

Privacy Policy Just Cats:

I. General Information

As operators of JustCats.TV (hereinafter "JustCats"), we take the protection of personal data very seriously. We treat personal data confidentially and in accordance with the legal data protection regulations as well as on the basis of this privacy policy. The legal foundations can be found particularly in the General Data Protection Regulation (GDPR). When you use this website, various personal data are processed depending on the type and scope of the use. Personal data are information that relate to an identified or identifiable natural person (hereinafter "data subject"); a natural person is considered identifiable if they can be identified, directly or indirectly (e.g., by assignment to an online identifier). This includes information such as name, address, phone number, and date of birth.

This privacy policy informs you in accordance with Articles 12 et seq. GDPR about the handling of your personal data when using our website. It explains particularly which data we collect and for what purposes we use them. Additionally, it informs you about how and for what purpose this occurs.

II. Data Controller

The data controller is the natural or legal person who alone or jointly with others determines the purposes and means of processing personal data (e.g., names, email addresses, etc.). The data controller in the sense of the GDPR and applicable national data protection laws as well as other data protection regulations is:

Just Labs

III. Purposes and Legal Bases for the Processing of Data

1. Accessing and visiting our website – Server log files

For the purpose of technically providing the website, it is necessary for us to process certain information automatically transmitted by your browser so that our website can be displayed in your browser and you can use the website. This information is automatically collected with each visit to our website and stored automatically in so-called server log files. These are:

- Browser type and browser version
- Used operating system
- Website from which access is made (referrer URL)
- Hostname of the accessing computer
- Date and time of access
- IP address of the requesting computer

The storage of the aforementioned access data is necessary for the provision of a functional website and for ensuring system security for technical reasons. This also applies to the storage of your IP address, which necessarily occurs and, under certain conditions, could at least theoretically allow a connection to your person. Beyond the

purposes mentioned above, we use server log files solely for statistical purposes to design and optimize our online services as needed, without any conclusions being drawn about your person. A merger of this data with other data sources does not take place, and no evaluation of the data for marketing purposes occurs.

The access data collected in connection with the use of our website are stored only for the period required to achieve the aforementioned purposes. Your IP address will be stored on our web server for a maximum of 7 days for IT security purposes.

If you visit our website to obtain information about our product and service offerings or to use them, the legal basis for the temporary storage and processing of the access data is Article 6(1)(b) GDPR (legal basis), which permits the processing of data for the fulfillment of a contract or the implementation of pre-contractual measures. In addition, Article 6(1)(f) GDPR serves as the legal basis for the temporary storage of the technical access data. Our legitimate interest in this regard is to provide you with a technically functional and user-friendly website and to ensure the security of our systems.

2. Use of Cookies and Related Functions/Technologies

We partially use so-called cookies on our website. Cookies do not cause any harm to your computer and do not contain viruses. Cookies serve to make our offering more user-friendly, effective, and secure, and to enable the provision of certain functions. Cookies are small text files stored on your computer, which your browser saves. A cookie contains a distinctive string of characters that allows the unique identification of your browser when you visit the website again. Most of the cookies we use are called "session cookies." These are automatically deleted after the end of your visit or your browser session (so-called transient cookies). Other cookies remain on your device for a predetermined period or until you delete them (so-called persistent cookies). These cookies allow us to recognize your browser when you visit again. Upon written request, we will be happy to provide further information regarding the functional cookies used. Please contact us using the contact details provided above.

You can set your browser to notify you when cookies are being set and allow cookies only on a case-by-case basis, exclude the acceptance of cookies in certain cases or generally, and enable the automatic deletion of cookies when closing your browser. The procedure for deactivating cookies can generally be found through the "Help" function of your internet browser. Disabling cookies may limit the functionality and/or full availability of this website. For further cookie-specific settings and deactivation options, please refer to the individual explanations regarding the cookies and related functions/technologies specifically used during your visit to our website.

Some of the cookies we use on our website are from third parties, who help us analyze the effectiveness of our website content and the interests of our visitors, measure the performance and performance of our website, or serve targeted advertising and other content on our or other websites. We use both first-party

cookies (visible only from the domain you are currently visiting) and third-party cookies (visible across domains and regularly set by third parties) within our website.

The cookie-based data processing takes place on the basis of your consent in accordance with Article 6(1)(a) GDPR (legal basis) or on the basis of Article 6(1)(f) GDPR (legal basis) to safeguard our legitimate interests. Our legitimate interests in this context particularly lie in providing you with a technically optimized, user-friendly, and need-based website and ensuring the security of our systems. You can withdraw the consent you have given at any time, e.g., by disabling the cookie-based tools/plugins listed in the following overview. By adjusting the settings, you can also object to processing based on legitimate interests. Specifically, the following cookie-based tools/plugins are used on this website:

3. Use of Google Analytics

We use the web analytics service Google Analytics provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google") on our website.

The data processing serves the purpose of analyzing this website and its visitors as well as for marketing and advertising purposes. To this end, Google, on behalf of the website operator, will use the information collected to evaluate your use of the website, compile reports on website activities, and provide additional services related to website and internet usage to the website operator. The following information may be collected, among others: IP address, date and time of page view, click path, information about the browser and device (device) you are using, visited pages, referrer URL (website through which you accessed our website), location data, purchase activities. The IP address transmitted by your browser in the context of Google Analytics is not merged with other data from Google.

Google Analytics uses technologies such as cookies, browser web storage, and pixel tags that enable the analysis of your use of the website. The information generated by these technologies about your use of this website is usually transmitted to a Google server in the USA and stored there. For the USA, no adequacy decision by the EU Commission is in place. The data transfer takes place, among other things, on the basis of standard contractual clauses as suitable guarantees for the protection of personal data, which can be viewed at:

<https://policies.google.com/privacy/frameworks> and

<https://business.safety.google/adsprocessorterms/>. Both Google and US government authorities have access to your data. Your data may be linked by Google with other data, such as your search history, personal accounts, usage data from other devices, and any other data that Google holds about you.

On this website, IP anonymization is enabled. As a result, your IP address will be truncated by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there.

The use of cookies or similar technologies occurs with your consent based on Section 25(1) Sentence 1 TTDSG in conjunction with Article 6(1)(a) GDPR. The processing of your personal data takes place with your consent based on Article 6(1)(a) GDPR. You can withdraw your consent at any time, without affecting the lawfulness of processing

based on the consent prior to the withdrawal.

Further information on terms of use and data protection can be found at

<https://www.google.com/analytics/terms/de.html> and

<https://www.google.de/intl/de/policies/>, as well as

<https://policies.google.com/technologies/cookies?hl=de>.

4. Use of Google Fonts

For the visually improved display of text, we use so-called web fonts ("Google Fonts") from the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. These are provided by Google (<https://fonts.google.com/>). When you visit our page, your browser loads the required web font into your browser cache. If your browser does not support this function, the text will be displayed in a default font.

You can set your browser to prevent the fonts from being loaded from Google servers, for example, by installing add-ons such as NoScript or Ghostery for Firefox. If your browser does not support Google Fonts or you block access to Google servers, the text will be displayed in the system's default font. Further information about Google Web Fonts can be found at <https://policies.google.com/terms?hl=en>.

General information on the topic of data protection at Google can be found at <https://policies.google.com/privacy?hl=de-DE>, and information about Google Fonts and data protection can be found at <https://developers.google.com/fonts/faq#Privacy>.

This data processing is based on Article 6(1) Sentence 1 lit. f GDPR to safeguard our legitimate interests, namely the optimization of our offering.

3. Contact

If you contact us through a contact option provided in this privacy policy or in the imprint, or via our contact form, your information and the contact details you provide (e.g., name, email address) will be stored by us for the purpose of processing the inquiry and in case of follow-up questions. We will not share this data with third parties.

We will delete your inquiry and contact details once your inquiry has been fully answered. In principle, your data will be stored for 6 months and deleted after this period unless you submit further inquiries or we need to process the data for other purposes.

This data processing is carried out based on Article 6(1) Sentence 1 lit. a GDPR, in connection with your consent.

4. Other Processing Purposes

Compliance with Legal Regulations: We process your personal data to fulfill other legal obligations that may arise in connection with our business activities. This includes, in particular, retention periods under commercial, trade, or tax law. We process your personal data in accordance with Article 6(1) Sentence 1 lit. c GDPR (legal basis) to fulfill a legal obligation we are subject to.

Enforcement of Legal Claims: We also process your personal data to assert our rights and enforce our legal claims. Additionally, we process your personal data to defend against legal claims. Finally, we process your personal data if necessary to prevent or investigate criminal offenses. We process your personal data to protect our legitimate interests under Article 6(1) Sentence 1 lit. f GDPR (legal basis), where we assert legal claims, defend ourselves in legal disputes, or prevent or clarify criminal offenses (legitimate interest).

Consent: If you have given us consent to process personal data for specific purposes (e.g., sending informational materials and offers), the legality of this processing is based on your consent. Any consent given can be withdrawn at any time. This also applies to the withdrawal of consent declarations given before the GDPR came into effect, i.e., before May 25, 2018. Please note that the withdrawal will take effect only in the future, and processing that took place prior to the withdrawal is not affected.

IV. Recipients of Data

Within Just Labs, only those departments that need access to your data to fulfill our contractual and legal obligations will have access to it. Service providers and agents we use (e.g., partners, technical service providers, shipping companies, waste disposal companies) may also receive data for these purposes. We limit the sharing of your personal data to what is necessary, taking data protection regulations into account. Some recipients may receive your personal data as data processors and are strictly bound by our instructions when handling your personal data. Some recipients act independently and are themselves responsible for data protection, and are also obliged to comply with the requirements of the GDPR and other data protection regulations.

In individual cases, we may also transmit personal data to our legal or tax advisors, who, due to their professional legal position, are obligated to confidentiality and secrecy.

V. Data Transmission to Third Countries

In the course of using the above-mentioned tools, such as Google, we may transmit your IP address to third countries (see above). The data transfer is based on your explicit consent. Otherwise, we do not transmit your personal data to countries outside the EU or EEA or to international organizations unless explicitly stated otherwise in this privacy policy.

VI. Duration of Data Storage

We process and store your personal data initially for as long as the respective purpose of use requires such storage (see above for the individual processing purposes). This also includes the periods of contract negotiation (pre-contractual relationship) and contract execution. Based on this, personal data is regularly deleted in the context of fulfilling our contractual and/or legal obligations, unless temporary further processing is required for the following purposes:

- Fulfillment of legal retention obligations
- Preservation of evidence considering limitation periods

VII. Data Security

We protect personal data through appropriate technical and organizational measures to ensure an adequate level of protection and to safeguard the personal rights of the individuals concerned. The measures taken serve, among other things, to prevent unauthorized access to the technical facilities we use and to protect personal data from unauthorized access by third parties. In particular, this website uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content, such as your contact inquiries sent to us as the website operator. You can recognize an encrypted connection by the browser's address bar

changing from "http://" to "https://" and the lock symbol in the browser bar. When SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties. However, we point out that data transmission over the internet (e.g., communication via email) may have security gaps. A complete protection of the data from access by third parties is not possible.

VIII. Your Rights as a Data Subject

Under the legal conditions, you have the following rights as a data subject:

Right to Access: You are entitled, under Article 15 GDPR, to request confirmation from us as to whether we process personal data concerning you; if this is the case, you are entitled to receive information about this personal data as well as specific additional information (e.g., processing purposes, categories of personal data, categories of recipients, planned storage duration, the origin of the data, use of automated decision-making, and if applicable, the appropriate safeguards for third-country transfers) and a copy of your data.

Right to Rectification: Under Article 16 GDPR, you are entitled to request the rectification of any personal data we hold about you if it is inaccurate or incomplete.

Right to Deletion: Under Article 17 GDPR, you are entitled to request the immediate deletion of personal data concerning you. The right to deletion does not apply, for example, when the processing of personal data is required to fulfill a legal obligation (e.g., statutory retention periods) or to assert, exercise, or defend legal claims.

Right to Restriction of Processing: Under Article 18 GDPR, you are entitled to request the restriction of processing of your personal data.

Right to Data Portability: Under Article 20 GDPR, you are entitled to request the transfer of the personal data concerning you that you have provided to us, in a structured, commonly used, and machine-readable format.

Right of Withdrawal: You may withdraw any consent to the processing of personal data at any time. This also applies to the withdrawal of consent declarations given before the GDPR came into effect, i.e., before May 25, 2018. Please note that the withdrawal will take effect only in the future, and processing prior to the withdrawal is not affected. To declare your withdrawal, a simple notification (e.g., by email) to us is sufficient.

Right to Object: Under Article 21 GDPR, you are entitled to object to the processing of your personal data, in which case we must cease processing your personal data. The right to object only applies within the limits set out in Article 21 GDPR. Additionally, our interests in continuing the processing may outweigh your objection, so we may be entitled to continue processing your personal data. We will immediately consider any objections to direct marketing measures without further balancing of interests.

Information about Your Right to Object under Article 21 GDPR

You have the right to object at any time to the processing of your data based on Article 6(1) Sentence 1 lit. f GDPR (data processing based on balancing of interests) or Article 6(1) Sentence 1 lit. e GDPR (data processing in the public interest) when there are reasons arising from your particular situation.

If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights, and

freedoms, or the processing serves the establishment, exercise, or defense of legal claims. The objection can be made without formality and should preferably be directed to:
Just Labs

Right to Lodge a Complaint with a Supervisory Authority:

Under Article 77 GDPR, you have the right to lodge a complaint with a competent supervisory authority. In particular, you can file a complaint with a supervisory authority.

A list of German data protection authorities and their contact details can be found at the following link: https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html

Other Concerns:

For further data protection questions or concerns, please contact our data protection officer. Please send relevant inquiries or exercise your rights in writing to the address provided above or by email to legal@justcats.tv.

IX. Obligation to Provide Data

In principle, you are not required to provide us with your personal data. However, if you do not provide it, we will not be able to offer you our website without restrictions or respond to your inquiries. Personal data that we do not necessarily need for the above-mentioned processing purposes will be marked as voluntary.

X. Automated Decision-Making/Profiling

We do not use automated decision-making or profiling (automated analysis of your personal circumstances).

XI. Validity and Changes to this Privacy Policy

1. This privacy policy is currently valid and was last updated on March 16, 2024.
2. Due to the further development of our website and offers or changes in legal or regulatory requirements, it may be necessary to update this privacy policy.