



TREE Fund Privacy Policy

Effective Date: September 30, 2025

TREE Fund is committed to protecting your privacy and the personal information you share with us. This Privacy Policy outlines how we collect, use, store, and safeguard your information, and details your choices regarding your personal data. By interacting with TREE Fund, including through our website, donations, or participation in our programs, you agree to the practices described in this policy.

TREE Fund complies with applicable privacy laws, including:

- California Consumer Privacy Act ([CCPA/CPRA](#))
- California Online Privacy Protection Act ([CalOPPA](#))
- Other U.S. state laws as applicable
- We also consider international standards such as [GDPR](#) when relevant.

I. Information We Collect

We collect information that helps us fulfill our mission, process transactions, and communicate effectively with our community. The types of information we collect include:

- **Information You Directly Provide:**

- **Contact Information:** Name, mailing address, email address, phone number. This is collected when you subscribe to our newsletter, make a donation, apply for a grant or scholarship, request information, register for events, or otherwise communicate with us.
- **Demographic Information:** In some cases (e.g., for grant applications or program evaluations), we may ask for optional demographic data (e.g., professional affiliation, educational background) to better understand our community and report on program impact. This is always provided voluntarily.
- **Donation Information:** Your donation history. **Credit card information is processed securely by BlackBaud Merchant Services and is NOT stored by TREE Fund after the transaction is completed.**
- **Application Information:** Information provided in our grant and scholarship application **Foundant**, which may include personal details, educational history, project proposals, and references. For information on Foundant's privacy and security practices, click here: [Security - Foundant Technologies](#)
- **Interaction Records:** Historical records of your interactions with TREE Fund, including correspondence, event attendance, and program participation.

- **Information Automatically Collected (Website Usage Data):**

- When you visit our website, we may automatically collect certain non-personally identifiable information from your device, such as your Internet Protocol (IP) address, browser type, operating system, pages viewed, referring website, and the dates/times of your visits.
- **Cookies and Tracking Technologies:** We use cookies and similar technologies (e.g., web beacons) to enhance your experience on our website, analyze website traffic, and understand user behavior. Cookies are small text files placed on your device. You can set your browser to refuse cookies or to alert you when cookies are being sent. Please note that some parts of our website may not function properly if you disable cookies.
- **Website Analytics:** We use tools like Google Analytics to help us understand how visitors engage with our website. This data is aggregated and anonymized and does not personally identify you.

2. How We Use the Information We Collect

We use the information we collect for the following purposes:

- **To Process and Manage Transactions:**
 - Process donations, provide donation receipts, and acknowledge our donors.
 - Process grant and scholarship applications, manage the review process, and notify applicants of proposal status.
- **To Communicate with Our Constituents:**
 - Send newsletters, updates, announcements about deadlines, programs, events, and fundraising initiatives.
 - Respond to inquiries and provide requested information.
 - Communicate administrative messages related to your donations, applications, or participation.
- **To Solicit Support:**
 - Engage with individuals and organizations for sponsorship and donor support of our events and programs.
- **To Improve Our Services:**
 - Analyze website usage and user behavior to improve our website, programs, and outreach efforts.
 - Personalize your experience with TREE Fund.
- **For Legal and Security Purposes:**
 - Comply with applicable laws, regulations, and legal processes (e.g., responding to subpoenas or court orders).
 - Protect our rights, property, and safety, as well as the rights, property, and safety of our constituents and the public.
 - Prevent fraud and unauthorized activities.

3. Disclosure of Your Information

We value your trust and do not sell, trade, or otherwise transfer your personally identifiable information to outside parties for their independent marketing or fundraising purposes.

We may share your information with **trusted third-party service providers** who assist us in operating our website, conducting our business, or serving our constituents, provided they agree to keep this information confidential and use it only for the purposes for which we provide it. These services include, but are not limited to:

- **Payment Processing:** BlackBaud Merchant Services (for donation processing)
- **Application Management:** Foundant Technologies (for grant and scholarship application processing)
- **Communications and Email Marketing:** Constant Contact, Raisers Edge NXT, Foundant Technologies (for sending emails and newsletters, and other communication)
- **Website Hosting and Analytics:** MediaNut
- **Database Management:** Blackbaud Raisers Edge NXT

Links to the privacy policies of our primary software platforms are provided for your reference:

- BlackBaud: [Privacy Policy Blackbaud Identity - Blackbaud](#)
- Constant Contact: [Privacy Center | Constant Contact](#)
- Foundant: [Security - Foundant Technologies](#)

We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

4. Data Security

TREE Fund is committed to protecting your personal information. We implement a variety of security measures to maintain the safety of your personal information, including:

- **Electronic Records:** Electronic personal information records are safeguarded in password-protected databases accessible only to authorized employees of TREE Fund.
- **Physical Records:** Physical records containing personal information are secured in a locked storage unit accessible only to authorized employees of TREE Fund.
- **Data Encryption:** We use industry-standard encryption for sensitive data transmitted online.
- **Employee Training:** Our employees are trained on the importance of data privacy and security and are required to adhere to our privacy practices.

While we strive to protect your personal information, no method of transmission over the Internet or method of electronic storage is 100% secure. Therefore, we cannot guarantee its absolute security.

5. Your Rights and Choices

We respect your right to control your personal information. You have the following choices and rights:

- **Access and Correction:** You may contact us to review, update, or correct your personal information we hold.
- **Opt-Out of Communications:**
 - **Email:** You may specify that you do not wish to receive our emails by selecting the “unsubscribe” option included in our online correspondence.
 - **Postal Mail/Phone:** If you wish to stop receiving postal mail or phone calls from TREE Fund, please contact us using the information below.
- **Data Deletion:** You may request the deletion of your personal information, subject to our legal and record-keeping obligations.
- **Objection to Processing:** You may object to the processing of your personal information for certain purposes.
- **Data Portability:** You may request to receive a copy of the personal information you have provided to us in a structured, commonly used, and machine-readable format.

To exercise any of these rights, please contact us using the information provided in the "Contact Us" section below. We will respond to your request in accordance with applicable law.

6. Children's Privacy

Our website and services are not directed to individuals under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have inadvertently received personal information from a child under 13, we will take steps to promptly delete such information from our records.

7. Third-Party Links

Our websites may contain links to third-party organizations that support our mission or provide relevant resources. These sites maintain their own privacy policies, and we are not responsible for the content, privacy practices, or activities of these linked sites. We encourage you to review the privacy policies of any third-party sites you visit. As part of our efforts to protect the integrity of our site, we welcome feedback about sites linked to ours.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will post any changes on this page with an updated "Effective Date." We encourage you to review this policy periodically. For

significant changes, we may provide more prominent notice, such as through email. Your continued use of our services after any modifications to this policy will constitute your acknowledgment of the changes.

9. Contact Us

If you have any questions or concerns regarding this Privacy Policy or our data practices, please contact us using the information below:

TREE Fund 1755 Park Street, Suite 200, Naperville, IL 60563 Phone: 630-369-8300 Email: treefund@treefund.org