

Privacy Policy

Effective Date: [Insert Date]

Buca Media B.V. ("we," "our," or "us") is committed to protecting your privacy in compliance with the General Data Protection Regulation (GDPR). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website or use our online coaching services. Please read this Privacy Policy carefully. If you do not agree with the terms of this Privacy Policy, please do not access the website or use our services.

1. Information We Collect

We may collect and process the following types of information:

1.1 Personal Information

- Name
- Email address
- Phone number
- Payment details (processed securely by third-party payment providers)
- Address and location information

1.2 Health and Lifestyle Information

- Dietary preferences
- Exercise routines
- Health goals and challenges
- Age
- Body Mass Index (BMI)
- Injuries or other inconveniences, including accidents that may occur during our coaching sessions

1.3 Automatically Collected Information

- IP address
- Browser type and version
- Device information
- Website usage statistics

2. How We Use Your Information

We use the information we collect for the following purposes:

- **Service Delivery:** To provide personalized coaching services.
- **Payment Processing:** To process payments securely.
- **Communication:** To send service updates, respond to inquiries, and provide support.
- **Improvement:** To analyze website and service usage for improvements.
- **Compliance:** To meet legal and regulatory obligations.
- **Team Collaboration:** To enable coaches to share relevant information among themselves. For instance, a dietary coach may need access to information from a mental health coach to work collaboratively as a team and provide holistic support.
- **Marketing:** To send promotional materials, newsletters, and special offers that may be of interest to you. You can opt-out of marketing communications at any time by following the instructions in the communication or contacting us directly.

3. How We Share Your Information

We do not sell or rent your personal information to third parties. However, we may share your information in the following situations:

- **Service Providers:** With third-party providers who assist us in delivering our services, such as payment processors and IT support.
- **Coaching Team:** Among coaches on our platform to facilitate collaboration and ensure cohesive support for your health and wellness goals.
- **Marketing Partners:** With trusted third parties for marketing purposes, provided you have given explicit consent.
- **Legal Requirements:** If required by law or to protect our legal rights.
- **Consent:** When you have provided explicit consent.

4. Data Security

We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, loss, or misuse. However, no system is completely secure. By using our platform, you acknowledge the risk inherent in online data transmission.

5. Your Rights (Under GDPR)

You have the following rights concerning your personal data:

- **Access:** Request access to the data we hold about you.
- **Correction:** Request correction of inaccurate or incomplete data.
- **Deletion (Right to Be Forgotten):** Request deletion of your data, subject to legal obligations.
- **Objection:** Object to data processing in specific circumstances.
- **Portability:** Request transfer of your data to another service provider.

To exercise these rights, please contact us at **privacy@buca.media**.

6. Cookies and Tracking Technologies

At this time, our website does not use cookies or similar tracking technologies. If this changes in the future, we will update this Privacy Policy and notify you as required by applicable laws.

7. Third-Party Links

Our platform may include links to third-party websites. We are not responsible for the privacy practices of these websites. We encourage you to review their privacy policies before providing any personal information.

8. Retention of Information

We retain your personal information only as long as necessary to provide our services or comply with legal obligations. When no longer required, your data will be securely deleted.

9. International Data Transfers

If you access our services from outside the Netherlands, your data may be transferred to and processed in the Netherlands or other countries where our service providers are located. We ensure appropriate safeguards are in place for such transfers.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Effective Date." Continued use of our services after changes constitute your acknowledgment and acceptance of the updated policy.

11. Data Protection Officer (DPO)

We have appointed a Data Protection Officer (DPO) to oversee our data protection practices and ensure compliance with GDPR. For any questions or concerns related to data protection, you can reach our DPO via our general email at **privacy@buca.media**.

12. Contact Information

For any questions or concerns about this Privacy Policy or data handling practices, please contact us:

Buca Media B.V.

Email: **privacy@buca.media**

Website: <https://s2s.nl>

Thank you for trusting Buca Media B.V. with your personal information.