



## Colorado Transportation Investment Office Memorandum

**To:** CTIO Board of Directors  
**From:** Kelly Brown, CTIO Chief Toll Operations Officer  
**Date:** September 23, 2024

**Subject:** Draft CTIO Privacy Policy for Websites and Phone Applications

### **Purpose:**

CTIO staff is presenting a new CTIO Privacy Policy for CTIO websites and phone applications. The CTIO Privacy Policy is provided in Attachment A.

### **Requested Action:**

Informational only. The CTIO Board of Directors (CTIO Board) is being asked to review the draft CTIO Privacy Policy at this month's meeting. The Board will be asked to take action and adopt the policy at a future meeting.

### **Background:**

The CTIO Privacy Policy explains the types of personal information CTIO may collect from visitors to current and future CTIO website(s) and phone application(s), why it is collected, and with whom CTIO may share it. It also describes how CTIO will protect personal information and how website visitors can contact CTIO with any questions.

The Privacy Policy is consistent with industry standards as well as state policies around privacy including the Colorado Privacy Act and was drafted with the help of the Colorado Attorney General's office who made sure that it was compliant with Colorado law concerning Personally Identifiable Information (PII).

The CTIO Privacy Policy will be used on the Safety & Toll Enforcement Program (STEP) website ([www.expresslanesafety.com/co](http://www.expresslanesafety.com/co)) as soon as it is approved by the CTIO Board. This policy will also be used by the new Commercial Back Office System (CBOS) vendor as a reference document as they design and develop the website and phone application included in the CBOS scope of work. It will be used on those website(s) and phone application(s) when they go live.

### **Next Steps:**

- The CTIO Board is encouraged to provide feedback on the draft CTIO Privacy Policy.
- CTIO staff will integrate any requested changes and will return at a future board meeting with a resolution for CTIO Board approval of the CTIO Privacy Policy.

### **Attachments:**

- **Attachment A:** CTIO Privacy Policy.