

BUF Privacy Policy

Project Lori Co. LLC d/b/a Becoming Unlocked Forever • Effective August 18, 2026

Please read: This policy explains how BUF collects, uses, shares and protects personal information through wearebuf.com, its coaching program and related services.

Project Lori Co. LLC, doing business as Becoming Unlocked Forever (“BUF,” “we,” “us” or “our”), respects your privacy. This Privacy Policy applies when you visit wearebuf.com, join a waitlist, purchase or participate in BUF, communicate with us, or otherwise use our services.

1. Information we collect

Information you provide

- Identity and contact information, such as your name, email address, telephone number, billing contact information and account details.
- Enrollment and transaction information, such as the program selected, payment status, purchase history and refunds. Payment-card details are processed by Stripe and are not stored directly by BUF.
- Program and wellness information you provide, such as exercise-readiness answers, restrictions, goals, check-ins, food or activity information, weight, measurements and coaching messages. Progress photographs are optional and require your affirmative choice.
- Community and communications information, such as Instagram posts or direct messages, group-call participation, support requests, surveys and feedback. Group calls may be recorded and made available only to members of the same BUF cohort.
- Marketing preferences and any separate permission you give for promotional email, testimonials or images.

Information collected automatically

When you use our website, we and our service providers may collect IP address, device and browser information, referring pages, pages viewed, approximate location, timestamps, cookie identifiers and interactions with our website, emails or advertising. The exact technologies used are described in the separate BUF Cookie Notice.

2. Why we use information

- Provide, administer and support BUF programs, content, accounts, check-ins, calls and communities.
- Process purchases, installment payments, refunds and access decisions.
- Review exercise-readiness answers, honor restrictions and route safety concerns.
- Respond to questions, provide coaching and send essential service communications.
- Record group calls and provide replays only to members of the same cohort.
- Secure, troubleshoot and improve our website and services.
- Maintain business, tax, accounting, consent and legal records.
- Prevent fraud, misuse, unsafe conduct and violations of our agreements.

- Comply with law and protect the rights, safety and property of BUF, participants and others.

3. Our business and legal purposes

Depending on the information, location and activity, we process personal information to perform a contract with you, take steps you request before entering a contract, operate our legitimate business, comply with legal obligations, protect safety and legal rights, and act with your consent when consent is required. You may withdraw consent for future processing where consent is the basis, without affecting earlier lawful processing.

4. Consumer health and sensitive information

Some information you choose to provide may reveal health, fitness, nutrition, pregnancy, injury or mental-wellness information. BUF uses this information only to provide and safely administer coaching, respond to you, comply with law and for other purposes you specifically authorize. BUF does not use health or check-in information for targeted advertising and does not sell it.

BUF is a fitness and wellness coaching business and is not ordinarily a HIPAA covered entity or business associate. Information that is not protected by HIPAA may still be protected by consumer-protection, breach-notification and state consumer-health-data laws.

Consumer health data notice: Residents of Washington, Nevada, Connecticut and other locations with special consumer-health-data rules may have additional rights and disclosures. Where applicable, BUF will provide any required notice or consent before collecting or using covered data. Requests may be sent to Team@wearebuf.com.

5. Service providers and other recipients

We disclose information only as reasonably necessary for the purposes described above. Providers may process information under their own terms and privacy policies. BUF's expected provider categories and platforms include:

- Payments: Stripe.
- Website, domains and hosting: GoDaddy.
- Check-ins, workouts and coaching administration: FitPros.io.
- Email delivery and contact management: Mailchimp. Promotional campaigns are paused until BUF obtains a compliant business mailing address.
- Video calls and cohort-only recordings: Microsoft Teams and Zoom.
- Community, direct messages and social media: Instagram/Meta.
- Professional advisers, insurers, accountants, attorneys, regulators, law enforcement or emergency services when reasonably necessary or legally required.

We may also transfer information as part of a merger, financing, acquisition, reorganization or sale of assets, subject to appropriate confidentiality and legal requirements. We do not sell personal information for money. Certain advertising disclosures may be treated as "sharing" or "targeted advertising" under some state laws; where applicable, we provide required notice and opt-out choices.

6. Cookies, analytics and advertising

We use necessary technologies to operate and secure the Website. BUF does not currently activate Google Analytics, Meta Pixel or advertising remarketing on the Website. Some optional features may use functional technologies. You can use our cookie controls to accept or reject non-essential categories. Browser settings and platform privacy controls may provide additional choices. See the BUF Cookie Notice for details.

7. Communications and your choices

Essential messages relate to a purchase, account, payment, security, schedule or requested service and may be sent even if you do not want marketing. BUF does not currently send promotional text messages, and promotional email campaigns are paused until BUF obtains a compliant business postal address. If promotional email resumes, it will use a separate optional consent where required and every message will provide an unsubscribe method. Withdrawing marketing consent does not affect your eligibility to purchase or participate.

8. Retention

We generally retain signed agreements, payment records and tax records for seven years; exercise-readiness and safety records, check-ins, measurements, workout records and support communications for three years after the program ends; optional progress photographs for 12 months after the program ends; and group-call recordings for 90 days. Marketing contact information is retained until consent is withdrawn or the person unsubscribes, after which we may keep a limited suppression record so we honor the request. Instagram content is also subject to Meta's retention settings. We may keep information longer when reasonably necessary for a legal claim, safety matter or legal obligation. When information is no longer needed, we delete, de-identify or securely dispose of it where reasonably practicable.

9. Security and breach response

We use reasonable administrative, technical and organizational safeguards appropriate to the nature of the information, such as access controls, limited staff access, password protection, vendor review and secure storage practices. No system is completely secure. If a reportable breach occurs, we will investigate and provide notifications required by applicable law, which may include notice to affected individuals, regulators or others.

10. Your privacy rights

Depending on where you live, you may have rights to request access, correction, deletion or a copy of personal information; withdraw certain consent; obtain information about certain recipients; opt out of eligible targeted advertising, sale or sharing; or appeal a denied request. These rights may be subject to verification and lawful exceptions.

Submit a request to Team@wearebuf.com. Tell us what you are requesting and the email associated with BUF. We may request information reasonably necessary to verify identity or authority. We will respond within the period required by applicable law. You may appeal a denied request by replying "Privacy Appeal" to our decision. Depending on your location, you may also complain to your local privacy or data-protection regulator.

11. Children and service area

BUF is intended for adults age 18 or older and is not directed to children. We do not knowingly collect personal information from a child through BUF. If you believe a child has provided information, contact us. BUF is operated from Indiana, United States and is available internationally, with clients primarily expected from the United States, Canada, the United Kingdom, the European Union and European Economic Area, and Australia. Information may therefore be transferred to and processed in the United States and other countries where our providers operate. Privacy protections may differ by country; we use reasonable contractual, technical and organizational safeguards appropriate to the information and provider.

If you are in the UK, EU or EEA, we generally process ordinary personal information as necessary to provide the service you request, comply with law, protect legitimate business and safety interests, or act with your consent. Health and wellness information may receive additional protection; where required, we request explicit consent for specified uses and allow consent to be withdrawn for future processing. Canadian and Australian residents may request access or correction and exercise other rights available under applicable law. These rights are subject to lawful exceptions.

12. Changes to this policy

We may update this policy to reflect changes in our services, vendors or legal obligations. We will post the revised policy with a new effective date and provide additional notice when required or when a change is material. Prior versions will be retained for business records.

13. Contact us

Project Lori Co. LLC d/b/a Becoming Unlocked Forever

Website: <https://wearebuf.com>

Privacy and business email: Team@wearebuf.com

Legal review note: Because BUF serves clients internationally and processes wellness information, qualified counsel should confirm any required UK or EU representative, international-transfer mechanism and country-specific health-data notice before publication.