

JUST US

Terms of Service

English version provided for convenience. The French version ("Conditions Générales d'Utilisation") prevails in case of discrepancy.

Operated by Benoit Cizeron SASU, RCS Nanterre 942 297 763, EUID FR9201.942297763

Document owner: JUST US founding team (Benoît Cizeron, CEO; Lise Pierron, Co-founder & CCO; Thomas Brelet, CTO)

Version	Date	Changes
1.0	2026-07-22	Initial version, prepared for launch and for Persona production access review.

1. Who we are

JUST US is a private, invitation-only social application (the "Service" or the "App") operated by Benoit Cizeron SASU, a French simplified joint-stock company with a sole shareholder, registered with the Nanterre Trade and Companies Register under number 942 297 763 (EUID: FR9201.942297763) (the "Company", "JUST US", "we", "us"). JUST US is the product and brand operated by the Company.

Contact: legal@justusapp.co. Designated point of contact for authorities and users under the EU Digital Services Act (Regulation (EU) 2022/2065, the "DSA"): legal@justusapp.co.

2. Acceptance of these Terms

These Terms of Service (the "Terms") form a binding agreement between you and the Company. You accept them during onboarding, before your identity verification, by ticking the dedicated acceptance box. If you do not accept the Terms, you cannot access the Service.

These Terms are available in French and in English. In case of any discrepancy between the two versions, the French version prevails.

Additional terms apply to specific features when you activate them (for example paid subscriptions or paid Circles, as described in Section 12). Our Privacy Policy explains how we process your personal data and forms part of your relationship with us.

3. Eligibility

- You must be at least 18 years old. JUST US is strictly reserved for adults and our identity verification enforces this age requirement.
- You must hold a valid invitation or have been admitted through the application process described in Section 6. JUST US is not openly joinable.
- You must successfully complete identity verification (Section 5). One verified human per account: you may hold only one account, and an account may only be used by the verified person who created it.
- You must provide accurate, current and complete information and keep it up to date.
- You must not have been previously banned from the Service.

4. The Service

JUST US is a private social network built on verified trust. Its core features are:

- Circles: closed, thematic communities. Content shared within a Circle stays within that Circle. There is no public feed, no likes, no follower counts and no virality mechanics.
- Signals: the proprietary publication format used inside Circles (text, images, polls, audio, video, documents and light live sessions with replay).
- Perspectives: responses and conversations attached to a Signal (text, image, voice, files, mentions).
- Direct messages between members of the same Circle.
- Aura: a personal AI assistant that helps you search, bookmark and digest content across the Circles you belong to, subject to the strict confidentiality boundaries described in Section 10.

The Service is provided as a mobile application (iOS at launch). Certain features may be introduced, modified or withdrawn over time as described in Section 20.

The Service is a hosting and intermediation platform: content published on JUST US is authored by members, and JUST US does not claim authorship of member content.

5. Identity verification ("Radical KYC")

Trust is the architecture of JUST US, not a feature. For that reason, every member must complete identity verification before accessing the network. Verification is operated with our verification partner Persona Identities, Inc. ("Persona") and includes:

- verification of a valid government-issued identity document;
- a selfie with liveness detection, matched against the identity document;
- duplicate and fraud detection, to prevent fake, duplicate or bot accounts and to enforce the "one verified human per account" rule;
- verification of your mobile phone number by one-time code (SMS).

Verification is mandatory and gates access to the App: no verification, no access. If a verification attempt fails, you may retry after a 24-hour cooldown period. We may decline access, or require re-verification at any time, where we have reasons to believe that an account is not operated by its verified holder, that the verification was obtained fraudulently, or where required for security or legal reasons.

Providing false identity information, using someone else's identity, or attempting to defeat the verification process is a material breach of these Terms and results in permanent termination.

The personal data processed for verification (including biometric data processed with your explicit consent) is described in our Privacy Policy. Verification data is hosted in the European Union regardless of your country of residence.

Owners of paid Circles (once the marketplace described in Section 12 is activated) may additionally be subject to business verification (KYB) and to the requirements of our payment provider.

6. Invitations, applications and admission by vote

Admission to JUST US and to each Circle follows a co-optation model:

- Invitation: an existing member invites a candidate and justifies the invitation ("Why them?"). Invitations are sent by SMS magic link.
- Application: the candidate applies to a Circle and completes identity verification.

- **Decision:** the candidate is admitted by decision of the Circle Owner or, where the Circle uses board voting, by a vote of the Circle's board. Voting is fully transparent: the candidate can see who voted and how.
- **Timing:** if no decision is made within 14 days, the application is automatically declined. A declined candidate may reapply after a 30-day waiting period.

Admission decisions belong to members and Circle governance. Completing verification or receiving an invitation does not create any entitlement to be admitted to the Service or to any Circle. JUST US may review Circle creation requests and admission flows for safety and compliance purposes.

7. Circles: roles and governance

- **Owner:** each Circle has a single Owner, its creator, who is responsible for the Circle's manifesto, editorial line and local moderation, and who will be the merchant of record for the Circle if it becomes a paid Circle (Section 12).
- **Admins:** the Owner may appoint Admins to help with moderation and admissions. Admins have no access to Circle revenue.
- **Manifesto:** each Circle has a manifesto describing its purpose. It may be amended by simple consensus of the Owner and Admins.
- **Creation:** any verified member may request the creation of a Circle (name, manifesto, rationale), subject to validation by JUST US.
- **Data region:** at creation, the Owner selects the hosting region of the Circle (EU or US at launch). See the Privacy Policy.

Owners and Admins must exercise their role in accordance with these Terms, the Community Guidelines (Section 9) and applicable law. JUST US remains entitled to take the enforcement measures described in Section 11 within any Circle.

8. Your content, your license to us, and confidentiality

8.1 Ownership

You retain full ownership of the content you create and share on JUST US (Signals, Perspectives, messages, live sessions, profile content, collectively "Content"). We do not acquire ownership of your Content.

8.2 License

You grant the Company a non-exclusive, worldwide, royalty-free license to host, store, reproduce, adapt (for technical purposes such as formatting, transcription and indexing), and display your Content, solely to the extent necessary to operate, secure and improve the Service and to provide the features you use (including Aura features you invoke). This license is limited to the audience you choose (your Circle, or the recipients of your messages). It ends when you delete the Content or your account, subject to the retention rules described in the Privacy Policy and to copies made for legal, security or backup purposes.

We do not use your Content for advertising. We do not sell your Content. We do not use your Content to train generalized or third-party foundation AI models.

8.3 Confidentiality of Circles

JUST US is a private space. You agree to respect the confidentiality of what is shared inside a Circle: you may not export, republish, screenshot-share or otherwise disclose another member's Content outside the Circle without that member's consent. This obligation survives the termination of your membership.

To protect this confidentiality, the App implements protective features, including notification to the author when their Signal is captured, dynamic watermarking, blurring during screen recording and when the App is in the background, restrictions on copying and on external display. You agree not to circumvent these features. They are protective measures, not a guarantee: you remain responsible for what you disclose.

8.4 Your responsibility

You are solely responsible for your Content and for having the rights necessary to share it. You warrant that your Content does not infringe third-party rights (including intellectual property, privacy and image rights) and complies with the Community Guidelines.

9. Community Guidelines (content policy)

JUST US is a curated network for substantive, interest-driven exchanges between verified adults. The following content and behavior are prohibited anywhere on the Service, including in private messages:

- pornographic, sexually explicit or adult content;
- any content sexualizing or endangering minors: zero tolerance; such content is removed and reported to the competent authorities;
- illegal content, and the sale or promotion of illegal or regulated goods and services;
- hate speech, harassment, threats, doxxing and incitement to violence;
- graphic or gratuitously violent content;
- deceptive synthetic media (deepfakes), impersonation, scams, phishing and spam;
- malware or content designed to compromise the Service or members' devices;
- operating an account by automated means, scraping, or providing access to a non-verified person.

Because every account is tied to a verified identity, accountability is structural. Violations lead to the measures described in Section 11, up to permanent termination, and where relevant to reports to authorities.

10. Aura (personal AI)

Aura is your personal AI layer. It can read across the Circles you belong to in order to answer you, but its outputs are strictly confined: Aura will never reveal, in the context of one Circle or to another person, information originating from a different Circle. Aura works for you, and only for you.

- Aura processing runs on European infrastructure with the AI provider Mistral AI acting as our processor (see the Privacy Policy).
- Aura outputs are generated by AI and may be inaccurate or incomplete. They are provided for information only and are not professional, legal, medical or financial advice. Always exercise your own judgment.
- Aura usage may be subject to fair-use limits and, in the future, to subscription tiers (Section 12).
- You must not use Aura to attempt to extract content from Circles you do not belong to, or to circumvent the confidentiality rules of Section 8.3.

11. Moderation, reporting and enforcement

Moderation on JUST US operates at two levels: central Trust & Safety by JUST US (combining automated detection and human review) and local, editorial moderation by Circle Owners and Admins.

11.1 Reporting

Any member can report a Signal, a Perspective, a message or a member from within the App. Reports of illegal content can be submitted through the same in-app mechanisms, in accordance with Article 16 of the DSA. We process reports diligently and without undue delay.

11.2 Measures

Depending on the severity and recurrence of a violation, we may: remove or restrict visibility of content; issue a warning; suspend or restrict features; suspend or permanently terminate an account; suspend or close a Circle; report to competent authorities. Owners may additionally take local measures within their Circle (removal of content, exclusion from the Circle).

11.3 Statement of reasons and appeals

When we remove content or restrict an account, we inform the member concerned of the reasons, except where prohibited by law or for security reasons. You may contest a moderation decision through our internal complaint mechanism, free of charge, within 6 months of the decision. Decisions on appeal are taken with human review. EU members may also refer eligible disputes to a certified out-of-court dispute settlement body pursuant to Article 21 of the DSA, and always retain the right to go to court.

11.4 Misuse

Manifestly unfounded reports or complaints, submitted repeatedly and in bad faith, may lead to a temporary suspension of the ability to submit them, after prior warning.

12. Paid services (framework)

At launch, access to JUST US is free of charge for members. The following paid services may be activated over time; when they are, the specific conditions below apply and will be supplemented, where needed, by dedicated payment terms presented at the point of purchase:

12.1 Aura subscriptions

Aura is expected to be offered in tiers (a free tier and paid tiers with higher usage allowances). Prices, allowances and billing terms will be displayed in the App before any purchase. Subscriptions purchased through the App Store are also subject to Apple's terms, and are billed and cancellable through your Apple account.

12.2 Paid Circles (marketplace)

Circle Owners will be able to set a monthly membership price for their Circle. Payments will be processed by our payment partner (Stripe), with the Owner acting as the merchant for their Circle. JUST US will withhold a platform fee of 10% of the subscription price, the remainder being paid to the Owner. Owners are responsible for their own tax and legal obligations and must complete business verification (KYB) before receiving payouts.

12.3 Consumer rights

Where you purchase as a consumer in the EU or UK, you benefit from a 14-day withdrawal right for digital services, subject to the legal exceptions applicable when you request immediate performance. Statutory guarantees on digital content and services remain unaffected. Renewals, price changes and cancellation mechanics will comply with applicable consumer law and will always be presented before you commit.

13. Intellectual property of JUST US

The App, the Service, their design, software, trademarks (including "JUST US" and "Aura"), logos and databases are the property of the Company or its licensors and are protected by intellectual property laws. We grant you a personal, non-exclusive, non-transferable right to use the App for your private use, in accordance with these Terms. You may not copy, modify, decompile, reverse-engineer, scrape, resell or create derivative works from the Service, except as permitted by mandatory law.

14. Privacy

Our Privacy Policy describes the personal data we process, why, where it is hosted (EU or US, with verification data always hosted in the EU), how long we keep it and your rights. It is available in the App and was presented to you during onboarding.

15. Third-party services

The Service relies on third-party providers, including Persona (identity verification), Apple (distribution, notifications, in-app purchases), Amazon Web Services (hosting), Mistral AI (AI processing), Twilio (SMS) and, when the marketplace is activated, Stripe (payments). Their intervention is described in the Privacy Policy. Your use of Apple services remains subject to Apple's own terms.

16. Suspension and termination

16.1 By you

You may stop using the Service at any time and delete your account in the App. Deletion triggers a 30-day soft-delete period, after which your account and personal data are deleted or anonymized as described in the Privacy Policy. Your past Signals and Perspectives are anonymized and attributed to "Former member" so that conversations of other members retain their coherence, unless you delete specific Content before deleting your account.

16.2 By us

We may suspend or terminate your access, after notice where practicable, in case of: material or repeated breach of these Terms or of the Community Guidelines; fraud or identity misrepresentation; risk to the security of the Service or of other members; or where required by law. In case of serious breach (including any violation involving minors, identity fraud, or threats to safety), termination may be immediate and permanent.

16.3 Effects

Upon termination, your right to use the Service ends. Sections which by their nature survive (including 8.3 confidentiality, 13, 17, 18 and 21) remain in force.

17. Disclaimers

We work to provide a reliable, secure and available Service, but the Service is provided "as available". We do not warrant that it will be uninterrupted or error-free, that any content is accurate, or that anti-leak features will prevent every misuse. Some features may be offered in beta and marked as such. Nothing in this section limits rights that mandatory law grants you as a consumer, including the French and EU statutory conformity guarantees for digital services.

18. Liability

Nothing in these Terms excludes or limits our liability for death or personal injury caused by our negligence, for fraud, for gross negligence or willful misconduct, or for any liability that cannot be excluded by law.

Subject to the above: we are liable for direct damages caused by our breach of these Terms; we are not liable for indirect damages, loss of profits, loss of business or reputational loss suffered by members acting in a professional capacity; we are not liable for Content authored by members or for their conduct, subject to our legal obligations as a hosting provider under the DSA; and, for members acting in a professional capacity, our total aggregate liability is limited to the greater of the amounts you paid us in the 12 months preceding the event and EUR 100. For consumers, statutory rights apply without these limitations.

19. Indemnification (professional members)

If you use the Service in a professional capacity (including as Owner of a paid Circle), you will indemnify the Company against claims by third parties arising from your Content or your breach of these Terms, except to the extent the claim results from our own breach or fault.

20. Changes to the Service and to these Terms

We continuously improve the Service and may add, modify or withdraw features, provided that we do not substantially reduce the core Service you have subscribed to without notice. We may amend these Terms; in case of material changes, we will notify you in the App at least 30 days before they take effect (except for changes required by law or urgent security reasons, which may apply immediately). If you do not accept a material change, you may terminate your account before the change takes effect. Continued use after the effective date constitutes acceptance. The version history at the top of this document lists all versions.

21. Governing law and disputes

These Terms are governed by French law. If you are a consumer, you also benefit from the mandatory protections of the law of your country of habitual residence, and you may bring proceedings before the courts of that country.

French consumers may, after contacting us, refer any unresolved dispute free of charge to a consumer mediator ("médiateur de la consommation"); the mediator's details are available on request and in the App. Members and the Company will attempt in good faith to resolve disputes amicably before any litigation.

22. Miscellaneous

- If any provision of these Terms is held invalid, the remainder stays in force, and the invalid provision is replaced by a valid one reflecting its intent.
- You may not assign your account or these Terms. We may assign them to an affiliate or successor entity operating the Service (including the dedicated entity to which the JUST US business may be transferred), with notice to you and without reduction of your rights.
- Our failure to enforce a provision is not a waiver.
- These Terms, the Privacy Policy and any specific terms presented in the App constitute the entire agreement between you and the Company regarding the Service.

- Contact: legal@justusapp.co.