

General Terms and Conditions - Just Russel

Thank you for your trust in Just Russel, together we can give your pet the best care.
Download the electronic version of September 2026 here.

Company details

- Name and legal form of the company: JUST RUSSEL BV (Besloten Vennootschap)
- Company number: 0735.411.735
- VAT number: BE0735.411.735
- Registered office: Baarledorpstraat 95, 9031 Ghent - Belgium
- Offices: [2.310.578.701](tel:2310578701), address: Baarledorpstraat 95, 9031 Ghent - Belgium & establishment unit number: [2.356.992.310](tel:2356992310), address: 9850 Deinze, Damstraat 46, Belgium
- Telephone number: +32 472 90 90 39
- Website: www.justrussel.com
- Email address: hello@justrussel.com
- Bank account number: BE59363192902526 (BIC: BBRUBEBB)
- Availability / opening hours of the website: 24 hours
- Availability of customer service: Monday to Friday between 08:00 - 18:00, except on public holidays

GENERAL TERMS AND CONDITIONS OF JUST RUSSEL BV

1. Definitions

(1) **Agreement:** the distance contract concluded between the Company and the Customer for the purchase of Products via the website. The agreement is governed by these General Terms and Conditions.

(2) **Company / Just Russel / we:** JUST RUSSEL BV, incorporated under Belgian law, with registered office at Baarledorpstraat 95, 9031 Ghent, registered in the Crossroads Bank for Enterprises under number: 0735.411.735 with VAT number: BE 0735.411.735.

(3) **Customer / Consumer / you:** any natural person acting for purposes outside their trade, business, craft or profession and who purchases or may purchase Products via the Website.

(4) **Product(s):** All products available on the Website. Including, among others but not limited to: the "Pet Food Box", being flexible, periodically delivered and personalised pet food on the basis of a subscription, and trial boxes in a flexible subscription.

This Pet Food Box is subject to a payment obligation per periodic delivery for the Customer. The total price is invoiced periodically, depending on the specific feeding plan the Customer chooses. The periodicity to which this invoicing and delivery is subject can be consulted via the

Website and can also be changed unilaterally by the Customer if they have an account. It concerns a subscription of indefinite duration that is always automatically renewed as long as it is not cancelled. The subscription can be cancelled by the Customer by sending an email to Just Russel in which the Customer expressly states that they wish to terminate the Agreement. In addition, the Customer can also easily cancel or pause the flexible subscription via the customer account at the following link: <https://app.justrussel.com/dashboard>. Just Russel also offers the Customer additional Products and/or gift cards, vouchers and discount codes, which can only be used for orders placed via the Website.

(5) **Website:** www.justrussel.com

- app.justrussel.com: via this link the Customer can create an account for themselves and their pets. Personalised orders can also be placed via this link.
- shop.justrussel.com: via this link the Customer can place an order for Products without a subscription

2. Applicability

(1) These General Terms and Conditions apply to every offer by Just Russel relating to one or more Products and to all Agreements concluded with the Customer.

(2) These General Terms and Conditions are made available to the Customer before the conclusion of the Agreement with the Customer. They will be made available in a way that enables the Customer to store the General Terms and Conditions on a durable data carrier, whether electronic or not.

(3) Acceptance of these General Terms and Conditions also implies that the Customer fully waives the application of any other General Terms and Conditions. The Customer declares to have taken note of the General Terms and Conditions and to accept them in full. They are deemed to govern the entirety of the business relations between the parties, not only with regard to the quotation, assignment or agreement on the occasion of which the General Terms and Conditions are communicated, but also for all subsequent new quotations, assignments and agreements. Deviations from and/or additions to these General Terms and Conditions can only be agreed in writing and expressly.

(4) Just Russel has the right to amend its own General Terms and Conditions (for the future). Just Russel will inform the Customer of any intended amendments at least 6 (six) days in advance by email. If the Customer objects to these amended terms, the Customer has the option to terminate the Agreement by sending an email to hello@justrussel.com, provided that this email reaches Just Russel at least 2 (two) days before the first scheduled shipping date. If this notification by the Customer is made too late, the Customer is deemed to have tacitly agreed to the amended General Terms and Conditions and from that moment the amended General Terms and Conditions will apply to the Agreement for the future.

3. Formation of the Agreement

(1) The Customer selects the desired Products on the Website.

(2) The ordering process via the Website for Pet Food Boxes proceeds as follows.

Step 1: the Customer provides basic identification details (first name and email);

Step 2: the Customer chooses the type of animal (dog or cat) for which they wish to make purchases;

Step 3: the Customer indicates whether or not the animal is sterilised; whether or not the animal

is castrated or sterilised can affect its metabolism;

Step 4: the Customer indicates the (estimated) age of the animal;

Step 5: the Customer indicates, as far as possible, which breed or combination of breeds the animal is;

Step 6: the Customer indicates (approximately) the weight of the animal;

Step 7: the Customer indicates the physical condition of the animal;

Step 8: the Customer indicates (approximately) how much exercise the animal gets per day;

Step 9: the Customer indicates, if applicable, whether the animal has any allergies;

Step 10: the Customer reports any health complaints of the animal;

Step 11: the Customer indicates which type of food (dry, wet or fresh) the animal receives at the time of the ordering process;

Step 12: the Customer indicates (approximately) how many treats/snacks the animal receives;

After completing the aforementioned steps, the Customer receives a concrete overview of the contents of the proposed, tailor-made Pet Food Box, as well as information regarding shelf life, the options for changing the contents of the Pet Food Box and information regarding the flexible subscription and its modification / cancellation / pausing. Just Russel's customer service and its opening hours are also mentioned.

In addition, the Customer receives a complete overview of their shopping cart and all Products already added. If desired, the Customer can add other Products to the shopping basket.

The ordering process is started by clicking the order button, whereby the Customer is asked to create login details on the website or enter other personal information and to select a shipping and payment method.

(3) After checking the order overview and agreeing to the General Terms and Conditions and, where applicable, after being expressly informed of the periodic payment obligation in connection with the Pet Food Box, the Customer accepts the offer, as well as the full application of these General Terms and Conditions, by clicking the confirmation button. The Agreement is concluded at the moment the Customer has accepted the offer and the General Terms and Conditions.

(4) The Agreement and the General Terms and Conditions remain in force until all obligations have been fully performed.

(5) Just Russel reserves the right to refuse or accept the quotation without stating reasons. For subsequent deliveries of the Pet Food Box, changes to the order can be made up to 2 (two) days before the scheduled delivery date at the latest ("deadline for changes"). After this deadline has passed, a right to delivery of the scheduled Pet Food Box and/or other ordered services arises, subject to acceptance by Just Russel.

This change deadline does not apply to the first delivery. Just Russel can still refuse the offer (the order) up to the moment of shipment, without justification.

In any case, Just Russel may refuse to accept a quotation if it concerns an order that is evidently aimed at resale and/or is larger in scale than is customary for household orders. The same applies to situations in which the Customer is guilty of incorrect or fraudulent activities.

(6) Depending on the Product, an Agreement may be entered into for an indefinite or a fixed period. The Pet Food Box implies an Agreement of indefinite duration. A one-off order concerns an Agreement for a fixed period.

(7) The Customer expressly acknowledges being aware that before they can create an account on the Website and subsequently place an order via this account, they must be at least 18 (eighteen) years old. Just Russel is in any case entitled to refuse any order by a minor.

(8) Just Russel has the right to send existing customers and/or Customers who have already placed an order (in the past) additional products, such as a sample or offers from third parties.

The Customer cannot derive any rights from the receipt of these additional Products.

4. The offer

(1) The Products and/or services offered, including the stated prices, constitute a non-binding offer that can be accepted by the Customer.

(2) Just Russel's offer contains as complete and accurate a description as possible of the Products offered. The Customer cannot derive any rights from obvious typesetting, printing or writing errors in (online) catalogues or price lists or on the Website.

(3) Just Russel's offer is aimed at end consumers within the borders of Belgium, the Netherlands, France and Germany. The Products are expressly not intended for resale. Only orders of household size are accepted by Just Russel.

(4) All commitments entered into in the name of Just Russel are only legally binding on Just Russel if they come from persons authorised to bind Just Russel under the articles of association and statutory delegations published in the Belgian Official Gazette, or from persons holding a special written mandate relating to the commitments in question.

5. Obligations of the Customer

(1) The Customer is obliged to provide Just Russel with current and truthful information, among other things during the ordering process but also at any other time. If the Customer creates an account on the Website, the Customer undertakes to keep this password safe and shielded from unauthorised persons to the best of their ability. If the Customer loses or passes on the password, the Customer is obliged to inform Just Russel of this. The Customer bears full responsibility for misuse, for example any unlawful order placed by third parties with the Customer's password and the resulting claims. Just Russel is not liable for any damage resulting from incorrect information and/or loss of the password. The Customer expressly acknowledges that they will indemnify Just Russel against any third-party claims.

(2) The Customer is obliged to carefully read and observe the product labels, product and usage instructions and warnings accompanying the delivered products. Just Russel is not liable for any damage caused by failure to follow product labels, product and usage instructions and warnings. The Customer expressly acknowledges that they will indemnify Just Russel against any third-party claims.

(3) The Customer is obliged to always meet their payment obligations correctly and on time.

6. Delivery

(1) Just Russel reserves the right to proceed with delivery of the Products only after full payment by the Customer.

(2) Deliveries take place exclusively in Belgium, the Netherlands, France and Germany. Just Russel reserves the right to make partial deliveries of the ordered Products, for example if part of the order is delayed or (temporarily) unavailable. In the event of a partial delivery, Just Russel will inform the Customer by email.

(3) Just Russel undertakes to deliver the Products within a period of 14 days after full receipt of the Customer's payment, unless another delivery date was agreed between the Customer and Just Russel at the time the Agreement was concluded. If Just Russel is unable to deliver the Products within the aforementioned period, Just Russel undertakes to inform the Customer of

this in writing and to jointly agree on a new, reasonable delivery period. If Just Russel exceeds this new reasonable period, the Customer is entitled to cancel the order.

(4) Deliveries take place in Belgium, the Netherlands, France and Germany. Deliveries take place at the address provided by the Customer when ordering. This address can also be included in the Customer's account on the Website. In practice, a third party is used by default for the delivery of parcels. If nobody is present for a home delivery, the parcel is usually automatically transferred to a pick-up or post point, in accordance with the working method of the transport partner concerned. If there are any additional costs for the Customer associated with the delivery method chosen by the Customer, the Customer will be expressly informed of this during the ordering process.

(5) The order is delivered to the delivery address as stated in the customer account or in the order form:

- A change of address is only valid if it is communicated before the deadline for changes of 7 days before delivery. These address changes are only accepted within the following limited territories: Belgium, the Netherlands, France and Germany.
- Costs resulting from an incorrectly stated address are for the account of the Customer.
- If the Customer refuses delivery, the costs of the entire order will be charged, unless the order is cancelled in time before the deadline of 7 days before delivery.

(6) Just Russel will always offer the Products for delivery at the address chosen by the Customer. If the Customer is not present, Just Russel will proceed to an alternative delivery method:

- Automatic delivery to a post point
- Delivery at the front door or to the neighbours, provided indicated in advance by the Customer, at the Customer's own risk

Unless otherwise chosen by the Customer, Just Russel decides at its discretion on the alternative delivery method and may always deviate from it if Just Russel deems this necessary.

(8) The delivery conditions as stated on the Website and in the ordering process are binding and take precedence over general communication about delivery costs.

(9) The Customer will not be provided with a more recent version of the Product than the version included in the product description on the Website.

(10) The Customer undertakes to check the packaging for any damage upon delivery/collection of their order. If the Products are damaged, Just Russel recommends refusing the delivery. If the Customer chooses to accept the delivery with visible defects, the Customer has the statutory period in accordance with article 1649quater § 2 of the old Civil Code to report this to Just Russel. In doing so, the Customer provides Just Russel with the necessary supporting evidence, in order to enable Just Russel to offer guarantees. Just Russel advises the Customer to make this report as soon as possible, in order to avoid problems of proof. After the notification, Just Russel will provide the necessary instructions regarding the damaged products.

7. Prices and shipping costs

(1) The prices of the Products are the prices stated on the Website at the moment the Customer places an order.

(2) All prices include VAT at the applicable current rate in the Customer's country of residence.

(3) Prices include turnover tax and include shipping costs within Belgium, the Netherlands, Germany and France, unless expressly stated otherwise.

In principle, the delivery of the goods is free of charge, except to the extent that Just Russel must deliver within a specific time window and under the conditions of the third paragraph of article 7.3 General Terms and Conditions. These costs are always communicated in advance when the Customer chooses the specific time window within which delivery must take place. The principle of free delivery applies to all orders placed via the Website, with the exception of the trial package, for which delivery costs apply. These delivery costs will always be communicated to the Customer clearly and unambiguously.

For purchases made via shop.justrussel.com, free delivery also applies, but only from a minimum purchase amount that is expressly shown in the order overview before the Customer can place the order, with the express exception of the Pet Food Box.

(4) Before a Customer can finalise the order and their obligation to pay the price subsequently arises, the Customer will receive an overview of the total price, including all costs and taxes involved in their specific order, as well as an express mention of the minimum purchase amount required for free delivery of the ordered Products. Only gift cards, vouchers and discount codes sent to the Customer by email or distributed publicly by Just Russel via official communication channels such as, but not limited to, (online) advertisements, printed matter or flyers and partners are taken into account for a price reduction on delivery. Gift cards, vouchers and discount codes are limited to a maximum of one per household and order, are not transferable, and are only valid within the stated validity and promotion period. Just Russel reserves the right to monitor any misuse, fraud or repeated use of gift cards, vouchers and discount codes within one household or via multiple accounts and to take action accordingly.

(5) Just Russel is entitled to charge a surcharge for certain Products or additional Products. The additional prices are stated on the Website and are charged when the products chosen by the Customer are saved during the ordering process.

(6) Just Russel's claims are immediately due and payable.

(7) The Customer can only validly pay Just Russel by means of the payment options agreed and indicated when ordering. The Customer is obliged to pay within the agreed payment term.

(8) Just Russel is always entitled to adjust prices, on the understanding that Just Russel will inform the Customer of this at least 14 (fourteen) days in advance by email and will also adjust this on the Website with a mention of the price change.

If the Customer objects to this changed price, the Customer has the option to end/terminate the Agreement by expressly notifying Just Russel via one of the official contact methods, such as, among others but not limited to: email, registered letter, ordinary post, via the Website via the support portal: [Just Russel \(Flanders\)](#) & [Just Russel \(Wallonia\)](#), etc. This termination option for the consumer can only be validly used if this termination is given at least 2 (two) days prior to the delivery of the Products, cf. article 2.4. If the Agreement is not terminated by the Customer within this period, the Customer is deemed to agree to the changed price and from that moment the new price will also apply for the future.

8. Payment

(1) Purchases on the Website can be made with one of the following means of payment: SEPA Direct Debit, Bancontact, Credit Card, iDEAL, Apple Pay and Google Pay. For recurring payments, the Customer can use the payment method: Wallet Initiated Payments (WIP) via Mollie in accordance with article 8(6) of the General Terms and Conditions, whereby the initial approval is carried out manually via Bancontact. After the first order via Bancontact WIP, the Customer must expressly consent to future payments, after which a digital Agreement for

periodic payments is only then concluded. With every first payment in this context, a mandate object is created, containing information about the time of the express confirmation given by the Customer, the status of the periodic payment obligations (active / expired) and the initial payment as a reference. For more information regarding Bancontact WIP: [Bancontact WIP](#)

(2) The Customer must pay at the time of ordering. Costs associated with payment are exclusively borne by the Customer. Just Russel's invoices are payable on the due date stated on the invoice. In the absence of a stated due date, Just Russel's invoices are payable no later than 14 calendar days after the invoice date.

(3) If the Customer has not made the payment within the payment term stated in article 8(2), Just Russel will send the Customer a free payment reminder before further consequences can take effect. The Customer has an additional period of fourteen (14) calendar days to still pay the amount due after this period has expired, without additional costs being charged. If the reminder is sent by post, this period starts on the third working day after dispatch. If the reminder is sent electronically (e.g. by email), the period starts on the calendar day following the day of dispatch. Only after this period has expired can the consequences referred to in articles 8(4), 8(5) and 8(6) take effect.

(4) If Just Russel does not receive full payment after the period referred to in article 8(3) following the free payment reminder has expired, Just Russel has the right to automatically cancel the order.

(5) If the Customer has not paid their debt on the due date in accordance with article 8.3, the Customer owes Just Russel compensation in accordance with the following.

In the event of full or partial non-payment of the debt after the expiry of the above period, no payment other than those stated below can be claimed from the Customer:

1°: late payment interest, which may not exceed the interest at the reference interest rate increased by eight percentage points referred to in article 5, second paragraph, of the law of 2 August 2002 on combating late payment in commercial transactions. This interest is calculated on the sum still to be paid, and/or;

2°: a fixed compensation, insofar as it is expressly provided for, the amount of which may not exceed:

- A. EUR 20.00 if the balance due is lower than or equal to EUR 150.00;
- B. EUR 30.00 plus 10% of the amount due on the tranche between EUR 150.01 and EUR 500.00 if the balance due is between EUR 150.01 and EUR 500.00;
- C. EUR 65.00 plus 5% of the amount due on the tranche above EUR 500.00, with a maximum of EUR 2,000.00 if the balance due is higher than EUR 500.00.

The amounts referred to in the first paragraph are intended to cover, on the one hand, the late payment interest on the debt and, on the other hand, all costs of the amicable recovery of the unpaid debt. Any penalty clause containing amounts not determined by law is prohibited and deemed unwritten.

(6) In the event of non-payment of one invoice by the due date at the latest, all other claims against the Customer not yet due become due and payable by operation of law and without prior notice of default. In that case, Just Russel also reserves the right to suspend the performance of all ongoing assignments, without prior notice of default and without compensation for the Customer. Partial or incomplete payments will first be deducted from the interest or compensation due and only then from the outstanding invoices.

(7) For the Pet Food Box, payment of the periodic costs associated with the subscription is carried out via digital direct debit, also known as Wallet Initiated Payments (WIP), on the basis of the initial Bancontact payment moment. With the first order, the Customer pays via Bancontact and expressly gives permission for setting up a continuous payment authorisation.

This permission is obtained via an authenticated procedure with Strong Customer Authentication (SCA), in accordance with the European PSD2 regulations, and is processed via Just Russel's payment provider Mollie.

In addition, Just Russel also offers other payment methods, such as payment by credit card. In that case, the recurring payment is set up via a Merchant Initiated Transaction (MIT). Here, after the first payment, a continuous payment authorisation is registered without the need for new permission for each subsequent transaction. Just Russel's payment page contains additional explanations about how these payments work and how they can be managed by the Customer. If the Customer sets up a direct debit to pay for the subscription, it is their own responsibility to ensure that the Customer has sufficient funds in the account to which the direct debit is linked at the time of payment. If a payment order cannot be executed due to insufficient balance, incorrect or outdated payment details and/or other disputes, the orders may still be shipped. In such cases, Just Russel will carry out the payment again. Just Russel reserves the right to recover the outstanding amount by carrying out the payment again via the specified payment method.

If the Customer chose payment by credit card during the ordering process, the amount is debited from that card on an ongoing basis.

(8) An invoice must be disputed by registered letter addressed to the registered office of Just Russel. The absence of a dispute of an invoice within 7 (seven) working days by a Customer cannot be regarded as acceptance of that invoice, unless this absence of dispute constitutes a circumstantial silence.

9. Right to cancel an order before delivery

(1) The Customer can cancel the order, with or without giving a reason and free of charge, before the order is shipped. A reason for cancellation may be communicated on a voluntary basis for quality improvement purposes, but is not a requirement for cancellation.

(2) The Customer can only cancel the order by sending an email to hello@justrussel.com or, if applicable, via the Customer's account on the Website, provided that this has been indicated in time before the applicable deadline for changes. This deadline is no later than 2 (two) calendar days before the first shipping date of the Products. After cancellation of the order, the Customer receives a confirmation of the cancellation by email and Just Russel will refund the amounts already paid to the Customer in the same way and to the same account with which the Customer originally made the payment.

(4) If it was not possible to cancel the order, the Product is delivered and the Customer can return it in application of their right of withdrawal in accordance with the procedure in article 10 General Terms and Conditions.

(5) In addition, Just Russel always has the right to cancel the order in the following cases: the order has a delivery address in a country other than Belgium, the Netherlands, France and/or Germany; the size of the order evidently exceeds the size customary for a household order.

10. Right of withdrawal

(1) The Customer has a right of withdrawal with regard to all Products with the express exclusion of the Pet Food Box, since this concerns personalised goods within the meaning of article VI.53, 3° of the Code of Economic Law. Personalised goods are expressly excluded from the scope of the right of withdrawal.

However, the Customer can withdraw from the subscription free of charge within the first fourteen (14) calendar days after delivery of the first Pet Food Box. In this case, however, the Customer must pay for the Pet Food Box(es) already delivered.

Furthermore, the death of the pet is not a ground for returning the personalised Pet Food Boxes. In the event of the death of the animal, it is advisable to cancel the subscription for the Pet Food Boxes, in order to avoid accumulating and ongoing costs.

(2) The Customer explicitly acknowledges having been informed of the existence of their statutory right of withdrawal. The Customer has a statutory right to withdraw from the Agreement without giving any reason within a period of 14 (fourteen) days. During this period, the Customer may decide to dissolve the purchase agreement with regard to one or more purchased Products. The Customer must inform Just Russel in time of their decision to withdraw from the Agreement and receive a refund. The costs associated with returning the Products are borne by the Customer.

(3) The starting point of the 14 (fourteen) day period available to the Customer for exercising the right of withdrawal is determined as follows:

1. If the delivery is a single Product, the period starts on the day after receipt of the Product by the Customer;
2. If the delivery concerns multiple Products delivered on separate days, the period starts on the day after the Customer has received the last ordered Product;
3. If the delivery concerns a Product over a certain period, the period starts on the day following the day on which the Customer received the first delivery of the Products;

(4) If Just Russel has not provided the Customer with the legally required information regarding the Customer's right of withdrawal, the Customer will have 12 (twelve) months to withdraw from the Agreement from the day after the end of the aforementioned first period of 14 (fourteen) days.

If Just Russel has provided the Customer with the legally required information regarding the Customer's right of withdrawal within the aforementioned period of 12 (twelve) months, the Customer has 14 (fourteen) days to withdraw from the Agreement from the day after the Customer received the information from Just Russel.

(5) To exercise the right of withdrawal, the Customer must inform Just Russel of the decision to withdraw by means of an unambiguous statement.

The Customer may use the attached model withdrawal form (Annex 1 to these General Terms and Conditions), which can also be downloaded on the Website, but is not obliged to do so. Just Russel advises the Customer to use this form.

The Customer can also exercise the right of withdrawal by sending an email to hello@justrussel.com in which the Customer unambiguously indicates that they are withdrawing from the agreement.

The specific way in which the Customer notifies Just Russel of their intention to withdraw from the agreement is up to the Customer, as long as this decision to withdraw is unambiguously addressed to one of Just Russel's official channels.

(6) The Customer must return the Products to Just Russel. The way in which this is done is up to the Customer, but the Customer preferably returns the Products in the same, original packaging in which they received the Products. The Products are preferably returned to Just Russel in the same way in which the Customer received the products. The reasonable costs involved in returning the Products are borne by the Customer; the Customer expressly acknowledges having been informed of this by Just Russel.

If the Customer sends the Products without them being in the same, original packaging in which the Customer received the Products, Just Russel is entitled to charge a reduction in value

corresponding to the value of the packaging.

(7) Returned Products may only have been unpacked or used by the Customer to the extent necessary to establish their nature, characteristics and functioning as the Customer would be allowed to do in a physical shop. The Customer is liable for any reduction in value resulting from further unpacking of the Product.

(8) In the event the Customer exercises the right of withdrawal:

1. Just Russel will refund the amounts already paid by the Customer for the Products in full and without delay (including original shipping costs if applicable) after notification of the return of the Products or after receipt thereof, whichever is earlier. However, Just Russel may reduce the refund to take into account any reduction in value of the Products, if this was caused by the Customer handling them in a way that would not be permitted in a shop;
2. Just Russel will refund the Customer to the account the Customer used to pay, by means of the same payment method used by the Customer;
3. Just Russel has the right to refund the Customer with vouchers if the Customer used vouchers to pay for the Products;

11. Pausing and cancelling

(1) Just Russel orders the Products before delivery to the Customer. In all cases, when pausing and cancelling, in order to prevent the order (and delivery and payment obligation) of the next Pet Food Box and any additional products, the Customer must pause or cancel the Agreement before the deadline for changes.

This deadline is no later than 2 (two) calendar days before the scheduled delivery date of the Products. The estimated delivery date can, where applicable, always be consulted in the Customer's account. If the Agreement has not been paused or cancelled before the deadline, the next scheduled delivery of the Pet Food Box will take place and the Customer therefore remains obliged to pay.

- **Pausing**

(2) The Customer can pause the Agreement at any time. This means that the next delivery of the Products will not take place. The Customer must bring the notification of the pausing of the Agreement to Just Russel's attention no later than 2 (two) calendar days before the next scheduled shipping date of the Products, if possible via the Customer's account and/or unambiguously by email to hello@justrussel.com.

- **Cancelling**

(3) If the Customer has taken out a subscription aimed at the periodic delivery of the Pet Food Box, this is an Agreement of indefinite duration. This Agreement can be terminated at any time. If the Customer wishes to terminate the Agreement, they must communicate this no later than 2 (two) calendar days before the next scheduled shipping date of the Products, if possible via the Customer's account on the Website or unambiguously by email to hello@justrussel.com. The cancellation then takes definitive effect.

(4) If the Customer orders a Product other than the Pet Food Box, this constitutes an Agreement for a fixed period which cannot be terminated.

12. Statutory warranty

(1) The Customer is entitled to the statutory warranty in accordance with article 1649bis et seq.

of the old Civil Code. The statutory warranty covers any defect or non-conformity of the Products that becomes apparent within a period of 2 (two) years from delivery. If the shelf life of the delivered Product is less than two years, the warranty applies at most until the expiry date of the Product.

(2) The Customer must inform Just Russel of the defect; the Customer is free to choose how to make this notification, as long as this notification is unambiguous and made in time. Just Russel advises the Customer to make this notification by email to hello@justrussel.com or via their account on the Website. In any case, the Customer must inform Just Russel of the defect within a period of two (2) months from the day on which the Customer discovered the defect. The foregoing is in accordance with article 1649quater § 2 of the old Civil Code.

(3) If a defect occurs within the warranty period mentioned in article 12.1 of the General Terms and Conditions, the Customer must return the defective Products to Just Russel in their original packaging without undue delay, and in any case no later than 14 (fourteen) days after sending the notification of the defect to Just Russel. The Products must be sent to Just Russel in the same way in which the Customer received the Products. The return label must be affixed to the original packaging of the Products the Customer wishes to return.

(4) All costs of returning the Products in accordance with this article 12 are paid by Just Russel.

(5) After return of the defective Product, in accordance with this article 12, Just Russel will repair the Product or send a new Product to the Customer, at the Customer's choice, and Just Russel will bear all costs associated with the exchange/repair of the Product. The Product can only be replaced and delivered insofar as it is still available/in stock with Just Russel's suppliers. If the defect is serious or if the repair or replacement is insufficient, not possible, is not carried out within a reasonable period or would cause serious inconvenience to the Customer, Just Russel will grant an appropriate price reduction or, if the defect is not minor, allow the Agreement to be terminated. Refunds will be made in accordance with the following conditions:

1. Just Russel will refund the amounts already paid by the Customer for the Products in full and without delay (including original shipping costs if applicable), as soon as Just Russel has received the Products or upon receipt of proof from the Customer that the Products have been returned, whichever is earlier. However, Just Russel may reduce the refund to take into account any period during which the Customer made conforming use of the Products and/or any reduction in value due to fault of the Customer through impermissible conduct;
2. Just Russel will refund the Customer in the same way in which the Customer purchased the Product;
3. Just Russel has the right to refund the Customer with vouchers if the Customer used vouchers to pay for the Products;

(6) Just Russel is not liable for defects in the Products of which the Customer was aware at the time of purchasing the Products.

(7) Just Russel offers no additional guarantees for the Products with regard to quality, performance or other characteristics, durability, functionality, compatibility, accessibility, continuity, security, updates, accessories and fittings that have not been included in the product description on the Website.

13. Vouchers, discount codes, gift cards

(1) Just Russel offers gift cards, discount codes and other types of vouchers. As soon as the voucher has been redeemed via the website, it can no longer be used and is no longer valid.

(2) An offered free Pet Food Box and/or discount is intended to give new customers the opportunity to try Just Russel. Discount codes and vouchers only relate to a new subscription with Just Russel, unless expressly stated otherwise, such as a discount for former customers. If the Customer already has an existing subscription, the Customer cannot redeem the discount code and/or voucher, except insofar as the discount code and/or voucher expressly states that it applies to repeat deliveries. A discount can only be redeemed once per household. Only one account per household is permitted.

(3) Just Russel determines at its own discretion whether someone is eligible for a free Pet Food Box and/or a discount and may limit the conditions or duration in order to prevent misuse of the free Pet Food Boxes and/or discounts. Just Russel carries out checks per household to prevent misuse of the free Pet Food Boxes and/or discounts. On the basis of the details used for an existing or recent agreement, such as the Customer's name, telephone number, delivery address, email address and/or means of payment, Just Russel can determine whether the Customer is eligible for the free Pet Food Box and/or the discount.

(4) Some Products may be excluded from the discount, such as products with a surcharge or one-off (additional) Products, unless expressly stated otherwise.

(5) Discount codes and vouchers can only be redeemed on the Just Russel website and can only be used once. Discount codes and vouchers cannot be combined with other offers and cannot be exchanged for cash. Certain discount codes only apply to certain types of Products.

(6) Any (attempted) fraud or other unauthorised act is recorded and results in the use of the free trial period and/or the discount codes being refused. Just Russel has the right to withdraw or invalidate discount codes and vouchers if it deems this necessary, for whatever reason.

(7) Personal discount codes (such as the personal trial bag code) may not be shared publicly with strangers. These codes are intended to be shared with the Customer's friends, family or colleagues. It is therefore prohibited to share these codes publicly with persons with whom the Customer cannot demonstrate a friendly, professional or family relationship (e.g. sharing codes under Just Russel advertisements). Any discounts obtained in this way are consequently not valid. Just Russel also reserves the right to withdraw the personal code after misuse.

14. Liability & force majeure

(1) Just Russel is only liable for material and/or personal damage suffered by the customer if this damage arose as a direct and exclusive consequence of the non-performance of an obligation by Just Russel, or if there was intent or conscious recklessness on the part of Just Russel or its employees, on the understanding that only damage against which Just Russel is insured, or reasonably and fairly should have been insured, qualifies for compensation.

(2) Just Russel's liability for indirect damage, including consequential damage, loss of profit or income, missed savings, etc. is excluded.

(3) Just Russel is not liable for any damage resulting from incorrect information you have provided to us and/or the loss of your password, and the Customer indemnifies Just Russel against any third-party claims.

(4) Just Russel is not liable for any damage caused by failure to follow the product and usage instructions and warnings given by Just Russel, and the Customer indemnifies Just Russel against any third-party claims.

(5) If, in the performance of its tasks and responsibilities under the Agreement, Just Russel causes damage to the Customer or third parties, it is only liable for damage caused by its intentional or serious errors in the performance of its assignment.

Should Just Russel be liable for any damage, Just Russel is only liable for the direct damage suffered by the Customer. Just Russel's liability is in any case limited to the amount it invoices or has invoiced for the performance of the non-conforming part.

(6) Just Russel is released by operation of law and is not bound to perform any obligation / pay any compensation in the event of force majeure. "Force majeure" means the situation in which the performance of the agreement is wholly or partially, temporarily or otherwise, prevented by circumstances beyond the will of the parties, even if this circumstance was already foreseeable at the time the agreement was concluded. Just Russel is not obliged to prove the non-attributable and unforeseeable nature of the circumstance constituting force majeure.

In such a case, Just Russel undertakes to make all reasonable efforts to limit the consequences of the force majeure situation for the customer. If, when the force majeure occurs, Just Russel has already partially fulfilled its obligations or can only partially fulfil them, Just Russel may invoice the part already delivered separately, or deliver and invoice the part still to be delivered.

(7) Just Russel is not liable for damage resulting from force majeure, which is understood to include, for example but not exclusively: unannounced strike, illness, fire, storm, violence, riot, unrest or intervention by police and/or fire brigade, war circumstances, riot, pandemics and the resulting consequences, floods, natural disasters, armed robberies, attacks, all disruptions and obstructions, all unforeseen events, all transport obstructions or delays, as well as the non-delivery of goods by the contractor's suppliers, export or import bans or restrictions. Force majeure also includes such unforeseen circumstances at third parties used by Just Russel in performing the Agreement.

(8) The application of article 6.3, § 1 of the Civil Code is expressly excluded. The statutory provisions regarding extra-contractual liability do not apply between the parties.

In addition, the Customer acknowledges that the employees, directors, independent managers and shareholders of Just Russel cannot be held extra-contractually liable for any defective performance of the Agreement. The application of article 6.3, § 2 of the Civil Code is excluded for the aforementioned group of auxiliaries.

(9) Just Russel is not liable or responsible for the non-performance of or delay in the performance of its obligations under the Agreement due to force majeure.

In the event of a force majeure situation:

1. Just Russel will inform the Customer of this by email; and
2. Just Russel's obligations under the Agreement will be suspended and the period for performing the obligations will be extended for the duration of the force majeure situation. Where the force majeure situation affects the delivery of the Products, Just Russel will agree a new delivery date with the Customer after the force majeure situation has ended.

15. Privacy

(1) The parties undertake to comply with the applicable statutory provisions regarding privacy and data protection, including the General Data Protection Regulation. Just Russel processes the Customer's personal data exclusively in accordance with the privacy policy, which can be consulted on the Website via: [Privacy Policy - Just Russel](#).

The Customer is always free to contact Just Russel via the email address hello@justrussel.com with questions regarding the privacy policy.

(2) When the Customer places an order, Just Russel uses the email address to offer the Customer comparable products and services by email, to the extent that the Customer has ticked an opt-in checkbox. If the Customer no longer wishes to receive such advertising, the

Customer must unsubscribe or change their preferences. This can always be done via the link at the bottom of the emails, via Just Russel's customer service, or via the Customer's account on the Website.

16. Fraud

- (1) Just Russel reserves the right to investigate all accounts suspected of incorrect or fraudulent activities.
- (2) Just Russel reserves the right to block or terminate the Customer's order, subscription and/or account after incorrect or fraudulent activities.

17. Complaints

- (1) If the Customer has complaints, they can contact Just Russel's complaints department by email via: hello@justrussel.com, as well as by contacting Just Russel's complaints department on telephone number [+32 472 90 90 39] or by email: support.justrussel.com.
- (2) Complaints must be submitted to Just Russel completely and clearly described in the manner stated above, within a reasonable time after the Customer has discovered the defects. Just Russel will confirm receipt of the Customer's complaint by email to the Customer within a period of 48 (forty-eight) hours at the latest. Just Russel thereby informs the Customer that their complaint has been received and will be investigated as soon as possible. Submitted complaints are answered substantively within a period of 10 working days from the date of receipt, unless the complaint would require a longer processing time due to the scope or complexity of the complaint(s) received by Just Russel.
- (3) Should we still not be able to resolve the matter together, you as a consumer can turn to Becom. Becom will mediate between the consumer and the seller if the complaint appears well-founded at first sight. You can reach them via the complaint form at <https://becom.digital/nl/klachten/> or in writing: Markiesstraat 1, 1000 Brussels, info@becom.digital. In addition, as a consumer you can also turn to the Consumer Mediation Service of the Belgian Federal Government for out-of-court dispute resolution. You can reach them via www.consumentenombudsdienst.be or in writing: North Gate II, Koning Albert II-laan 8 bus 1, 1000 Brussels.

18. Intellectual property

The Website of Just Russel and its services are protected by intellectual property rights. The rights to, for example, logos, software, texts and images belong exclusively to Just Russel and/or to the party from whom we have obtained a licence. It is not permitted to make public, reproduce and/or modify parts of the Website or the services without the express consent of Just Russel, other than for personal use.

19. Miscellaneous

- (1) Belgian law applies exclusively to all Agreements between Just Russel and the customer to which these general terms and conditions relate.
- (2) The invalidity of a provision or part of a provision under the Agreement will in no way affect

the validity of the remaining part of the provision or the rest of the Agreement. Where applicable, the invalid provision is replaced by a new provision that corresponds as closely as possible to the old one in terms of content, scope and purpose.

(3) Just Russel may amend these General Terms and Conditions at any time. The General Terms and Conditions in force at the time the Products are ordered will apply to the Agreement between the Customer and Just Russel, except in the case of article 2.4 General Terms and Conditions.

(4) Just Russel attaches great importance to ethical and responsible entrepreneurship. That is why we have drawn up a Supplier Code of Conduct, which explains our expectations in the areas of working conditions, environmental management, integrity and compliance with laws and regulations.

This code can be consulted [here](#). By working with Just Russel, suppliers acknowledge these rules of conduct and undertake to comply with them.

Just Russel BV - September 2026

Annex I - Model withdrawal form

(only complete and return this form if you wish to withdraw from the agreement)

[Download here as PDF](#)

To:

Just Russel BV

Baarledorpstraat 95

9031 Drongen

Belgium

hello@justrussel.com

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