UFoundMe!

All legal documents

Clear rules before every order.

PDF generated on October 26, 2026

MOLDEREZ-CONSULT SRL · Square Valère Gille 13/5, 1050 Ixelles · BE0842.262.084 · hello@ufoundme.eu

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Terms

Version dated 25 October 2026

The French text is authoritative. The other language versions are translations; in the event of discrepancy, the version most favourable to the consumer applies.

Scope and seller

These terms apply to every order placed on ufoundme.eu with MOLDEREZ-CONSULT SRL, a private limited liability company under Belgian law, Square Valère Gille 13/5, 1050 Ixelles, Belgium · CBE and VAT BE0842.262.084 · RPM Brussels · hello@ufoundme.eu · +32 2 808 30 30 (“UFoundMe!”, “we”). They are addressed primarily to consumers; the rules specific to professionals are set out in the section “Professionals and co-brand”. They can be consulted before ordering, downloaded as a PDF and are restated in the confirmation e-mail.

The tag and the service

UFoundMe! comprises two distinct elements. 1) A physical tag, with no battery and no app, in three models, all IP67: square silicone 33 mm, 4 g, white face and black edge, QR code and NTAG213 NFC chip; small round metal Ø 28 mm, 3 g, stainless steel and black epoxy, QR code only, designed for small dogs and cats; large round metal Ø 33 mm, 8 g, stainless steel and black epoxy, QR code and NTAG213 NFC chip. Every tag has a QR code; the silicone tag and the large metal tag also have NFC. 2) An annual digital service: the pet’s card, private chat between the finder and the owner without exposing your contact details, alerts, automatic translation, lost mode and calls. UFoundMe! is not a GPS tracker: it does not locate the pet and only works when someone scans the QR code or holds a compatible phone close to the NFC.

Prices

All prices are in euros, including Belgian VAT. Tag, whatever the model: €24.70. First activation of the service: €17.90 for 15 months (12 months + 3 months of free welcome pack), once only per pet. Renewal: €17.90 for 12 months. Optional gift option: €1.00 per order. Delivery charges are added (see “Delivery”). The price of the tag is the same during and after the launch offer; we do not display any struck-through reference price. The total, including taxes and charges, is displayed before the order is confirmed; the applicable price is the one displayed at the time of ordering.

Launch offer

For any tag paid for up to and including 8 March 2027 (11:59 pm, Brussels time), only the tag is charged. Each tag so paid for gives entitlement to one free 15-month activation of the service (12 months free + 3 months of welcome pack) for the pet card with which it is paired for the first time. A paired tag is required; each tag gives entitlement to only one free activation, to be used within 12 months of payment for the tag; this entitlement is not convertible into cash. The 15 months begin on activation. The following renewal is optional and costs €17.90 for 12 months. Outside the launch offer, the first activation costs €17.90 and includes 12 months + 3 months of welcome pack.

Ordering online

Steps: choice of tag or service, basket, account creation or sign-in, addresses, delivery method, then summary, where you can check and correct each item by returning to the basket or to the relevant fields. You then accept these terms and confirm the order with an obligation to pay. The contract is concluded by this confirmation, subject to payment. We confirm the order by e-mail without delay. Your order is archived by

UFoundMe! and can be consulted from your account. Languages available for concluding the contract: French, Dutch, English, German, Italian, Spanish and Portuguese. We may refuse a fraudulent or manifestly abnormal order; you are informed and any amount paid is refunded.

Payment

Payment is due on ordering. It is processed by Mollie B.V. (Amsterdam) on its secure page, using the methods displayed on screen. UFoundMe! remains your seller and does not store your full card details. No direct debit or recurring payment is created.

Delivery

Countries served: Belgium, Luxembourg, France, the Netherlands and Germany. Charges per order, incl. VAT: Belgium €4.50 untracked or €7.90 tracked; France, Luxembourg, the Netherlands and Germany €12.50 untracked or €17.50 tracked. Free delivery for purchases of €49.90 or more incl. VAT, excluding delivery charges. The time limit displayed when ordering applies; failing that, delivery takes place no later than 30 days after the order. In the event of delay, you may ask us to deliver within a reasonable additional period; if it is not met, you may terminate the contract and are refunded without delay. If the time limit was essential to you, you may terminate immediately. The risk of loss or damage remains with us until you, or a person designated by you other than the carrier, receive the tag: a lost or damaged shipment is replaced or refunded.

Duration, renewal and Essential

The service begins when you activate it for a card, not on ordering or on delivery. Duration: 15 months on the first activation per pet, then 12 months per renewal. There is no automatic subscription and no tacit renewal: you decide whether or not to renew. On expiry, a 14-day grace period keeps all functions. The card then moves free of charge to UFoundMe! Essential: the tag, the QR code, the NFC of the silicone and large metal tags, the name, the photo, the useful information, the private chat (without translation) and the first alert e-mail to the owner continue to work without time limit, for as long as UFoundMe! is operated. Translation, language choice, audio and video calls, location, media, quick replies, SMS, lost mode, history and the circle of trust stop; no private contact details are published. Should we permanently discontinue UFoundMe!, we would notify you by e-mail at least six months in advance and refund pro rata any paid period not provided. You may delete your card or your account at any time; except in the case of withdrawal or lack of conformity, the current paid period is not refunded. Tag transfer: if you release a tag (pet has died, another pet or a gift to someone close), the card's remaining service period ends and follows the tag; it is added free of charge to the card of the next pet the tag is paired with, including on another account, if pairing takes place within 12 months. A tag stays linked to your account from its first pairing. Once set aside, it no longer leads to any card: whoever scans it sees a neutral page with no information about you or any pet. If you report a pet as deceased, its card is taken offline and kept privately in your account; you can undo this report. Free months: they are added to the end of your active service and are neither refundable nor convertible into cash. First activation: 3-month welcome pack, once per pet. Member-to-Member programme: 1 month when a person you referred activates their first service. Wall of Fame: 2 months for your first approved photo, once per account, active service required. Birthday: 1 month per year for each pet whose date of birth is entered, active service required.

Changes to the service

We may change the service for a valid reason (security, legal obligation, technical development, improvement), at no cost to you. If a change reduces your access to the service or its usefulness to more than a minor extent, we notify you by e-mail at least 30 days in advance; you may then terminate free of

charge within 30 days of the information or of the change, and the unused paid period is refunded to you pro rata.

Compatibility and your obligations

A smartphone with a camera, a recent browser and an internet connection are required; NFC reading (silicone and large metal tags) requires an NFC-compatible phone. The owner provides accurate data, protects access to their account, publishes only the information of a pet they are authorised to manage and keeps the useful instructions up to date.

Chat, translation and safety

The chat makes it easier to return the pet. Automatic translation may be inaccurate: confirm any critical, medical or appointment information. The finder may choose to write their name or number; these then become visible in the message. For a handover, prefer a safe and busy place.

Legal guarantee of conformity

Tag: you benefit from the two-year legal guarantee from delivery (Articles 1649bis to 1649nonies of the former Civil Code). A defect that appears within this period is presumed to have existed at delivery, unless proven otherwise. You are entitled, free of charge, to repair or replacement; if this is impossible, disproportionate or not carried out within a reasonable time, to a price reduction or to rescission of the sale. Inform us within two months of discovering the defect. Returning a non-conforming tag is at our expense. Normal wear and tear and damage due to abnormal use are not defects. Service: it must remain in conformity throughout its supply; we provide the necessary updates, including security updates. In the event of a defect, we correct it free of charge within a reasonable time; failing that, you obtain a proportionate price reduction or may terminate with a refund of the period not provided. No additional commercial guarantee is offered. After-sales service: hello@ufoundme.eu.

Liability

We are liable for damage caused by our failures, in accordance with Belgian law. UFoundMe! helps to restore contact with the family, but depends on a person who finds the pet and scans the tag, on their phone and on the networks: we cannot guarantee that a pet will be found, nor that a message will be read in time. UFoundMe! does not replace official identification (microchip, DogID or CatID registration in Belgium), nor a veterinarian, the police, the emergency services or an insurance policy. Nothing in these terms limits our liability in the event of intentional or gross fault, breach of an essential obligation or bodily injury, nor your rights under the legal guarantees.

Force majeure

Neither party is liable for any delay or non-performance due to an event that is unforeseeable, irresistible and beyond its control (for example a general failure of the telecommunications networks, a natural disaster or a decision by an authority). We inform you without delay. If the impediment lasts more than 30 days, either party may terminate the order or the service concerned; amounts paid for what has not been provided are refunded. Force majeure never deprives you of your right of withdrawal or of the legal guarantees.

Gift option

The gift option is optional and costs €1.00 incl. VAT per order. It includes gift preparation of the tag and the personal message entered when ordering, within the stated limit. Its price is shown separately before confirmation.

Professionals and co-brand

Offer reserved for professionals: tag in the partner's colours, without a box, at €8.70 excl. VAT per unit from 500 to 2,499 units and at €6.70 excl. VAT per unit from 2,500 units, per order, without combining orders. Delivery is covered by the quotation. The right of withdrawal applies neither to professional purchases nor to co-brand tags made to the partner's specifications. The user of a co-brand tag receives 3 months of service on activation, then may complete their first year for €13.45 incl. VAT (9 months from payment); renewal then costs €17.90 incl. VAT for 12 months.

Complaints and mediation

Send any complaint to hello@ufoundme.eu, with the account e-mail, the order reference and the solution you would like; we reply as soon as possible. Failing agreement, you may refer the matter free of charge to the Consumer Mediation Service, North Gate II, Boulevard du Roi Albert II 8 box 1, 1000 Brussels · contact@consumerombudsman.be · +32 2 702 52 20 · consumerombudsman.be. If you live in another country of the European Union, the European Consumer Centre Belgium (eccbelgium.be) can help you.

Language

The French text is authoritative. The Dutch, English, German, Italian, Spanish and Portuguese versions are translations. In the event of discrepancy, the French version prevails; however, if you are a consumer and the version in the language of your order is more favourable to you, that version applies. Any ambiguous clause is interpreted in favour of the consumer.

Applicable law and courts

Belgian law applies. If you are a consumer residing in another country, you retain the protection of the mandatory rules of that country. Consumers: you may bring proceedings before the courts of Brussels or those of your domicile; we may only bring proceedings against you before the courts of your domicile. Professionals: the courts of the judicial district of Brussels have exclusive jurisdiction.

Read the online version : https://ufoundme.eu/legal.php?lang=en&doc=terms · Questions? hello@ufoundme.eu

Returns

Version dated 25 October 2026

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Your right of withdrawal

You have 14 days to withdraw, without giving any reason and without any costs other than those indicated below. Tag: the period runs from the day after the day on which you, or a third party designated by you other than the carrier, receive the tag; if an order includes several tags delivered separately, from the day after receipt of the last one. Service (paid activation, free activation or renewal): the period runs from the day after the conclusion of the contract. Each renewal opens a new 14-day period. If the last day falls on a Saturday, a Sunday or a public holiday, the period is extended until the next working day.

How to withdraw

Inform us before the end of the period by means of a clear statement: e-mail to hello@ufoundme.eu, or letter to MOLDEREZ-CONSULT SRL, UFoundMe!, Square Valère Gille 13/5, 1050 Ixelles, Belgium. You may use the model form below, but it is not obligatory; it is sufficient to send your statement before the period expires. We acknowledge receipt by e-mail without delay. Never send a full bank card number.

Returning the tag

Return the tag without undue delay and no later than 14 days after informing us, to the address above; the deadline is met if you send it before it expires. The direct cost of returning it is borne by you; it is borne by us if the tag is defective, non-conforming or if we made an error. You may pair the tag with a card and test it: this does not reduce your rights. Only a diminished value resulting from handling other than what is necessary to establish its nature, characteristics and functioning (a damaged tag, for example) may be deducted.

Refund

We refund all payments received, including the gift option and the initial delivery charges, without undue delay and no later than 14 days after being informed of your withdrawal. If you chose a delivery method more expensive than the least expensive standard delivery we offered, the supplement is not refunded. We use the same means of payment as for the order (via Mollie), unless you have expressly agreed otherwise; the refund costs you nothing. For the tag, we may wait until we have received it or until you have supplied proof of dispatch, whichever is the earliest.

Service used during the period

You may use the service as soon as it is activated, even during the 14-day period. If you withdraw, we refund the price of the activation or renewal in full, with no deduction for the days already used. If a tag is paired with the card, the card continues to work as UFoundMe! Essential.

Withdrawal and launch offer

If you withdraw from the purchase of a tag paid for during the launch offer, we refund the tag and delivery as indicated above; the free activation linked to that tag ends, without any charge for the period used. You may also withdraw from the free activation alone: this costs you nothing and does not affect the purchase of the tag.

Exceptions

The right of withdrawal does not apply to professional purchases or to co-brand or personalised tags made to the buyer's specifications.

Defective tag or delivery error

This case falls under the legal guarantee, not withdrawal: write to us at hello@ufoundme.eu. Returning it is at our expense and the tag is repaired, replaced or refunded in accordance with the rules described in the Terms and Conditions.

Model withdrawal form

(Complete and return this form only if you wish to withdraw from the contract.)
, To MOLDEREZ-CONSULT SRL, UFoundMe!, Square Valère Gille 13/5, 1050 Ixelles, Belgium, hello@ufoundme.eu:
, I/We (*) hereby give notice that I/We (*) withdraw from my/our (*) contract of sale of the following goods (*)/for the provision of the following service (*):
, Ordered on (*)/received on (*):
, Name of consumer(s):
, Address of consumer(s):
, Signature of consumer(s) (only if this form is notified on paper):
, Date:
(*) Delete as appropriate.
To help us (optional): order reference and account e-mail.

Privacy

Version dated 25 October 2026

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Who are we?

The controller is MOLDEREZ-CONSULT SRL, Square Valère Gille 13/5, 1050 Ixelles, Belgium, CBE and VAT BE0842.262.084, which operates UFoundMe! on ufoundme.eu. For any question or request concerning your data: hello@ufoundme.eu (or gilles.capelluto@molderez-consult.be). We have not appointed a data protection officer, as this appointment is not mandatory for our activity; these addresses handle all your requests. This policy covers the website, the digital card, the chat, calls, the Studio, the shop, the Wall of Fame, rewards, referrals and the reseller area. The French version is authoritative; the other versions are translations.

The essentials

UFoundMe! is not a GPS tracker: nothing locates your pet continuously. The public card presents your pet, never your e-mail, your address or your surname. The finder writes to you through a private chat: neither of you sees the other's contact details, unless one of you chooses to share them. We do not sell your data, do not carry out any targeted advertising and do not take any automated decision about you.

Your pet and you: what is public

Information that concerns only a pet is not, in itself, personal data. It becomes personal data when it makes it possible to identify you, alone or combined with other information: the pet's name, photo, breed, your first name, a neighbourhood mentioned in a message or on a poster. We therefore treat the whole card as personal data relating to you, with all the safeguards of the GDPR. Anyone who scans the tag or opens the link sees: the pet's name or nickname, its photo, its species and breed, its short introduction and traits, the "lost" status if activated, the first name registered in your account (which can be changed at any time in your settings) and, only if you activate them, the pet's date of birth, useful medical information and your verified phone number. The following are never published: your surname, your e-mail, your address, the contact details of your circle of trust and your payment data. The card uses a non-guessable link and asks search engines not to index it; it nevertheless remains visible to anyone who holds the tag or the link, and may be shared. When the link is shared in a messaging app or on a social network, a preview may be displayed with the pet's name and photo and, in lost mode, the word "lost".

Our advice for a useful and discreet card

A little information is enough to help the finder. We recommend: the pet's usual name or a nickname; your first name only, or a nickname, as the account first name; a photo of the pet alone, without any person, number plate, house front or recognisable house number; medical information limited to what protects the pet (allergy, treatment, "do not feed"), without any information about your own health; no precise location in the introduction. The date of birth, medical information and phone number are hidden by default. You can change or remove everything at any time in the Studio; the card is updated immediately.

The data subjects and their data

Owner (account holder): first name, billing name if necessary, e-mail, encrypted password or Google identifier, language, avatar, verified phone number if you add it, pets, cards, tags, subscription, orders, delivery and billing addresses, invoices, Mollie payment references (never your full bank card number), messages, alert

preferences, Wall of Fame entries, rewards and referrals, technical and security logs., Member of the circle of trust: name or nickname, relationship with the owner, e-mail or phone number, alert channel and time slots, entered by the owner., Finder: messages and photos sent in the chat, language, location only if you share it, contact details only if you write them, technical data of relayed calls (session, duration), non-reversible network fingerprint calculated from the IP address to combat abuse, reports; no account is required from the finder., Visitor: aggregated view counters without identifier; contact form (name, e-mail, message); subscription to campaign news (optional first name, e-mail, language, proof of consent)., Reseller or partner: company, establishment address, surname, first name, position, e-mail, phone number, country, stated volumes and needs, reseller account credentials, business correspondence. Visitors: Google Analytics data only if you accept it.

Why we use your data and on what basis

Creating and managing the account, pets, cards and tags; providing the chat, translation, alerts, calls, lost mode and the Studio: performance of the contract (Article 6.1.b GDPR)., Orders, payment, delivery, guarantee, returns and support: contract and pre-contractual measures (6.1.b)., Accounting, invoicing, taxation and responses to authorities: legal obligation (6.1.c)., Forwarding a finder's message, photos or call to the owner: legitimate interest of the finder, of the owner and of the pet's welfare in rapid and protected contact (6.1.f)., Notifying the circle of trust: legitimate interest of the owner and of the pet in being reached quickly (6.1.f)., Security, prevention of fraud, spam and abuse, moderation, evidence and legal defence: legitimate interest (6.1.f)., Aggregated cookieless view counters: legitimate interest in measuring the reliability of the service without tracking anyone (6.1.f)., Publishing your phone number on a card, printing your phone number on the poster, displaying the date of birth or medical information, publishing a photo on the Wall of Fame, having it pre-screened by AI, sharing a location in the chat, receiving a basket reminder or campaign news: your consent (6.1.a), which you may withdraw at any time, without affecting what was done before., Rewards programme and related messages (birthday, referral): performance of the programme in which you participate (6.1.b); you may ask us at any time to stop these e-mails., Relations with resellers: pre-contractual measures and contract (6.1.b), then legitimate interest in business follow-up between professionals (6.1.f). If you do not provide the data necessary for the contract, we cannot provide the function concerned. Activating Google Analytics: your consent (6.1.a), which you can withdraw at any time with the "Manage cookies" link.

You have found a pet

You do not need an account. Your messages and photos are visible only to the owner and, if the owner has provided for it, to their circle of trust; they are encrypted on our servers. Your contact details are not disclosed, unless you write them yourself. Your location is requested only after a click on "Share my location"; refusing blocks nothing. Audio and video calls are relayed by our servers, without showing your number or your IP address, and are not recorded. Messages are translated automatically so that they can be understood. Avoid sharing unnecessary sensitive information. If you are a minor, get help from an adult if possible.

Circle of trust

The owner may add close contacts who receive the alerts. The owner provides us with their contact details and undertakes to have informed them and to have their agreement. We use them solely to forward alerts concerning the pet. A close contact may ask us at any time to no longer be contacted (hello@ufoundme.eu). When the owner removes a close contact, their e-mail and phone number are erased immediately; the audit log keeps only a record of the action, without contact details.

Poster and “lost” posts

Lost mode prepares an A4 poster and texts ready to share. Your number appears on it only if you enter it and tick the consent box; it is neither stored nor placed in a web address. You are the one who prints and publishes: once the poster has been put up or a text has been published on a social network, we can no longer remove it and the platform applies its own rules. Deactivating lost mode removes the “lost” status from the card.

Wall of Fame

Before submitting, you choose between human review only and AI pre-screening followed by a human decision. The photo and its caption are sent only if you tick this option: to Mistral AI (France) first; if Mistral AI is unavailable, to Anthropic (United States); and only if both are unavailable, to Z.AI (Singapore), which receives the photo only, never the caption: the caption is then checked by a person alone. If a service declines to analyse a photo, it goes to human review and is not sent to the next service. The AI publishes nothing: a person always decides, and the QR must be blurred before any publication. A rejected submission is erased; a pending submission is erased after 30 days; a published photo remains visible until it is removed by its author or by a moderation decision.

Location and photos in the chat

In the chat, location and photos are always optional. The browser asks for the location only after the “Share my location” action; refusing does not block the conversation. Coordinates and photos are encrypted, reserved for the participants and deleted after 30 days at the latest. Photos are checked, re-encoded in WebP without unnecessary metadata, never published automatically, and their sender can delete them.

Optional basket reminder

At payment, a box that is unticked by default allows you to request a single e-mail reminder, two days after an order that remains unpaid. The e-mail, language and order reference are used only for that purpose. The reminder is cancelled as soon as payment is confirmed and is never repeated. Its content is encrypted in the sending queue and then erased; the minimal metadata are kept for no more than 90 days.

Automated decisions and artificial intelligence

We do not take any decision based solely on automated processing, including profiling, which would produce legal effects concerning you or similarly significantly affect you (Article 22 GDPR). Automatic translation and the optional pre-screening of the Wall of Fame are only aids: a person always decides. Anti-abuse filters may slow down or temporarily block a suspicious submission; write to us to obtain a human review.

Recipients, processors and transfers

Only authorised persons at MOLDEREZ-CONSULT and the necessary service providers have access to your data, each for their own task and under a processing agreement when acting on our behalf. European providers first: we choose providers established in the European Union first; exceptions are listed below with their safeguards., Hosting: Falcon Internet (FalconDNS), on servers located in an OVHcloud data centre in France (European Union)., Payment: Mollie B.V., the Netherlands (European Union); Mollie is also a separate controller for its own legal obligations as a payment service provider., Transactional e-mails: AuthSMTP, United Kingdom, a country covered by an adequacy decision of the European Commission., SMS and phone verification: Twilio; any processing in the United States is governed by the EU, U.S. Data Privacy Framework and standard contractual clauses., Audio and video calls: infrastructure operated for UFoundMe! by bloo.Cards on servers of Hetzner Online GmbH, Germany (European Union)., Translation: ModernMT, Translated S.r.l., Italy (European Union); as a fallback, Langbly, the Netherlands (European Union)., Google

sign-in, if you choose it: Google, a separate controller for authentication; any transfer to the United States is governed by the Data Privacy Framework., Optional pre-screening of the Wall of Fame: Z.AI (JINGSHENG HENGXING TECHNOLOGY PTE. LTD.), Singapore; only the re-encoded photo is transmitted, never its caption or any account data, and only if you tick the option. As Singapore is not covered by a European Commission adequacy decision, this transfer relies on the European Commission's standard contractual clauses, supplemented by a transfer risk assessment and, where necessary, by supplementary measures; a copy of these safeguards is available on request at hello@ufoundme.eu., Delivery: the chosen carrier, for the name, the address and, if necessary, the phone number., Our accountant and the tax, judicial or administrative authorities where required by law. Any transfer outside the European Union relies on the safeguards provided for in Chapter V GDPR; a copy of these safeguards is available on request at hello@ufoundme.eu. We neither sell nor rent your data. Google Analytics 4, only if you accept it: Google Ireland Limited, processor; a transfer to Google LLC (United States) is covered by the Data Privacy Framework and standard contractual clauses. Optional Wall of Fame pre-screening, first choice: Mistral AI, France (European Union); otherwise: Anthropic, PBC, United States, the transfer relying on the European Commission standard contractual clauses included in its data processing agreement; Z.AI is used only as a last resort, if both are unavailable.

Retention periods

Registration draft in the browser: 2 hours. Studio draft, including photo: 24 hours. Expired code, Magic Link or e-mail change request: one additional day at most. Encrypted chat, photos and locations: 30 days at most. Chat report and minimal metadata: 365 days. Metadata of a sent or abandoned e-mail, without content: 90 days. Member removed from the circle of trust: immediate erasure. Campaign news: 7 days if not confirmed, until withdrawal if confirmed, then 30 days as proof. Aggregated counters: 400 days. Minimised audit log: 5 years. Orders, invoices and accounting documents: legal period, in principle 10 years. Account, pets and cards: throughout the relationship; we may delete or anonymise an account that has had no sign-in for 3 years, after prior notice by e-mail. Reseller: duration of the relationship, then 3 years for business follow-up, unless you object. At the end of these periods, the data are deleted or anonymised, unless there is a legal obligation to retain them or a dispute is pending.

Your rights

You may request access to your data, rectification, erasure, restriction of processing and portability, and withdraw consent given at any time. You may also, at any time and on grounds relating to your particular situation, object to processing based on our legitimate interest; for direct marketing, you may object without giving reasons. Write to hello@ufoundme.eu stating the e-mail address of your account and your request; proportionate identity verification may be requested. We reply without undue delay and at the latest within one month, a period that may be extended by two months for a complex request, with information within the first month. Certain data must be retained despite an erasure request where required by law. You may lodge a complaint with the Data Protection Authority, Rue de la Presse 35, 1000 Brussels, contact@apd-gba.be, www.dataprotectionauthority.be.

Minors

The owner account is reserved for persons aged 18 or over. A minor may contact an owner as a finder, without an account; no identity data is requested from them. We do not carry out any profiling of minors.

Security and breaches

Limited and logged access, separation of environments, protection against request forgery, rate limiting of attempts, secrets kept out of the code, encryption of chats, attachments and the e-mail queue, relayed calls

without exposure of IP addresses, logs without private content and scheduled deletions reduce the risks. No system is infallible. Any breach is assessed and documented; where the GDPR requires it, it is notified to the Data Protection Authority within 72 hours and, in the event of a high risk, to the data subjects.

Changes

We adapt this policy when the service or the law changes. The version date appears at the top of the page. In the event of a significant change, such as a new purpose or a new recipient outside the European Union, we notify you in the Studio or by e-mail before it applies and, if necessary, we ask for your consent again.

Read the online version : https://ufoundme.eu/legal.php?lang=en&doc=privacy · Questions? hello@ufoundme.eu

Cookies

Version dated 25 October 2026

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Controller and scope

MOLDEREZ-CONSULT SRL, Square Valère Gille 13/5, 1050 Ixelles, Belgium, CBE and VAT BE0842.262.084, is responsible for the cookies and similar technologies used by UFoundMe! on ufoundme.eu. This policy covers cookies, local storage and session storage of the browser. Contact: hello@ufoundme.eu.

The rule

A cookie is a small file saved by the browser; local storage keeps information until it is deleted, session storage until the tab is closed. In accordance with Article 10/2 of the Act of 30 July 2018 and the GDPR, only the elements strictly necessary for the service you request are used without your consent. Any other element would await your prior consent.

Strictly necessary cookies

ufm_session: session, protection against request forgery, basket and sign-in; set from the first visit; first party, Secure, HttpOnly, SameSite=Lax; 3 days after the last activity. ufm_known_device: opaque marker indicating that a sign-in has already succeeded on this device, for account security; no identity; HttpOnly, Secure, SameSite=Lax; 1 year. ufm_language: chosen language; Secure, SameSite=Lax; 1 year. ufm_chat_access: sealed access to the conversation opened after a scan; Secure, HttpOnly, SameSite=Strict; until the end of the chat, 30 days at most. ufm_consent_v2: remembers your cookie choice, its date and the policy version; Secure, SameSite=Lax; 180 days.

Storage in the browser

Local storage: basket contents (ufoundme-cart-v8-badge-only, ufoundme-cart-v9-badge-gift, ufoundme-cart-v10-badge-materials); language (ufoundme-language); light or dark theme (ufm-theme-v1, ufm-auth-theme-v1); readability profile (ufm.readability.v1); display chosen in the Studio (ufm.cards.view.v1, ufm.invoice.view.v1, ufm.subscription.view.v1); messages already read (ufm.owner.chat.seen.v1); dismissal of notices (ufm.privacy-notice.dismissed, ufm-essential-cookie-notice-v1); design not yet synchronised (ufoundme-studio-fub-[animal]); fields and photo of an unsaved card, 24 hours at most (ufoundme-studio-draft-v3-[…]); registration draft with first name, e-mail, age confirmation and time, 2 hours at most, without password, code, token or payment (ufm.registration.draft.v1). Session storage: demo step, language and interface state (ufoundme-demo-*, ufoundme-action-method, ufoundme-demo-language, ufoundme-card-language, ufm.utility.open.v1). These elements do not leave your device.

Cookieless audience measurement

We count views server-side by page, language, device type and origin category, in the form of daily totals. No IP address, identity, session, fingerprint, User-Agent string, full page address or raw referrer is recorded; no cookie is set. GPC and Do Not Track signals are respected. The totals are deleted after 400 days. Basis: our legitimate interest in measuring the reliability of the service without tracking anyone. Views of pet cards are counted the same way and are visible only in our administration.

Google Analytics 4 (only with your consent)

If you accept audience measurement, we load Google Analytics 4 (G-34GG5L01P2), provided by Google Ireland Limited as a processor, on the public pages of the site and in the Studio, never on pet cards or in the finder chat. It sets the first-party cookies _ga and _ga_34GG5L01P2 for 13 months at most, to measure page views and shop purchase steps. Google Signals and ad personalisation are disabled; page addresses are reduced to the path and language, and no name, e-mail, address, pet or chat identifier, token or order parameter is sent. Data may be transferred to Google LLC in the United States on the basis of the EU, US Data Privacy Framework and standard contractual clauses. Without your consent, no Google file is loaded. No advertising cookie is used.

Your choice and how to withdraw it

On your first visit, a banner offers “Reject all” and “Accept all”, shown at the same level, and “Customise”. No box is pre-ticked and nothing optional is activated before your choice; continuing to browse is not consent. If your browser sends a GPC or Do Not Track signal, audience measurement stays off. Your choice is kept for 180 days and then asked again. You can change or withdraw it at any time with the “Manage cookies” link at the bottom of every page; on withdrawal, measurement stops immediately and the _ga cookies are deleted.

External services

No third-party tracking content is loaded during an ordinary visit. The share buttons are simple links. If you choose to sign in with Google or to pay with Mollie, you voluntarily open their service, which may use its own cookies according to its policy; UFoundMe! does not read them.

Blocking or deleting

You can block or delete these elements in your browser settings. Public content remains accessible, but sign-in, account security, the basket, the chat or certain preferences may no longer work. Signing out invalidates the session on our servers.

Changes and contact

Before adding a non-necessary technology, we update this policy and ask for your consent. Questions and exercise of your rights: hello@ufoundme.eu. Complaint: Data Protection Authority, Rue de la Presse 35, 1000 Brussels, www.dataprotectionauthority.be.

Read the online version : https://ufoundme.eu/legal.php?lang=en&doc=cookies · Questions? hello@ufoundme.eu

Legal notice

Version dated 25 October 2026

The French text is authoritative. The other language versions are translations; in the event of discrepancy, the version most favourable to the consumer applies.

Publisher and seller

The website ufoundme.eu, the shop and the UFoundMe! service are published and operated by MOLDEREZ-CONSULT SRL, a private limited liability company under Belgian law. Registered office: Square Valère Gille 13/5, 1050 Ixelles, Belgium. Company number (CBE) 0842.262.084 · RPM Brussels · VAT BE0842.262.084. Publication manager: Gilles Capelluto. Contact, customer service and complaints: hello@ufoundme.eu · +32 2 808 30 30. Legal contact: gilles.capelluto@molderez-consult.be.

Hosting

The service is hosted by Falcon Internet (FalconDNS), on servers located in an OVHcloud data centre in France, in the European Union. The categories of data, retention periods, processors and any transfers are detailed in the privacy policy.

Payments and technology partners

Payments are processed by Mollie B.V., Keizersgracht 126, 1015 CW Amsterdam, the Netherlands, a payment service provider supervised by De Nederlandsche Bank. Z.AI (JINGSHENG HENGXING TECHNOLOGY PTE. LTD., Singapore) is an optional technology partner for the pre-screening of the Wall of Fame: the user chooses whether to activate it and Z.AI never decides on a publication. Google, ModernMT (Translated S.r.l.), Langbly as a fallback, Twilio, AuthSMTP, the calling infrastructure operated for UFoundMe! by bloo.Cards at Hetzner Online GmbH and the carriers are involved only for the chosen or necessary functions described in the privacy policy. For this pre-screening, Mistral AI (France) is used first, then Anthropic, PBC (United States); Z.AI only as a last resort.

Intellectual property

UFoundMe!, its visual identity, its logo, the O mascot, the software, interfaces, texts and original creations belong to MOLDEREZ-CONSULT SRL or are used under licence. Access to the service does not transfer any of these rights. When a third-party card or content is displayed, the applicable attributions and licences must remain visible.

Complaints and mediation

First send any complaint to hello@ufoundme.eu, stating the account e-mail, the order reference and the solution you would like. Failing an amicable solution, a consumer may refer the matter free of charge to the Consumer Mediation Service, North Gate II, Boulevard du Roi Albert II 8 box 1, 1000 Brussels · contact@consumerombudsman.be · +32 2 702 52 20 · consumerombudsman.be. Consumers residing in another country of the European Union may contact the European Consumer Centre Belgium (eccbelgium.be). The European online dispute resolution (ODR) platform has been discontinued and is therefore not offered.

Language, applicable law and courts

The French text is authoritative; the other versions are translations, and the version most favourable to the consumer applies in the event of discrepancy. Belgian law applies, without depriving the consumer of the

mandatory protection of their country of residence. A consumer may bring proceedings before the courts of Brussels or those of their domicile, and may only be sued before those of their domicile. Between professionals, the courts of Brussels have exclusive jurisdiction.