

BUF Website Terms of Use

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

Scope: These Terms govern use of the public website at wearebuf.com. A person who purchases BUF is also subject to the separate Client Agreement presented during onboarding.

By accessing or using wearebuf.com (the “Website”), you agree to these Terms of Use (“Terms”). If you do not agree, do not use the Website. “BUF,” “we,” “us” and “our” mean Project Lori Co. LLC, doing business as Becoming Unlocked Forever.

1. Who may use the Website

The Website is intended for people age 18 or older. By using it, you represent that you are legally able to agree to these Terms. The Website is operated from Indiana, United States.

2. Educational information—not professional care

Website content provides general fitness, nutrition, mindset and lifestyle education. It is not medical advice, diagnosis or treatment; physical therapy; psychotherapy; emergency or crisis support; or individualized clinical nutrition care. Do not delay or disregard advice from a qualified professional because of Website content. If you experience an emergency, contact local emergency services.

3. No guarantee of results

Results vary based on starting point, health, adherence, nutrition, activity, sleep, stress and other factors. BUF does not guarantee weight loss, body-fat loss, muscle gain, strength, a clothing-size change, a particular time frame or a permanent result. Testimonials, progress photographs and examples describe individual experiences and are not promises of what another person will achieve.

4. Website ownership and limited permission

The Website and its original text, graphics, photographs, videos, downloads, recipes, workouts, guides, trademarks, branding and other content are owned by BUF or used with permission and are protected by applicable intellectual-property laws. We grant you a limited, revocable, nonexclusive, nontransferable permission to access the Website for personal, lawful and noncommercial use.

Without written permission, you may not copy, reproduce, republish, upload, sell, license, distribute, scrape, frame, mirror, create derivative materials from, teach from or commercially exploit Website content. You may share a public Website link and use ordinary social-platform sharing tools as intended.

5. Acceptable use

- Do not interfere with Website operation, security or access controls.
- Do not introduce malware, automated scraping, excessive requests or harmful code.

- Do not impersonate another person, provide false information or attempt unauthorized access.
- Do not use the Website to harass, threaten, defame, discriminate, violate privacy or infringe another person's rights.
- Do not use BUF content or branding to imply sponsorship, endorsement or affiliation without written permission.

6. User messages, submissions and feedback

You retain ownership of content you submit. You give BUF permission to use it only as needed to respond, provide a requested service, moderate a feature, enforce rights or comply with law. Submitting a message, check-in or progress photograph does not by itself give BUF permission to use it in advertising. Marketing use requires a separate permission.

If you voluntarily provide an idea or general feedback about BUF, we may use that feedback without payment or obligation, but we will not knowingly publish your private story, image or identifying health information as a testimonial without separate permission.

7. Purchases and programs

Prices, installment schedules, included services and program dates are shown at checkout or in the applicable offer. Purchases are processed under the separate Client Agreement, payment disclosures, cancellation/refund terms and waiver presented for the program. If these Terms conflict with a signed Client Agreement about a purchase, the Client Agreement controls for that purchase.

8. Third-party links and services

The Website may link to or rely on third-party services, including payment, scheduling, email, analytics, social-media, video-call and course platforms. We do not control every third-party service and are not responsible for its independent content, availability, security or privacy practices. Review the provider's terms and privacy policy before using it.

9. Accuracy, updates and availability

We try to keep Website information useful and current, but content may contain errors, become outdated or be temporarily unavailable. We may correct, update, suspend or discontinue content or features without notice. We do not promise that the Website will always be uninterrupted, error-free, secure or compatible with every device.

10. Disclaimers

TO THE FULLEST EXTENT PERMITTED BY LAW, THE WEBSITE AND PUBLIC CONTENT ARE PROVIDED "AS IS" AND "AS AVAILABLE." BUF DISCLAIMS WARRANTIES THAT MAY LAWFULLY BE DISCLAIMED, INCLUDING IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT. Nothing in these Terms limits a warranty or consumer right that cannot legally be excluded.

11. Limitation of liability

To the fullest extent permitted by law, BUF and its owners, coaches, contractors and agents will not be liable for indirect, incidental, special, consequential or punitive damages arising from public Website use. For claims relating only to free public Website use, BUF's aggregate liability will not exceed \$100. This limitation does not apply to liability that applicable law does not allow us to limit, including liability for gross negligence, reckless or intentional misconduct where applicable.

12. Indemnity

To the fullest extent permitted by law, you agree to be responsible for claims, losses and reasonable costs caused by your unlawful Website use, infringement of another person's rights, unauthorized commercial use of BUF content or material violation of these Terms.

13. Governing law and disputes

Indiana law governs these Terms, without regard to conflict-of-law rules, except where a non-waivable law of your residence applies. Before filing a claim, you and BUF will send written notice and attempt good-faith informal resolution for 30 days. Any unresolved dispute may be brought in a court with lawful jurisdiction unless the parties later agree in writing to another process. Nothing in these Terms removes a mandatory consumer right or forum available under applicable law.

14. Changes and general terms

We may update these Terms by posting a revised effective date. Changes apply prospectively and do not retroactively alter a signed Client Agreement. If a provision is unenforceable, the remaining provisions remain effective. Failure to enforce a provision once is not a waiver. You may not transfer your rights under these Terms; BUF may assign them as part of a lawful reorganization or business transfer.

15. Contact

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

Website: <https://wearebuf.com>

Email: Team@wearebuf.com

Legal review note: Qualified counsel should review the limitation, indemnity, international-consumer and dispute provisions before publication.