

Ka Wahi Hauoli

Privacy Policy

Lahaina Shores · Maui, Hawai‘i

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1. Introduction

Welcome to Ka Wahi Hauoli — “The Happy Place” — a privately owned vacation rental property located at Lahaina Shores, Maui, Hawai‘i. We are committed to protecting your privacy and handling your personal information with care, transparency, and respect.

This Privacy Policy explains how Ka Wahi Hauoli (“we,” “us,” or “our”) collects, uses, stores, and protects the personal information you provide when you:

- Visit or interact with our direct-booking website;
- Submit a booking or reservation request through our booking forms;
- Contact us through our contact forms or by email, phone, or SMS;
- Communicate with us before, during, or after your stay; or
- Use any services or features offered through our website.

Ka Wahi Hauoli is operated as a private vacation rental property by an individual property owner. This is not a commercial hotel chain or large corporate operation — we are a single property offering direct bookings to guests who wish to experience the beauty of Maui.

By using our website or submitting a booking inquiry, you acknowledge that you have read and understood this Privacy Policy. Please review it carefully.

If you have any questions or concerns, contact us using the information provided in Section 14.

2. Information We Collect

We collect personal information only as necessary to provide our services, operate our property safely, and comply with applicable legal requirements. The categories of information we collect are described below.

a) Booking & Reservation Information

When you make or request a reservation through our direct-booking website, we collect the following information:

- Full legal name;
- Email address;
- Phone number;
- Number of guests in your party;
- Travel dates (check-in and check-out);
- Special requests or accommodation needs;
- Government-issued identification, where required for regulatory or permit compliance; and
- Payment details — collected and processed exclusively by our third-party payment processor(s). **We do not store, retain, or have access to your full credit card or banking information.**

b) Contact Form Submissions

When you submit an inquiry through our website's contact form, we collect:

- Your name;
- Your email address;
- The content of your message; and

- The nature or type of your inquiry (e.g., booking question, availability request, general information).

c) Payment Information

Payments for reservations are processed by reputable third-party payment processors, such as Stripe, PayPal, or similar providers that maintain Payment Card Industry Data Security Standard (PCI-DSS) compliance. These processors handle all payment transactions on our behalf. We receive only a transaction confirmation token and booking reference number. **We never store, view, or have access to raw payment card data, including card numbers, CVV codes, or bank account details.** The payment processor's own privacy policy governs the handling of your payment information.

d) Guest Communication Data

We retain records of communications exchanged with you through email, SMS/text messaging, or through our property management system (PMS). This includes messages sent before, during, and after your stay — such as booking confirmations, check-in instructions, and post-stay follow-up. Communication records are retained for a defined period as described in Section 7 (Data Retention).

e) Website Usage Data

When you visit our website, certain technical data is automatically collected through cookies and analytics tools (such as Google Analytics). This may include:

- IP address (typically anonymized by analytics tools);
- Browser type and version;
- Device type and operating system;

- Pages visited and time spent on each page;
- Date and time of your visit; and
- Referring URL (the website that directed you to ours).

This data is used in aggregate to improve our website and understand visitor behavior. It is not used to personally identify individual visitors.

f) WiFi Usage Data

Our property's guest WiFi network logs basic connection data for network security and troubleshooting purposes. This may include the device's MAC address, connection timestamps, and aggregate data volume. **Guests are not individually profiled based on their internet activity.** WiFi usage is subject to our Acceptable Use Policy, which is displayed on-property. See Section 11 for further details.

g) Marketing Opt-In Data

If you voluntarily subscribe to our newsletter or marketing communications, we collect your email address and your stated communication preferences. We only send marketing emails to individuals who have explicitly opted in. See Section 12 for further details on marketing communications and how to opt out.

3. How We Use Your Information

We use the personal information we collect for the following purposes:

- **Processing and Confirming Bookings:** To verify your reservation, process payment, and send booking confirmation and receipts.

- **Guest Communication:** To communicate with you before, during, and after your stay, including check-in instructions, house rules, local recommendations, and any necessary follow-up.
- **Responding to Inquiries:** To respond to questions, special requests, or messages submitted through our contact forms or by email or phone.
- **Property Operations:** To manage reservations, coordinate housekeeping and maintenance, and administer our property through our property management system (PMS).
- **Marketing Communications:** To send promotional emails, special offers, or property updates — but only to guests who have voluntarily opted in to receive such communications.
- **Legal and Regulatory Compliance:** To meet our obligations under applicable law, including Hawaii Transient Accommodations Tax (TAT) reporting, county permit compliance, and any other applicable state or federal requirements.
- **Website Improvement:** To analyze aggregate website usage data and improve the functionality, content, and guest experience of our website.
- **Network and System Security:** To monitor and maintain the security of our property's WiFi network and our website systems.

We do not sell, rent, trade, or otherwise transfer your personal information to unaffiliated third parties for their own commercial or marketing purposes.

4. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies. A cookie is a small text file placed on your device when you visit a website. Cookies help the website function properly, remember your preferences, and collect usage data.

Types of Cookies We Use

Cookie Type	Purpose	Can Be Disabled?
Strictly Necessary	Required for the website to function. Includes session management, booking form functionality, and security features.	No — these cannot be disabled without breaking core website functions.
Functional	Remember your preferences (e.g., language, previously entered search dates) to enhance your experience.	Yes — via browser settings.
Analytics / Performance	Collect anonymized data about how visitors use the website (e.g., Google Analytics). Help us improve content and navigation.	Yes — via browser settings or Google's Analytics opt-out tool.
Marketing / Retargeting	Used to show relevant advertising to past visitors on other platforms. Only placed with your explicit consent.	Yes — only deployed with user consent.

Do-Not-Track (DNT) Signals

We honor Do-Not-Track (DNT) browser signals. If your browser has DNT enabled, we will not deploy analytics cookies that track your browsing behavior across sessions. Strictly necessary cookies are not affected by DNT signals.

Ad Tracking

We do not use ad tracking pixels, behavioral advertising technologies, or cross-site tracking unless explicitly stated and disclosed at the time of deployment.

Managing Cookies

You may manage or disable cookies through your browser's settings at any time. Please note that disabling certain cookies may affect the functionality of our website. For Google Analytics specifically, you may use the Google Analytics Opt-Out Browser Add-on available at **tools.google.com/dlpage/gaoptout**.

5. Third-Party Services and Integrations

In operating our property and website, we work with trusted third-party service providers. Where necessary, we share limited personal data with these providers solely to fulfill the purposes described in this Privacy Policy. All third-party providers are contractually required to protect your data and are prohibited from using it for their own independent purposes.

Service Type	Purpose	Data Shared
Payment Processors (e.g., Stripe, PayPal)	Secure collection and processing of guest payments.	Payment data only, handled directly by the processor. PCI-DSS compliant. Their privacy policies govern payment data.
Property Management System (PMS)	Reservation management, guest communications, and operational coordination.	Booking details, guest contact information, stay dates. Shared only as needed to manage reservations.
Analytics Platforms (e.g., Google Analytics)	Understanding website traffic and visitor behavior to improve our site.	Anonymized usage data only. No personal identifiers are shared with analytics platforms.
Email Service Providers (e.g., Mailchimp, MailerLite)	Delivery of marketing emails to opted-in guests.	Email address and communication preferences. Only for guests who have explicitly subscribed.
SMS / Messaging Platforms	Guest communication for check-in instructions, stay updates, and support.	Phone number and message content as necessary to communicate during the stay.
Channel Managers / OTAs (e.g., Airbnb, VRBO)	If our property is also listed on third-party booking platforms, those platforms operate under their own privacy policies.	Bookings originating from third-party platforms are governed by those platforms' policies. This Privacy Policy applies only to bookings made directly through our website.
Map / Location Services	Embedded maps (e.g., Google Maps) to display property location on our website.	General usage data may be collected by the map provider when the embedded map is loaded. Please refer to the respective

Service Type	Purpose	Data Shared
		provider's privacy policy.

We do not sell your personal data to any third party, and we do not permit third-party providers to use your data for their own marketing purposes.

6. Legal Basis for Processing (General U.S. Framework)

While the United States does not have a single comprehensive federal privacy law equivalent to the European GDPR, we nonetheless process personal data based on the following recognized grounds:

- **Contract Performance:** Processing your booking information is necessary to confirm and fulfill your reservation and related services.
- **Legitimate Interests:** We process certain data to protect the property, prevent fraud, maintain network security, and improve our services, provided these interests are not overridden by your privacy rights.
- **Legal Compliance:** We are required to retain certain records to comply with applicable tax, reporting, and regulatory obligations.
- **Consent:** We rely on your explicit consent before sending marketing communications or placing non-essential cookies.

Applicable Laws and Regulations

We operate in compliance with the following applicable laws and regulations:

- **Hawaii HRS Chapter 487N** — Data breach notification obligations to affected individuals and the Office of Consumer Protection.
 - **Hawaii HRS Chapter 487J** — Social Security Number protection requirements.
 - **Hawaii HRS Chapter 487R** — Requirements for proper disposal of records containing personal information.
 - **Hawaii Revised Statutes Chapter 480** — Prohibition on unfair or deceptive trade practices, including deceptive privacy practices.
 - **FTC Act, Section 5** — Prohibition on unfair or deceptive acts or practices in commerce, including misrepresentations about privacy practices.
 - **CAN-SPAM Act** — Requirements for commercial email communications, including identification, opt-out mechanisms, and honest subject lines.
 - **COPPA (Children’s Online Privacy Protection Act)** — We do not knowingly collect personal information from children under the age of 13. See Section 10.
 - **CalOPPA (California Online Privacy Protection Act)** — Applicable to California residents visiting our website. We disclose our privacy practices, honor Do-Not-Track signals, and do not sell personal information. See Section 9(c).
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7. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by applicable law.

The following retention periods apply:

Data Category	Retention Period	Reason
Booking and reservation records	7 years	Hawaii TAT compliance, IRS tax record-keeping requirements
Guest communication data	3 years post-stay	Dispute resolution, legal compliance, quality assurance
Website analytics data	26 months	Google Analytics default retention period
Marketing opt-in / opt-out records	Until opt-out, plus 3 years	CAN-SPAM compliance, audit trail of consent
Payment confirmation tokens	7 years	Tax records, dispute resolution, IRS requirements
Property WiFi connection logs	90 days	Network security and troubleshooting only

When data is no longer needed and its retention period has expired, we will securely delete or anonymize it in accordance with Hawaii HRS Chapter 487R (records disposal requirements).

8. Data Security

We take the security of your personal information seriously and implement reasonable administrative, technical, and physical safeguards, including:

- **Encryption:** All data transmitted between your browser and our website is protected using TLS/SSL (Transport Layer Security / Secure Sockets Layer) encryption.

- **PCI-DSS Compliant Payment Processing:** All payment transactions are handled exclusively by PCI-DSS compliant third-party processors. We never store raw payment card data on our systems.
- **Access Controls:** Access to personal data is strictly limited to the property owner and authorized service providers who require it to perform their designated functions.
- **Regular Security Reviews:** We periodically review our data collection, storage, and processing practices to maintain appropriate security standards.
- **Breach Notification:** In the event of a security breach involving your personal information, we will notify affected individuals without unreasonable delay and within the timeframes required by Hawaii HRS Chapter 487N. Notification will be provided via email or other appropriate means.

Important Notice: No method of electronic transmission or storage is 100% secure. While we strive to protect your personal information using commercially reasonable measures, we cannot guarantee absolute security. Guests transmit personal data to us at their own risk. If you have reason to believe your personal information has been compromised, please contact us immediately using the information in Section 14.

9. Your Privacy Rights

Depending on your location and the applicable law, you may have certain rights regarding your personal information. We are committed to honoring these rights.

a) General Rights (All Guests)

All guests may contact us at any time to:

- Request access to the personal information we hold about you;
- Request correction of inaccurate or incomplete personal information;
- Request deletion of personal information, subject to applicable legal retention requirements (see Section 7); or
- Request a copy of the personal data we hold about you in a commonly used format.

b) Hawaii Residents

Hawaii residents are entitled to the protections set forth in Hawaii HRS Chapter 487N, including the right to be notified without unreasonable delay in the event of a security breach that affects their personal information. If you are a Hawaii resident and believe your personal information held by us has been compromised, please contact us immediately.

c) California Residents (CalOPPA)

Under the California Online Privacy Protection Act (CalOPPA), California residents visiting our website have the following rights:

- The right to know what categories of personally identifiable information (PII) we collect;
- The right to know whether we share your PII with third parties, and if so, the categories of third parties;
- The right to access and request deletion of your personal information;
- The right to opt out of the sale of personal information — **we do not sell personal information to any third party**; and

- Do-Not-Track (DNT) disclosure: we honor DNT signals for analytics cookies as described in Section 4.

d) Marketing and Communication Rights (All Guests)

- You may opt out of marketing emails at any time by clicking the unsubscribe link included in every marketing email, or by contacting us directly (see Section 14).
- You may request deletion of your personal data, subject to our legal retention obligations as described in Section 7.
- You may request a copy of all personal information we hold about you.

Note on Transactional Communications: Booking confirmations, check-in instructions, and stay-related communications are transactional in nature and are not subject to marketing opt-out while a booking is active.

e) Response Time

We will respond to all verifiable privacy requests within **30 calendar days** of receipt. If additional time is needed, we will notify you and provide an estimated response date. To submit a privacy request, please contact us using the information in Section 14.

10. Children's Privacy

Our website is not directed at, designed for, or intended for use by children under the age of 13. We do not knowingly collect, store, or process personal information from children under 13 years of age.

If we become aware that we have inadvertently received or collected personal information from a child under 13 without verified parental consent, we will take prompt steps to delete such information from our

records in compliance with the Children's Online Privacy Protection Act (COPPA).

If you are a parent or legal guardian and believe that your child has submitted personal information to us, please contact us immediately using the information provided in Section 14, and we will act promptly to address your concern.

11. WiFi Acceptable Use

Ka Wahi Hauoli provides complimentary WiFi internet access to registered guests for personal, lawful use during their stay. By connecting to the property's WiFi network, you agree to the following terms:

Permitted Use

- Personal web browsing, email, streaming from licensed services (e.g., Netflix, Spotify), video calls, and similar lawful personal activities.

Prohibited Use

- Downloading, distributing, or streaming pirated, unlicensed, or infringing content;
- Any activity that violates Hawaii state law, federal law, or the laws of the United States;
- Unauthorized access to computer systems, networks, or devices (hacking);
- Transmitting spam, malware, or harmful code; or
- Any activity that degrades network performance for other users or causes harm to the property's systems.

Network Monitoring

We reserve the right to monitor network traffic for security purposes, including detecting unauthorized use, intrusion attempts, and policy violations. **This monitoring is for security and troubleshooting purposes only — guests are not individually profiled based on their internet activity.**

Retention of Connection Logs

WiFi connection logs (device MAC address, connection time, data volume) are retained for a period of **90 days** for network security and troubleshooting purposes only, after which they are deleted. These logs are not used for advertising or personal profiling.

12. Marketing Communications and Opt-Out

We respect your inbox. We only send marketing and promotional email communications to guests who have **explicitly opted in** to receive them, such as by subscribing to our newsletter or checking a clearly labeled opt-in box during the booking process.

CAN-SPAM Act Compliance

All marketing emails we send comply with the requirements of the CAN-SPAM Act, including:

- Clear and accurate identification of the sender (Ka Wahi Hauoli);
- A physical mailing address included in each email;
- Honest, non-deceptive subject lines that accurately reflect the email's content;

- A clear and functional unsubscribe mechanism included in every marketing email; and
- Prompt processing of all opt-out requests — within 10 business days of receipt.

How to Opt Out

You may opt out of marketing communications at any time by:

- Clicking the “Unsubscribe” link included at the bottom of any marketing email; or
- Contacting us directly using the information provided in Section 14.

Once you opt out, your email address will be removed from marketing lists promptly. You will no longer receive promotional communications from us.

Transactional Communications

Please note that transactional communications — including booking confirmations, payment receipts, check-in instructions, house rules, and other stay-related communications — are not marketing messages. These communications are necessary to fulfill your reservation and cannot be opted out of while an active booking is in place.

13. Changes to This Policy

We reserve the right to update, modify, or revise this Privacy Policy at any time to reflect changes in our practices, technology, legal requirements, or other operational factors.

When we make material changes to this Policy, we will:

- Update the “Last Updated” date at the top of this document;

- Notify guests with active or upcoming bookings via email of any material changes that may affect their reservation or privacy rights; and
- Post the revised policy on our website.

Non-material changes (such as grammatical corrections, formatting updates, or minor clarifications that do not affect how we handle your data) may be made without direct notification.

Your continued use of our website or services after any changes to this Privacy Policy constitutes your acceptance of the revised terms.

We encourage you to review this Policy periodically to stay informed about how we protect your information.

14. Contact Information

If you have questions, concerns, or requests related to this Privacy Policy or the handling of your personal information, please contact us using the information below.

Property Name	Ka Wahi Hauoli
Location	Lahaina Shores, Maui, Hawai'i
Privacy Requests & Data Inquiries	<i>[Insert Privacy / Contact Email Address]</i>
General Inquiries & Bookings	<i>[Insert Website URL or Contact Form URL]</i>

All fields marked in ***[brackets]*** are placeholders to be completed by the property owner prior to publishing this Privacy Policy.

We aim to respond to all privacy-related requests and inquiries within **30 calendar days** of receipt.

Legal Disclaimer: This Privacy Policy is provided for informational purposes. It is recommended that you consult a licensed attorney to ensure compliance with all applicable laws specific to your situation. Laws and regulations governing data privacy, short-term rental operations, and digital commerce may change over time. This document does not constitute legal advice.

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