

BUF Cookie Notice & Marketing Consent

Website-ready language for wearebuf.com • Effective August 18, 2026

Implementation: This document contains publishable notice language plus the exact consent wording to place beside website controls. Activate only the categories and providers BUF actually uses.

Part A — Cookie Notice

This Cookie Notice explains how Project Lori Co. LLC d/b/a Becoming Unlocked Forever (“BUF,” “we,” “us” or “our”) uses cookies and similar technologies on wearebuf.com. It supplements the BUF Privacy Policy.

1. What these technologies are

Cookies are small files stored on a browser or device. Similar technologies include pixels, tags, local storage and software development tools. They may remember preferences, keep a website working, measure visits or help evaluate advertising.

2. Categories we may use

- Strictly necessary: required for security, page navigation, checkout, requested forms, account access and core website functions. These cannot usually be switched off through our banner.
- Functional: may remember choices and improve convenience, such as embedded-service preferences.
- Analytics: BUF does not currently activate Google Analytics or another optional analytics service.
- Advertising: BUF does not currently activate Meta Pixel or another advertising or remarketing technology on the Website.

3. Providers and duration

Cookies and similar technologies may be set by GoDaddy to host and secure the Website and by Stripe when a visitor enters the payment process. Mailchimp may process form submissions if an email form is used. Some technologies expire when the browser closes; others remain for a defined period controlled by the provider. BUF does not currently use Google Analytics, Meta Pixel or advertising remarketing on the Website. If that changes, this notice and the Website’s consent controls will be updated before activation.

4. Your choices

Where required, non-essential cookies will not be activated until you make a choice. You may accept all, reject non-essential technologies or manage categories. You can change your choice through the “Cookie Settings” link in the Website footer. Browser and platform settings may provide additional controls. Blocking some technologies may affect optional features.

5. Updates and contact

We may update this notice when our technologies or legal obligations change. The effective date above shows the latest revision. Questions: Team@wearebuf.com.

Part B — Recommended Cookie Banner

First-layer banner text

Cookies at BUF We use necessary cookies to operate and secure this website. Some optional features may use functional technologies. Select “Accept All,” “Reject Non-Essential,” or “Manage Choices.” BUF does not currently use advertising or remarketing cookies. See our Privacy Policy and Cookie Notice.

Buttons

- Accept All
- Reject Non-Essential
- Manage Choices

Preference-center toggles

- Strictly Necessary — Always Active
- Functional — Optional
- Analytics — Optional
- Advertising — Optional

Do not use a prechecked optional toggle. Make Reject Non-Essential as easy to find and use as Accept All where applicable. Store the consent choice and allow withdrawal through a persistent Cookie Settings link.

Part C — Marketing and Service Consent Language

Essential service communications

Use this notice near checkout or account creation; it is not an optional marketing checkbox:

Service messages BUF may email you about your purchase, installment payments, account, program schedule, access, security, check-ins and support. These messages are necessary to provide the service you request and are separate from marketing.

Optional promotional email checkbox

☐ **Email me BUF news and offers** I agree to receive promotional emails from Becoming Unlocked Forever. I can unsubscribe at any time using the link in an email. My choice does not affect my ability to purchase or participate.

Promotional text messages

BUF does not currently send promotional text messages. If text marketing is added later, BUF will implement a separate, optional consent process before sending promotional texts.

Waitlist or lead-magnet email consent

☐ **Keep me updated by email** Send me the requested BUF resource and occasional BUF news and offers. I can unsubscribe at any time. See the Privacy Policy.

Marketing rules for BUF

- Do not combine the Client Agreement acceptance with promotional consent.
- Keep promotional email campaigns paused until BUF has a valid business postal address for every commercial email.
- Do not precheck marketing boxes or treat silence as consent where affirmative consent is required.
- Record the wording, source, date, time and version associated with each consent.
- Honor email unsubscribes promptly and maintain a suppression record.
- Do not send health-screen, check-in or progress details to advertising platforms or use them to build advertising audiences.
- If Meta Pixel, Google Analytics, ManyChat or another advertising, analytics or marketing tool is activated, update the Privacy Policy and Cookie Notice before activation.

Part D — Publication Checklist

- Add working links to the Privacy Policy, Cookie Notice and Cookie Settings in the footer.
- Keep promotional email campaigns paused until BUF obtains a valid business postal address.
- Use separate marketing-email consent only after promotional email is reactivated.
- Test the Website on iPhone, Android and desktop and verify that any non-essential technologies respect the visitor's choice.
- Keep screenshots and dated copies of each published banner and consent statement.
- Repeat a cookie scan whenever GoDaddy settings, payment flows, forms, embeds or tracking tools change.
- Have qualified counsel review international cookie, marketing and consumer-health-data requirements before launch.

Legal review note: This notice reflects BUF's confirmed current tools. A live cookie scan and international privacy review remain advisable before publication.