

Great Outdoors Colorado Trust Fund (GOCO) – Privacy Policy

Last Updated: 11/6/2025

1. Overview

This privacy policy (“**Privacy Policy**”) describes how the State Board of the Great Outdoors Colorado Trust Fund (“**GOCO**”, “**we**”, “**our**”, or “**us**”) (a) collects, uses, retains, shares, or otherwise processes your Personal Information (as defined below) and (b) describes your rights regarding your Personal Information and how to exercise those rights. Please read this Privacy Policy carefully to understand our policies and practices regarding your Personal Information and how we will treat it.

IMPORTANT: PUBLIC RECORDS NOTICE - THE COLORADO OPEN RECORDS ACT PRESUMES THAT MOST STATE RECORDS ARE OPEN TO PUBLIC INSPECTION. PERSONAL INFORMATION YOU PROVIDE THROUGH THIS WEBSITE MAY BECOME A PUBLIC RECORD AND MAY BE SUBJECT TO PUBLIC INSPECTION AND COPYING UNLESS SPECIFICALLY PROTECTED BY STATE OR FEDERAL LAW.

1.1. Modification of This Privacy Policy

This Privacy Policy may be modified from time to time. The date this Privacy Policy was “last updated” is at the top of this page. If we make a material change to this Privacy Policy, we will publish the updated Privacy Policy to: www.goco.org. We advise you to frequently check this Privacy Policy for any changes. We may also provide notice of such changes to you in other ways, at our discretion, such as displaying a notification banner on the homepage of our Site.

YOUR USE OF THE PLATFORM (AS DEFINED BELOW), AND CONTINUED USE OF THE PLATFORM FOLLOWING ANY CHANGES TO THIS PRIVACY POLICY, SIGNIFIES YOU READ AND UNDERSTAND THE TERMS OF THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, YOUR CHOICE IS TO NOT USE THE PLATFORM.

1.2. When This Privacy Policy Applies

This Privacy Policy applies to the Personal Information we collect from or about you when you take the following actions (collectively, the “**Interaction Channels**”):

- (a) Visit or interact with our website, www.goco.org (“**Site**”); or
- (b) Interact with us online via our (i) email, (ii) social media, (iii) online fillable forms, or (iv) through online advertising (together with the Site, the “**Digital Assets**”).

This Privacy Policy also applies when you use the services (“**Services**”) available through the Interaction Channels (the “**Services**,” and together with the Interaction Channels, the “**Platform**”).

As used in this Privacy Policy, “**Personal Information**” means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual.

1.3. When This Privacy Policy Does Not Apply

This Privacy Policy does not apply to your data if you:

- (a) Are our employee or independent contractor carrying out your obligations as an employee or independent contractor;
- (b) Interact with third-party digital assets that are linked to or accessible from the Digital Assets; or
- (c) Are provided notification of a different applicable notice at the time of collection.

2. **Type of Personal Information Collected; Source of Personal Information**

The types of Personal Information we collect about you depend on your interactions with us and on our Platform. In this section, we describe the categories of Personal Information we collect, organized by the sources of this Personal Information.

We process your Personal Information based on our statutory authority and governmental functions. By interacting with the Platform, you grant us the right to use your Personal Information to enable us to provide the Platform to you, to improve the Platform, and other uses as stated in this Privacy Policy, in our Terms of Use, in any ancillary agreements you may have entered into with us related to our Platform, and as authorized by applicable law. If you do not provide your Personal Information when requested, you may not be able to use our Platform or certain features of our Platform in whole or in part (a) if that Personal Information is necessary to provide you with our Platform or such features, or (b) if we are legally required to collect the requested Personal Information.

2.1. Personal Information You Directly Provide to Us

In addition to any other categories of Personal Information we state we are collecting at the time of collection, we may also collect the following Personal Information that you provide directly to us:

- (a) Personal Data. Data by which you may be personally identified such as name, address, phone number, email address, or any other data that could be used to identify you, or that associated with such identifiable data that could identify you;
- (b) Demographic Data. Data that is about you, but that as an individual piece of data does not specifically identify you, such as zip code, employment status, gender, and age;
- (c) Communications Data. Data contained in your communications with us through our Platform, such as when you request additional information about our Platform, provide us with feedback, provide information through forms on the Platform, or interact with our team through the Digital Assets, including personal data used to contact you, the date and time of your communications, and the content of your communications;

- (d) Job Applications Data. Data submitted as part of job applications, including resumes, cover letters, employment history, education credentials, references, and other application materials; and
- (e) Login Data. Data related to your account such as username, password, and security questions;

2.2. Data Automatically Collected About You

As you navigate through and interact with our Platform, we, our service providers, or other third parties may use cookies, log files, pixels tags, software development kits (“**SDKs**”), and other client-side or server-side automatic data tracking technologies (“**Automatic Tracking Technologies**”), to collect certain data about your equipment, browsing actions, and patterns, including the following types of data:

- (a) Device Data. Data when you interact with the Platform such as technical data about your device including your IP address; unique identifiers and device type; domain, browser type, version, and language; operating system and system settings; and similar device data.
- (b) Usage Data. Data about your visits to and usage of our Platform including traffic data, logs, general location and time zone based on your IP address, other communication data and the resources that you access and use on the Digital Assets, and navigation paths within the Digital Assets. This data may include links clicked, Digital Assets’ page views, searches, features used, items viewed, or time spent on the Digital Assets.

The Automatic Tracking Technologies we may use include the following:

- (i) Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate settings on your browser. However, if you select this setting, you may be unable to access certain parts of our Digital Assets. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Digital Assets.
- (ii) Flash Cookies. Certain features of our Digital Assets may use locally stored objects (or Flash cookies) to collect and store data about your preferences and navigation to, from, and on our Digital Assets. Flash cookies are not managed by the same browser settings as are used for browser cookies.
- (iii) Log Files. Log files are software-generated files containing data about the operations, activities, and usage patterns of an application, server, or IT system, such as what was done and at what time.
- (iv) SDKs. A Software Development Kit or “SDK” represents a consolidated package of pre-existing code, enhancement tools, and guidance documents that can be installed and used to develop applications for a particular digital asset. SDKs allow

our partners to directly extract data from our Digital Assets. The data collected has numerous applications including offering us insightful analytics about our Digital Assets' usage, enabling social media incorporation, introducing new attributes or capabilities to our Digital Assets, or assisting in tracking and enhancing the efficacy of our online advertisements.

- (v) Web Beacons. Pages of our Digital Assets may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or for other related Digital Assets' statistics (for example, recording the popularity of certain Digital Assets' content and verifying system and server integrity).

2.3. Personal Information We Collect from Other Sources

We may receive the data described above from other sources, such as service providers and other third parties who help us provide the Platform or market our Platform to you. We may, for example, use service providers to provide the Platform to you or for any other purpose described in the [How We May Use Your Personal Information](#) section below. These service providers have contractual obligations regarding how they are allowed to use the Personal Information we provide to them which is limited to the purpose in which we provide it and for no other purpose.

3. **How We May Use Your Personal Information**

We, along with our service providers or other third parties, may use your Personal Information for the purposes described below. As part of these purposes, your Personal Information may be processed using Artificial Intelligence technologies ("AI") including AI that generates images, text, audio, or video from user inputs (generative AI). We may use your Personal Information for the following purposes:

- (a) Provide and Improve our Interaction Channels. To provide the Interaction Channels to you, including personalizing the content, and features that match your activities, preferences, and settings on the Interaction Channels, and to monitor and analyze trends, usage, and activities in connection with the Interaction Channels.
- (b) Provide and Improve our Services. To effectively deliver the Services you request as well as to, administer, present, support, maintain, and improve our products or services. When we provide Services to you, we may use Personal Information provided by you or on your behalf for the purposes described in the agreement between you and us.
- (c) Communicate with You. To communicate with you, including when you request additional information from us, or when we contact you about your account or a material change to our policies that affect you, or in connection with the Platform. If we collect your phone number with consent to communicate with you via text messages, we will only do so for the purpose provided at the time you consented.
- (d) Communicate Information and Updates. To send communications about our programs, services, opportunities, and initiatives that may be of public interest, and

to provide news and updates about GOCO activities. For information about managing your communication preferences, see the [Your Choices About Your Personal Information](#) section below.

- (e) Provide Safety and Security. To detect and protect against malicious, deceptive, or illegal activity, including fraudulent transactions, errors, negligence, violations of any applicable terms, security incidents, and harm to the rights, property, or safety of us and our users, customers, employees, or others.
- (f) Troubleshoot. To identify and debug errors that impair the existing intended functionality of our Platform.
- (g) Facilitate Corporate Transactions. In anticipation of, or in connection with, a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of GOCO's assets, whether as a going concern or as part of a bankruptcy, liquidation, or similar proceeding, in which the Personal Information held by GOCO is among the assets transferred; please note that this includes transfers of Personal Information in connection with governmental reorganization, consolidation of functions, or other administrative changes as required or authorized by law.
- (h) Obtain Your Consent. In accordance with: (i) the way we describe to you when you provide the Personal Information to us; (ii) your instruction or intentional direction; or (iii) any other way when you consent.
- (i) Recruiting and Hiring. To evaluate job applications, conduct hiring processes, and communicate with job applicants regarding employment opportunities.
- (j) Comply with Legal Obligations. To comply with our legal or regulatory obligations, including our tax obligations and those related to the prevention of fraud and money laundering, and those required for you to benefit from rights recognized by law, or any regulatory requirements or provisions.

In addition to the descriptions above regarding how we may use your Personal Information, we may also use it in the following ways:

- (i) We may aggregate Personal Information and use that aggregated Personal Information to enhance and personalize your experience with us, for promotional purposes, testing our IT systems, research, data analysis, improving our Digital Assets, developing new products and features, and for other purposes described in this Privacy Policy. We may use, without restriction, Personal Information that is aggregated or de-identified and is maintained in a form that cannot reasonably be used to infer data about, or otherwise be linked to, a particular individual or household. We will not attempt to reidentify such data.
- (ii) In addition to the types of Personal Information and sources of Personal Information we describe above, we may also draw inferences or derive data about you based on other types of Personal Information we collect about you to create a profile reflecting your interest, preferences, and characteristics. We may use this

data to enhance your experience on the Platform, to track analytics about the usage of our Digital Assets, or to serve advertisements to you.

4. Whom We Share Your Personal Information With & The Purpose of Disclosure

We may disclose Personal Information that we collect from you, or that you provide as described in this Privacy Policy, to the following categories and for the purposes set forth below:

- (a) Service Providers. We disclose Personal Information to unaffiliated companies or individuals we hire or work with that perform services on our behalf, including customer support, web hosting, software developers, information technology services, database management, direct mail, and email distribution. These service providers may have access to Personal Information we collect from you to perform the specific services we request from them.
- (b) Corporate Transaction. Your Personal Information may be disclosed or transferred in anticipation of or in connection with a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of GOCO's assets, whether as a going concern or as part of a bankruptcy, liquidation, or similar proceeding, in which data held by GOCO is among the assets transferred; please note that this includes data disclosures or transfers in connection with governmental reorganization, consolidation of functions, or other administrative changes as required or authorized by law.
- (c) Law Enforcement Authorities and Individuals Involved in Legal Proceedings. We disclose Personal Information when we believe doing so is reasonably necessary to comply with applicable law or legal process (including an enforceable request from authorities), to respond to claims (including inquiries by you in connection with your purchases from us), enforce or apply our other policies, or to protect the rights, property, or personal safety of us, our users, employees, or others.
- (d) Professional Advisors. We may disclose your Personal Information to professional advisors, such as lawyers, bankers, auditors, and insurers, where necessary in the course of the professional services that they render to us.
- (e) Your Consent or at Your Direction. We disclose Personal Information, to third parties when we have your consent or direction to do so. We may also disclose your Personal Information to third parties, such as when you expressly direct us to do so or when you use our products or services to intentionally interact with third parties. In these cases, we disclose your Personal Information to carry out your request.

5. How We Protect Your Personal Information

We have implemented and maintain reasonable physical, electronic, and procedural safeguards designed to secure your Personal Information from accidental loss and unauthorized access, use, alteration, and disclosure.

The safety and security of your Personal Information also depend on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Platform, you are responsible for keeping this password confidential. Do not share your password with anyone.

Unfortunately, the transmission of Personal Information via the Internet is not completely secure. Although we use reasonable efforts to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted to our Platform. Any transmission of Personal Information is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained in the Platform.

6. Retention of your Personal Information

We may retain your Personal Information for as long as we need it to provide you with the Platform. If you ask us to delete your Personal Information or if you have an account with us, and you delete your account, there may be some latency in deleting this Personal Information from our servers and back-up storage and some Personal Information may not be completely removed from our logs and other records. In addition, we may retain this Personal Information if necessary to comply with our legal obligations, resolve disputes, or enforce our agreements.

When we process Personal Information, we determine the retention period taking into account various criteria, such as the type of Platform provided to you, the nature and length of our relationship with you, the impact on our Platform we provide to you if we delete some Personal Information from or about you, and mandatory retention periods provided by law.

7. Your Choices About Your Personal Information

We strive to provide you with choices regarding the Personal Information you provide to us. Below are options for your Personal Information.

7.1. Accessing, Correcting, and Deleting Your Personal Information

If you wish to access or correct additional Personal Information that we hold about you and is not accessible through an account you have with us, or if you do not have an account with us, please contact us at the contact information listed in the [How to Contact Us](#) section below and we will try to assist you with your request.

7.2. Automatic Tracking Technologies

We and other third parties may use Automatic Tracking Technologies on the Digital Assets. This Privacy Notice does not apply to these third-party Automatic Tracking Technologies because we do not control the Personal Information collected by them.

You may be able to block or disable Automatic Tracking Technologies on your device at any time by changing your preferences or options menu in your browser. You may also be able to reject or delete the Automatic Tracking Technologies that are stored on your device. However, blocking,

disabling, or deleting Automatic Tracking Technologies may result in some parts of the Platform being inaccessible or not functioning properly.

Each browser provides different mechanisms for managing Automatic Tracking Technologies. Look at your browser's help menu to determine the best way to modify your browser's Automatic Tracking Technologies' storage. You can usually find these settings in the "Options" or "Preferences" menu of your browser. You can use the "Help" or similar option in your browser for more details.

To specifically find out more about cookies, including how to see what cookies have been set and how to block and delete cookies, please visit: <https://www.aboutcookies.org/>.

The Platform also uses Google Analytics, which uses cookies or other Automatic Tracking Technologies to help us analyze how users interact with and use the Platform, compile reports on activity, and provide other services related to activity and usage. Google Analytics may collect information such as your IP address, time of visit, whether you are a return visitor, and referring website. To learn more about how Google Analytics collects and processes data you may visit <http://www.google.com/policies/privacy/partners>. For more information on how to opt out of Google Analytics tracking across all websites you use, visit: <https://tools.google.com/dlpage/gaoptout>.

7.3. Our Email Marketing to You

If you do not wish to receive our marketing emails, you may unsubscribe by following the unsubscribe instructions at the bottom of the email or by contacting us through the contact information in the [How to Contact Us](#) section at the bottom of this Privacy Policy. After you unsubscribe, however, you may continue to receive product or service-related and other non-marketing emails. If you have provided more than one email address to us, you may continue to be contacted unless you request to unsubscribe each email address you have provided.

7.4. Do Not Track Signals

Some web browsers (including Safari, Internet Explorer, Firefox, and Chrome) incorporate a "Do Not Track" ("DNT") or similar feature that signals to websites that a user does not want to have his or her online activity and behavior tracked.

Please note that we do not recognize or respond to any signal which your browser might transmit through the DNT feature your browser might have. If you wish to disable Automatic Tracking Technologies on our Digital Assets, you should not rely on any DNT feature your browser might have.

8. **Links to Other Third-Party Digital Assets**

We may provide links to digital assets such as websites, applications or services that we do not own or operate ("**third-party digital assets**"). Those links are provided for your convenience. If you follow the link and visit those third-party digital assets, they too may collect data about you.

We do not own or control any third-party digital assets, and we are not responsible for the practices employed by third-party digital assets linked to or from our Digital Assets. We recommend that you review the privacy policies of other third-party digital assets before authorizing third-party access to your data.

9. Children Under the Age of 18

Our Platform is **not** directed at or intended for children under 18 years of age. No one under the age of 18 may provide any Personal Information to or on our Platform. We do not knowingly collect Personal Information from children under 18. If you are under 18, do not use or provide any data on the Digital Asset or on or through any of its features/register or in connection with the Platform. If we learn we have collected or received Personal Information from a child under 18 without verification of parental consent, we will delete that Personal Information. If you believe we might have any Personal Information from or about a child under 18, please contact us through the contact information at the [How to Contact Us](#) section below.

IMPORTANT: AS STATED IN OUR PUBLIC RECORDS NOTICE ABOVE, INFORMATION COLLECTED FROM CHILDREN MAY BE SUBJECT TO PUBLIC INSPECTION AND COPYING UNDER THE COLORADO OPEN RECORDS ACT UNLESS SPECIFICALLY PROTECTED BY LAW.

10. International Visitors

We are based in the United States. When we obtain Personal Information about you, we may process such Personal Information outside of the country in which you reside, including in the United States. By using the Platform, you acknowledge that your Personal Information may be processed in the United States and understand that different data protection laws may apply.

11. Disabilities

This Privacy Policy is available to consumers with disabilities. To access this Privacy Policy in an alternative format, please contact us through the contact information at the [How to Contact Us](#) section below.

12. How to Contact Us

To ask questions or comment about this Privacy Policy and our practices in general, contact us at:

<i>Physical Address</i>	1900 Grant St., Suite 725 Denver, CO 80203
<i>Email</i>	info@goco.org