

Great Outdoors Colorado Trust Fund (GOCO) – Privacy Policy
Last Updated: February 17, 2026

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.generationwild.com. 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 by displaying a notification banner on the homepage of our website or by emailing you at the email we have on file for you.

YOUR USE OF THE SERVICES (AS DEFINED BELOW), AND CONTINUED USE OF THE SERVICES FOLLOWING ANY CHANGES TO THIS PRIVACY POLICY, SIGNIFIES YOU HAVE 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 SERVICES.

1.2. When This Privacy Policy Applies

This Privacy Policy applies to Personal Information we collect from or about you when you visit, use, or interact with the services we provide to you (collectively, the “**Services**”), which include but are not limited to:

- (a) Our website: www.generationwild.com;
- (b) Our online communications via email, social media, or advertising; or
- (c) Our sweepstakes, contests, and promotions.

This Privacy Policy also applies wherever it is linked or referenced in connection with our products and Services.

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 Personal Information if:

- (a) You are our employee or independent contractor carrying out your obligations as an employee or independent contractor;
- (b) You apply for a job with us;
- (c) We’ve provided you with an alternate privacy notice at the time of collection; or
- (d) You interact with third-party digital assets that are linked to or accessible from the Services.

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 Services. 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 Services, you grant us the right to use your Personal Information to enable us to provide the Services to you, to improve the Services, 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 Services, and as authorized by applicable law. If you do not provide your Personal Information when requested, you may not be able to use our Services or certain features of our Services in whole or in part (a) if that Personal Information is necessary to provide you with our Services 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 linked to your identity;
- (b) Demographic Data. Data that is about you but that as an individual piece of data does not specifically identify you, such as birthdate, zip code, marital status, employment status, gender, age, education level, and spoken languages;

- (c) Communications Data. Data contained in your communications with us, including when you request information about our Services, provide us with feedback, complete forms, or contact our customer service team;

2.2. Data Automatically Collected About You

As you navigate through and interact with our Services, 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 Services 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 Services including: usage details (i.e., date/time/duration on a given webpage), traffic data, logs, general location and time zone based on your IP address, heat maps that show where your mouse is on a webpage, other communication data and the resources that you access and use on the Services, and navigation paths within the webpages. This data may include links clicked, webpage views, searches, features used, items viewed, or time spent on the Services.

The Automatic Tracking Technologies we may use include the following:

- (a) 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 Services. 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 Services.
- (b) Flash Cookies. Certain features of our Services may use locally stored objects (or flash cookies) to collect and store data about your preferences and navigation to, from, and on our Services. Flash cookies are not managed by the same browser settings as are used for browser cookies.
- (c) 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.
- (d) SDKs. A SDK (as defined in Section 2.2 above) 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 Services. The data collected has numerous applications including offering us insightful analytics about usage of our

Services, enabling social media incorporation, introducing new attributes or capabilities to our Services, or assisting in tracking and enhancing the efficacy of our online advertisements.

- (e) Web Beacons. Pages of our websites 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 statistics (for example, recording the popularity of certain content and verifying system and server integrity).

2.3. Personal Information We Collect from Other Sources

We may receive the Personal Information described above from various third-party sources, including but not limited to community partners, service providers, marketing partners, social media platforms, and other entities that help us provide or improve our Services or communicate with you about our Services. The types of Personal Information we may receive from these sources include any of the categories described elsewhere in this Privacy Policy, and we may use such Personal Information for any of the purposes described in the [How We Use Your Personal Information](#) section below.

3. **How We 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. We may use your Personal Information for the following purposes:

- (a) Provide and Improve our Services. To provide the Services to you, including personalizing the content, and features that match your activities, preferences, and settings on the Services and to monitor and analyze trends, usage, and activities in connection with the Services.
- (b) Provide and Improve our Services and Related Products. To effectively deliver the Services and products you request, as well as to administer, present, support, maintain, and improve our products or Services.
- (c) Communicate with You. To communicate with you, including when you request additional information from us, or when we contact you about your account, such as reminders about your subscription renewal or a material change to our policies that affect you, or in connection with the Services and related products you have purchased from us. Notwithstanding any other statement in this Privacy Policy, 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) Advertise and Market to You. To send advertising or marketing communications (including targeted advertisements) about products, or services offered by us and others, and provide news and information that we believe may be of interest to you, and to analyze and enhance our marketing communications and strategies. For information about managing your marketing preferences, see the [Your Choices About Your Personal Information](#) section below.
- (f) 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.
- (g) Troubleshoot. To identify and debug errors that impair the existing intended functionality of our Services.
- (h) 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.
- (i) Obtain Your Consent. In accordance with (i) the way we describe to you when you provide the data to us, (ii) your instruction or intentional direction, or (iii) any other way when you consent.
- (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:

- (a) 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. We may use aggregated data to enhance and personalize your experience with us, for promotional purposes, testing our IT systems, research, data analysis, improving our Services, developing new products and features, and for other purposes described in this Privacy Policy.

- (b) In addition to the types of Personal Information and sources of Personal Information we describe above, we may also draw inferences or derive Personal Information 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 Personal Information to enhance your experience on the Services, to track analytics about the usage of our Services, or to serve advertisements, including targeted 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) Analytics and Advertising. We engage third parties to provide analytics services, serve advertisements, and perform related services across the web and in mobile applications. These entities may use Automatic Tracking Technologies to collect data about your use of the Services, and on other third-party digital assets, including your IP address and other identifiers, web browser network information, pages viewed, time spent on pages or in mobile applications, links clicked, and conversion data. These third parties may use this data to deliver advertisements that are more relevant to you across the web and in mobile applications, to analyze and track data, determine the popularity of certain content, and better understand your online activity.
- (c) 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.
- (d) 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 a 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.

- (e) 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.
- (f) 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.

Notwithstanding any other statement in this Privacy Policy, your mobile phone number will not be shared with third parties/affiliates for their marketing/promotional purposes. In addition, as required by law, we will not share your opt-in consent, to receive text messages from us, with any third parties for any purpose other than the individual and specific purpose to which you consented.

5. How We Protect Your Personal Information

We have implemented measures 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.

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

6. Retention of your Personal Information

We may retain your Personal Information for as long as we need it to provide you with the Services. If you ask us to delete your Personal Information, there may be some latency in deleting this data from our servers and back-up storage, and some data may not be completely removed from our logs and other records. In addition, we may retain this data 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 Services provided to you, the nature and length of our relationship with you, the impact on our Services we provide to you if we delete some data 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, 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 Services. This Privacy Policy does not apply to these third-party Automatic Tracking Technologies because we do not control the data 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 menus 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 Services 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 Services may also use Google Analytics, which uses cookies or other Automatic Tracking Technologies to help us analyze how users interact with and use the Services, 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>.

(a) Targeted Advertising

We work with certain Analytics and Advertising Providers, as described in the [Whom We Share Your Personal Information With & the Purpose of Disclosure](#) section above, and allow these Analytics and Advertising Providers through our Services to place Automatic Tracking Technologies on your browser or device to collect data about you. The data they collect may be associated with your Personal Information or they may collect data, including Personal Information, about your online activities over time and across different websites and other online services. They may use this data to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties' Automatic Tracking Technologies or how they may be used.

Some of our Analytics and Advertising Providers may be members of the Network Advertising Initiative (“NAI”) and/or are subject to the Self-Regulatory Principles for Online Behavioral Advertising published by the Digital Advertising Alliance (“DAA”). You can obtain more information about these companies’ information-collection practices and opt out of receiving interest-based advertising from participating NAI and DAA members by going to the NAI’s website at <http://optout.networkadvertising.org/?c=1> or the DAA’s website at optout.aboutads.info. In addition, your mobile device settings may provide the functionality to limit our, or our partners’, ability to engage in ad tracking or targeted advertising using the Google Advertising ID or Apple ID for Advertising associated with your mobile device.

If you opt out of targeted advertisements, you will still see advertisements online, but they may be less relevant to you. Please note that we may also work with companies that do not participate in the opt-out mechanisms described above. Even after using these opt-out mechanisms, you may receive targeted advertising from other companies. We do not control these third-party opt-out links and we do not control whether our advertising partners participate in these programs. We are not responsible for any choices you make using these programs or links or their continued availability or accuracy.

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 Services, 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 or applications of 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 notices of other third-party digital assets before authorizing third-party access to your data.

9. Children Under the Age of 13

Our Services are **not** directed at or intended for children under 13 years of age. No one under the age of 13 may provide any Personal Information to or on the Services. We do not knowingly collect data from children under 13. If you are under 13, do not use or provide any data on our websites or on or through any of its features/register, or in connection with the Services. If we learn we have collected or received data from a child under 13 without verification of parental consent, we will delete that data. If you believe we might have any Personal Information from or about a child under 13, please contact us through the data 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 data about you, we may process such data outside of the country in which you reside, including in the United States. By using the Services, you consent to the transfer to and processing of your data in countries outside of your country of residence, which may have different data protection laws than those in the country where you reside.

11. Disabilities

This Privacy Policy is available to consumers with disabilities. To access this Privacy Policy in an alternative format, please click contact us 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:

Physical Address 1900 Grant St., Suite 725

Denver, CO 80203

Email info@goco.org