to:

- operate and secure LegacyTrees.org;
- remember preferences;
- understand website usage;
- measure website performance;
- perform analytics;
- understand visitor interactions;
- measure responses to communications and advertising;
- perform conversion tracking;
- support advertising and remarketing; and
- support visitor-identification and outreach activities described in this Privacy Policy.

Depending upon the technology and its configuration, information collected through these technologies may be transmitted to the applicable technology provider.

Certain privacy laws define some transfers of identifiers, cookie information, device information, or internet activity to advertising or data partners as a 'sale,' 'sharing,' or processing for 'targeted advertising,' even where HLRI does not receive monetary payment for the information.

6. Third-Party Pixels, Cookies, and Visitor Identification

HLRI uses third-party pixels, cookies, advertising beacons, and similar technologies in connection with LegacyTrees.org.

When you visit our website, register, complete certain website activities, or open certain emails, these technologies may be used by our online data partners or service providers to associate those activities with information they or other parties maintain about you, which may include an email address.

HLRI or service providers acting on our behalf may use information obtained through these technologies to communicate with prospective or existing supporters and to provide fundraising, sponsorship, informational, or marketing communications where permitted by applicable law.

HLRI uses Smart Recognition in connection with certain visitor-identification activities.

You may opt out of Smart Recognition's database through its opt-out page:

<https://www.smartrecognition.com/database-opt-out/>

The Smart Recognition opt-out is specific to Smart Recognition and does not replace other privacy choices or rights that may be available to you under applicable law.

Depending upon applicable law, visitor-identification, advertising, or related data transfers may constitute the 'sale' or 'sharing' of personal information or processing for targeted advertising even when HLRI receives no monetary payment for the information.

7. How We Disclose Personal Information

HLRI may disclose personal information to organizations that assist us in operating our nonprofit activities and providing services, including, as applicable:

- Wix, which supports LegacyTrees.org and related website functionality;
- Stripe, which processes online payments;
- Constant Contact, which supports email communications;
- Smart Recognition, which provides visitor-identification and related services;
- Google and providers of analytics, advertising, and conversion technologies;
- Meta and providers of social-media advertising technologies;
- website hosting and information-technology providers;
- cybersecurity providers;
- fulfillment and mailing providers;
- professional advisers, including attorneys, accountants, auditors, and consultants; and
- other contractors and service providers performing legitimate functions for HLRI.

We may also disclose information when reasonably necessary to comply with applicable law, legal process, governmental requests, or regulatory obligations; protect HLRI or others; investigate fraud or misconduct; address security incidents; or establish, exercise, or defend legal rights.

We may disclose information at your direction, with your consent, or for another purpose disclosed when the information is collected.

8. Sale, Sharing, and Targeted Advertising

HLRI does not treat information as outside the scope of privacy laws merely because HLRI does not receive money in exchange for it.

Depending upon applicable law and the technologies involved, disclosures through cookies, pixels, visitor-identification services, advertising technologies, analytics providers, or remarketing technologies may constitute a 'sale,' 'sharing,' or processing for 'targeted advertising.'

Where applicable law provides a right to opt out of such activities, HLRI will honor qualifying opt-out requests as required by law.

Where applicable law requires recognition of a qualifying universal opt-out preference signal, such as Global Privacy Control (GPC), HLRI will process that signal as required by applicable law.

9. Your Privacy Choices

Depending upon applicable law, you may have the ability to:

- opt out of certain sales or sharing of personal information;
- opt out of processing for targeted advertising;
- opt out of Smart Recognition's database;
- unsubscribe from HLRI marketing or fundraising emails; and
- exercise other privacy rights described below.

These choices perform different functions.

Smart Recognition Opt-Out: <https://www.smartrecognition.com/database-opt-out/>

Email Unsubscribe: You may unsubscribe from HLRI marketing or fundraising emails using the 'unsubscribe' link at the bottom of the applicable email.

An email unsubscribe does not necessarily opt your browser or device out of cookies, targeted advertising, visitor identification, or other data processing.

Likewise, opting out of Smart Recognition does not necessarily unsubscribe you from an HLRI email list to which you separately subscribed or with which HLRI otherwise lawfully communicates.

10. Email and Constant Contact

HLRI uses Constant Contact in connection with email communications and management of email contact information.

Information associated with email subscriptions and communications may therefore be processed by Constant Contact in connection with providing those services to HLRI.

HLRI may send newsletters, fundraising communications, Legacy Tree sponsorship information, organizational updates, and other communications where permitted by law.

You may unsubscribe from marketing or fundraising emails using the unsubscribe mechanism contained in the communication.

An unsubscribe request does not prevent HLRI from sending communications reasonably necessary to administer an existing sponsorship, donation, transaction, request, security matter, or other non-marketing relationship.

11. Payments, Wix, and Stripe

LegacyTrees.org operates using the Wix platform, and online payment transactions are processed using Stripe and/or payment functionality made available through Wix.

HLRI does not store complete payment-card numbers.

Payment providers may collect payment-card details, billing information, transaction identifiers, device information, and other information necessary to authorize, process, secure, and administer transactions.

Those providers process information in accordance with their applicable privacy policies and contractual obligations.

HLRI may receive transaction information necessary to document and administer a sponsorship or donation, such as the payer's identity, transaction amount, transaction status, date, and related records, without receiving or retaining the complete payment-card number.

12. Privacy Rights

Depending upon your state of residence, applicable law, and the nature and volume of HLRI's data-processing activities, you may have rights concerning your personal information.

These may include rights to:

- confirm whether HLRI processes personal information about you;
- access qualifying personal information;
- correct inaccurate personal information;
- request deletion of qualifying personal information;
- obtain a portable copy of qualifying information;
- opt out of qualifying sales of personal information;
- opt out of qualifying targeted advertising;
- opt out of certain qualifying profiling;
- withdraw consent where applicable;
- appeal certain decisions concerning privacy requests; and
- exercise applicable rights without unlawful discrimination or retaliation.

These rights are subject to the conditions, exceptions, definitions, and applicability thresholds established by applicable law.

HLRI may voluntarily honor certain privacy requests even where a particular state privacy statute does not legally require HLRI to do so.

Nothing in this Privacy Policy is intended to reduce a right that applicable law provides to you.

13. Nonprofit Status and State Privacy Laws

HLRI is a nonprofit organization.

Some state comprehensive privacy statutes exempt nonprofit organizations, while others apply to nonprofits that meet specified processing, revenue, activity, or other thresholds.

Accordingly, the particular statutory rights available to an individual may depend upon the individual's jurisdiction, HLRI's activities, the information involved, and the applicable law.

HLRI nevertheless seeks, where reasonably practicable, to provide meaningful privacy choices concerning personal information regardless of whether a particular comprehensive state privacy statute applies.

14. Exercising Your Privacy Rights

Privacy requests may be submitted to HLRI using the contact information provided at the end of this Privacy Policy.

Please identify the privacy right you wish to exercise and provide sufficient information for us to understand and process your request.

HLRI may take reasonable steps to verify your identity before completing a request where verification is permitted or required.

Where applicable law permits an authorized agent to submit a request for you, HLRI may request appropriate evidence of that authority and take other verification steps permitted by law.

HLRI will respond to qualifying requests within the period required by applicable law.

15. Appeals

If applicable law gives you a right to appeal HLRI's decision concerning a privacy request, you may submit an appeal using the contact information below.

Please identify your communication as a Privacy Request Appeal and identify the request or decision being appealed.

HLRI will review qualifying appeals and respond as required by applicable law.

16. Sensitive Personal Information

HLRI does not intend to collect sensitive personal information through LegacyTrees.org except when reasonably necessary for a legitimate purpose, voluntarily supplied for an appropriate purpose, or otherwise permitted by law.

Where applicable law requires consent for particular processing of sensitive personal information or provides a right to limit such processing, HLRI will provide the required consent or limitation mechanism.

17. Data Retention

HLRI retains personal information for no longer than reasonably necessary for the purposes for which it was collected or processed, taking into consideration:

- the nature and duration of our relationship with you;
- administration and historical documentation of Legacy Tree sponsorships;
- donor and sponsorship records;
- fulfillment and customer-service requirements;
- financial, accounting, tax, charitable-organization, and regulatory requirements;
- applicable limitation periods;
- dispute-resolution and enforcement requirements;
- security and fraud-prevention needs; and
- other lawful organizational purposes.

Different categories of information may therefore be retained for different periods.

When information is no longer reasonably necessary, HLRI will take appropriate steps to delete, destroy, de-identify, or otherwise dispose of it consistent with applicable law and reasonable organizational practices.

18. Data Security

HLRI maintains reasonable administrative, technical, and organizational measures designed to protect personal information against unauthorized access, acquisition, disclosure, alteration, destruction, loss, or misuse.

The safeguards used may vary depending upon the nature and sensitivity of the information and the systems in which it is maintained.

No website, internet transmission, computer network, payment system, or electronic storage system can be guaranteed to be completely secure. Accordingly, HLRI cannot guarantee the absolute security of personal information.

If HLRI becomes aware of a security incident involving personal information, HLRI will investigate and provide notifications when required by applicable law.

19. Children

LegacyTrees.org is intended for a general audience and is not directed to children under 13.

HLRI does not knowingly seek to collect personal information online directly from children under 13 without authorization required by law.

If HLRI learns that it has collected personal information online from a child under 13 in circumstances governed by applicable children's privacy law, HLRI will take appropriate steps consistent with applicable law.

A parent or legal guardian who believes a child has provided personal information to HLRI may contact us using the information below.

Additional age-related privacy protections will be applied where required by applicable law.

20. Dedications, Memorials, Gifts, and Information About Other People

Legacy Tree sponsorships may allow a sponsor to provide information about another person for purposes such as a gift, dedication, memorial, certificate, or recognition.

If you provide personal information about another person, you represent that you have an appropriate basis to provide that information for the requested purpose.

Please exercise care when submitting information intended for a certificate, dedication, memorial, webpage, or other material that may be provided to others or made publicly accessible.

HLRI may use information you provide about a recipient or honoree only for legitimate purposes associated with the sponsorship, communication, fulfillment, recordkeeping, or other purposes described in this Privacy Policy.

21. De-Identified and Aggregated Information

HLRI may aggregate or de-identify information so that it cannot reasonably be associated with a particular individual or household.

Where applicable law imposes requirements concerning de-identified information, HLRI will maintain and use that information consistently with those requirements and will not attempt to re-identify it except as permitted by law.

22. Third-Party Websites and Services

LegacyTrees.org may contain links to or integrations with websites and services operated by third parties.

Those parties may independently collect information and maintain privacy practices different from HLRI.

HLRI does not control the independent privacy practices of third-party websites or services. We encourage you to review their privacy notices before providing personal information.

23. Processing and Storage in Other Locations

Personal information may be processed or stored in locations other than the state in which you reside, including locations where HLRI or its service providers operate systems or facilities.

HLRI will handle personal information in accordance with applicable law and this Privacy Policy.

This provision does not substitute for consent or another legal requirement where applicable law requires a particular basis for processing or transfer.

24. Changes to This Privacy Policy

HLRI may update this Privacy Policy to reflect changes in our activities, services, technologies, service providers, or legal obligations.

When this Privacy Policy is revised, the Last Updated date will be changed.

Where applicable law requires additional notice or consent before a material change in the collection, use, or disclosure of personal information, HLRI will provide such notice or obtain such consent as required.

25. Contact HLRI

If you have questions concerning this Privacy Policy, HLRI's privacy practices, or wish to submit a privacy request, please contact:

Hawaiian Legacy Reforestation Initiative

Website: LegacyTrees.org

Email: admin@LegacyTrees.org

Mail: P.O. Box 22435, Honolulu, HI 96823, United States