

PAWPULAR

Content Submission Agreement and Platform Policies

[Uploader licence](#) · [Terms of use](#) · [Privacy notice](#) · [Claims procedure](#)

Operator	SemvG (sole proprietorship)
Trade name / channel	SemvG / pawpular
KVK number	94818533
Establishment number	000060266260
Principal place	Hoorn, the Netherlands
Effective date	18 August 2026

IMPORTANT This document is designed for electronic acceptance when someone uploads content to pawpular. A separate, unchecked acceptance box should link to this full document. Keep a timestamped copy of the accepted version and the uploader's submission record.

Contact: pawpular@many.new · +31 6 49168453

How this document works

This is one integrated set of terms between SemvG, trading through the channel “pawpular” (“SemvG”, “pawpular”, “we”, “us”), and the person or entity submitting content (“Uploader”, “you”). It covers the submission and use of clips and related material, use of the upload service, privacy, and complaints. Sections A, B, C and D form one agreement.

PLAIN-LANGUAGE SUMMARY You keep ownership of your clip. You give pawpular a very broad licence to edit, combine, publish, monetise and sublicense it worldwide. You promise that you have every permission needed. If that promise is false and causes a third-party claim, you are responsible for the resulting loss to the extent permitted by law. The full clauses below control.

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Company details

SemvG is a Dutch sole proprietorship (eenmanszaak), registered with the Dutch Chamber of Commerce under KVK number 94818533 and establishment number 000060266260, with its principal establishment in Hoorn, the Netherlands. The public-facing channel is called pawpular. Contact: pawpular@many.new or +31 6 49168453.

Priority and interpretation

If a signed deal memo or a written content-specific licence expressly conflicts with this document, that signed document controls only for the stated conflict. Headings and summaries assist reading but do not replace the operative clauses. “Content” includes submitted video, audio, photographs, captions, metadata, thumbnails, text, names, likenesses, voices, performances, logos and other materials supplied with or visible or audible in a submission.

A. Content Submission and Licence Agreement

1. Eligibility and authority

1.1 You must be at least 18 years old and legally able to enter this agreement. If you are under 18, a parent or legal guardian must submit and accept on your behalf. If the Content identifies a child under 16, the child's parent or legal guardian must have authorised the recording, submission and intended uses, unless another valid legal basis clearly applies.

1.2 If you submit for a company, group, owner, creator or other person, you confirm that you have authority to bind them and to grant every right in this agreement. You must provide evidence of that authority on request.

2. Ownership and grant of licence

2.1 You retain ownership of rights you lawfully own in the Content. Except where a separate written assignment says otherwise, uploading does not transfer your copyright to SemvG.

2.2 In consideration of pawpular reviewing the Content and the opportunity for exposure, and without any payment unless separately agreed in writing, you grant SemvG and its successors, contractors, distributors, platform partners, clients, licensees and assigns a worldwide, royalty-free, fully paid-up, sublicensable and transferable licence to host, store, reproduce, edit, crop, translate, subtitle, dub, adapt, synchronise, combine with other material, create derivative works from, publish, communicate to the public, make available, distribute, broadcast, advertise, promote, monetise, sell access to, license and otherwise exploit the Content in any media or technology now known or later developed, for commercial and non-commercial purposes.

2.3 The licence is non-exclusive, perpetual and irrevocable, except to the limited extent that applicable mandatory law requires otherwise. You may continue using and licensing your Content. SemvG has no obligation to use, preserve, return or monetise it.

2.4 The licence includes the right to use the Content in compilations, programmes, social posts, advertisements, trailers, thumbnails, promotional materials, ecommerce-related media and branded or sponsored content; to identify or not identify you; and to add branding, commentary or context, provided SemvG does not knowingly create a materially false endorsement attributed to you.

2.5 To the extent permitted by applicable law, you consent to reasonable edits and context changes and agree not to assert moral rights or similar personality rights solely to prevent uses authorised by this agreement. Nothing in this clause waives rights that cannot legally be waived, including protection against prejudicial distortion where mandatory law applies.

3. Name, likeness, voice and performance

You grant the same scope of permission to use your name, social handle, likeness, image, voice, performance and biographical information supplied with the Content. For every other identifiable person, performer or contributor, you confirm that you hold a valid release covering the intended uses, or that the use is otherwise lawful. You will provide copies of releases on request.

4. No guaranteed payment, credit or use

Unless SemvG separately agrees in writing to payment or revenue sharing, the licence is royalty-free and no fee, royalty, accounting, credit or other compensation is due. SemvG does not promise publication, a minimum number of views, revenue, credit, takedown on request, or any particular editorial treatment.

5. Uploader promises (representations and warranties)

You represent and warrant, on submission and throughout authorised use, that:

- you created and own the Content, or you have complete, current and provable authority from every relevant rights holder to grant this licence;
- the Content and SemvG's authorised use will not infringe copyright, neighbouring rights, trademark, design, database, privacy, publicity, portrait, image, performance, confidentiality, contractual or other rights;
- all identifiable people, property owners, performers, music owners and other contributors have given every permission required for the intended uses, and no union, guild, collecting-society or platform restriction prevents the licence;
- the Content does not contain unlawfully obtained recordings, hidden-camera material recorded where privacy was reasonably expected, unlawful personal data, defamatory falsehoods, threats, hate, abuse, sexual exploitation, or material involving harm to a child;
- you have disclosed any artificial or materially altered content, paid placement, sponsorship, embargo, exclusivity, ownership dispute, prior takedown, or restriction that could affect use;
- the information you provide is complete, accurate and not misleading, and uploaded files contain no malicious code; and
- you will not submit Content for which consent was obtained through coercion, deception or from a person unable to understand the proposed use.

6. Evidence, cooperation and corrective action

You must keep original files and permission records for as long as the Content is used and for a reasonable period afterwards. On request, you will promptly provide source files, ownership evidence, releases and accurate contact information, and reasonably assist SemvG in investigating or defending a claim. SemvG may reject, block, remove, edit, demonetise or stop using Content without admitting liability.

7. Responsibility for claims and indemnity

7.1 If your breach of this agreement, your unlawful conduct, or materially false submission information causes a third-party claim against SemvG or its authorised partners, you will indemnify them against the resulting, reasonably incurred and documented losses, damages, settlements, court costs and reasonable external legal fees, to the extent permitted by applicable law.

7.2 SemvG will give you reasonably prompt notice of a claim where practicable and allow you reasonable participation in the defence. You may not settle a claim in a way that admits fault by, imposes non-monetary duties on, or restricts SemvG without SemvG's prior written consent. SemvG may take control of the defence where necessary to protect its legitimate interests.

7.3 This indemnity is breach-based. It does not make you responsible for a claim to the extent caused by SemvG's use outside the licence, intentional misconduct, or deliberate alteration that independently creates the infringement or unlawfulness.

WHY THIS MATTERS A blanket statement that "all legal claims fall on the uploader" may be unenforceable and does not stop a claimant from suing SemvG. These clauses instead create contractual recovery rights when a claim results from the uploader's false promises or misconduct.

8. Takedown requests and licence continuity

You may ask SemvG to stop future use by contacting pawpular@many.new with sufficient details. SemvG will assess the request in good faith, including privacy, safety and legal grounds. Unless mandatory law requires removal, the licence remains in force. Even where future use stops, prior publications, platform copies, sublicences and completed productions may remain available, and archival and legal copies may be retained.

B. Platform Terms of Use

9. Acceptable use

You may use pawpular's upload channels only lawfully and for their intended purpose. You must not:

- impersonate another person or misrepresent ownership, identity, consent, location or age;
- upload illegal, infringing, deceptive, harmful, exploitative or malicious material;
- attempt unauthorised access, security testing, scraping, automated overload or interference;
- harvest personal data or use another person's contact details without a lawful basis; or
- circumvent upload limits, moderation, rights-management or access controls.

10. Moderation and platform availability

SemvG may review submissions, request verification, refuse or remove Content, suspend access, preserve evidence and report apparently unlawful activity. No monitoring duty is assumed. The service may change, pause or end without guarantee of uninterrupted or error-free availability.

11. Third-party services

Content may be processed or published through third-party hosting, storage, analytics, social-media, advertising, editing, payment or distribution services. Their separate terms may apply to your direct use of those services. SemvG is not responsible for a third party's independent service or conduct, but remains responsible for its own data-protection duties where applicable.

12. Disclaimer and limitation of liability

12.1 To the fullest extent permitted by law, the submission service is provided "as available". SemvG does not promise that a submission will be accepted, used, preserved, profitable, free from copying by others, or available without interruption.

12.2 To the fullest extent permitted by law, SemvG is not liable for indirect or consequential loss, loss of profit, opportunity, goodwill or data arising from the service or authorised non-use of Content. For other claims, SemvG's aggregate contractual liability connected with one submission is limited to the greater of €250 or the amount SemvG paid you for that submission during the preceding 12 months.

12.3 Nothing excludes or limits liability that cannot lawfully be excluded, including liability for intent or deliberate recklessness by SemvG's management, death or personal injury caused by negligence where exclusion is prohibited, mandatory consumer rights, or data-protection obligations that cannot be limited by contract.

13. Term, suspension and survival

These terms apply from acceptance. SemvG may suspend access or terminate the service for breach, risk or operational reasons. Clauses intended by their nature to survive—including the licence, warranties, accrued payment duties, indemnity, evidence retention, limitations, governing law and dispute provisions—continue after termination.

14. Governing law and disputes

This agreement is governed by Dutch law. The competent Dutch court has jurisdiction, subject to any mandatory consumer right to bring proceedings elsewhere. Before court proceedings, each party should send written notice and allow 30 days for a good-faith attempt to resolve the dispute. SemvG may seek urgent interim relief where necessary to protect rights, safety or evidence.

15. General provisions

SemvG may assign or sublicense its rights with the Content or relevant business activity. You may not assign your obligations without written consent. If a clause is invalid, it will be limited or replaced only as needed, and the remainder continues. Failure to enforce is not a waiver. Changes apply prospectively when posted or communicated; a material change to an existing submission licence requires renewed agreement unless the change is legally required or purely beneficial or administrative.

C. Privacy Notice

16. Controller and scope

SemvG, a Dutch sole proprietorship in Hoorn (KVK 94818533), is the controller for personal data collected through pawpular submissions and related communications. Contact: pawpular@many.new or +31 6 49168453. This notice covers uploaders, people appearing in Content, claimants, website visitors and business contacts.

17. Personal data we may process

- identity and contact details, social handles, age or age confirmation and signature/acceptance records;
- submitted Content, metadata, likeness, voice, performance, captions, ownership evidence, releases and correspondence;
- technical and usage data such as IP address, device/browser data, timestamps, logs, referring page and security events;
- commercial and administration data such as agreements, payment details, invoices and tax records, if payment is agreed; and
- claim, moderation, investigation and legal-compliance records.

Do not submit special-category data (such as health, biometric identification, religion or sexual-orientation information) or criminal-offence data unless it is genuinely necessary, lawful and clearly disclosed in advance. Appearing incidentally in a clip does not automatically mean SemvG uses biometric identification.

18. Purposes and legal bases

Purpose	Typical data	Legal basis
Receive, assess and administer submissions	Contact, Content, rights records	Contract steps and performance; legitimate interests
Edit, publish, promote, monetise and licence Content	Content, identity/likeness, metadata	Contract and legitimate interests; consent where legally required
Security, abuse prevention and evidence	Logs, identifiers, communications	Legitimate interests; legal obligations
Payments, accounting and tax	Payment and invoice data	Contract and legal obligations
Claims, takedowns and legal defence	Content, releases, claim records	Legal obligations and legitimate interests
Optional marketing to you	Contact and preference data	Consent where required; otherwise legitimate interests

Where processing is based on consent, you may withdraw consent for future processing. Withdrawal does not affect earlier lawful processing and does not automatically cancel contractual copyright permissions or require removal where another legal basis applies. SemvG will explain the practical effect of a valid request.

19. Sharing and international transfers

SemvG may share data only as reasonably necessary with hosting and IT providers, editors, contractors, professional advisers, payment providers, social-media and distribution platforms, advertising or commercial partners, licensees, authorities, courts, claimants and a buyer or successor of relevant business assets. Recipients may act as processors, independent controllers or joint controllers depending on the service.

Where personal data is transferred outside the European Economic Area, SemvG will use a lawful transfer mechanism where required, such as an adequacy decision or approved standard contractual clauses, and supplementary safeguards where appropriate. Public posting of Content can make it accessible globally and copies may be difficult to remove.

20. Retention

SemvG keeps personal data only as long as reasonably necessary for the stated purposes, legal duties, disputes and evidence. As an operational baseline: rejected submissions should normally be deleted or anonymised within 12 months; account and ordinary correspondence within 24 months after the relationship ends; contract, licence, release, payment, tax and claim records for the applicable statutory or claim period; and published Content and proof of rights for as long as the licence is used plus a reasonable legal-evidence period. Backups may expire on a delayed cycle. A documented legal hold overrides routine deletion.

21. Your privacy rights

Subject to the GDPR and Dutch law, you may request access, correction, deletion, restriction, portability, or objection; withdraw consent; and object to direct marketing. Some rights are not absolute—for example, SemvG may retain licence evidence or defend legal claims. SemvG may ask for proportionate identity verification. Contact pawpular@many.new. You may also complain to the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

22. Children

The upload service is not directed to children. A person under 18 may submit only through a parent or legal guardian. For online consent-based processing of a child under 16 in the Netherlands, parental or guardian authorisation is required. Content featuring children receives heightened review; SemvG may require proof of guardianship, releases, age and circumstances, or may reject the submission.

23. Security and incidents

SemvG uses proportionate technical and organisational safeguards, access controls, service-provider arrangements and incident procedures. No online transmission or storage is completely secure. Where a personal-data breach triggers a legal notification duty, SemvG will notify the competent authority and affected people as required.

24. Cookies and analytics

If pawpular operates a website, strictly necessary cookies may be used for security and functionality. Analytics, advertising or other non-essential cookies will be used only with any consent required by applicable law, supported by a separate cookie banner or settings tool. A cookie list should be published and kept current before such technologies are activated.

25. Automated decisions and updates

SemvG does not intend to make decisions producing legal or similarly significant effects solely by automated means. This notice may be updated prospectively. Material privacy changes will be communicated through an appropriate channel, and the current version and effective date should remain available.

D. Copyright, Privacy and Other Rights Complaints

26. How to send a notice

Send complaints to pawpular@many.new with the subject "Rights complaint — [content/link]". Include:

1. your full name, role, contact details and, if acting for another person, proof of authority;
2. the right allegedly affected and enough information to identify the protected work, person or interest;
3. the exact URL, post, clip or other location of the challenged material;
4. a clear explanation of why the use is unauthorised or unlawful, including relevant dates and territory;
5. supporting documents or screenshots;
6. a statement that the information is accurate and provided in good faith; and
7. your physical or electronic signature.

27. Review and action

SemvG may acknowledge receipt, request missing information, temporarily restrict material, contact the Uploader or relevant platform, preserve evidence, reject an unsupported notice, or remove or modify content. A counter-notice may be requested. SemvG aims to act proportionately and does not concede liability by investigating or taking voluntary action.

28. Misuse of complaints

Do not knowingly submit false, misleading or abusive notices. A complainant may be responsible for loss caused by unlawful or bad-faith allegations. Nothing prevents urgent contact with police, emergency services, a regulator or a court.

E. Electronic Acceptance and Submission Record

29. Binding electronic acceptance

A typed name, electronic signature, checked acceptance box or other affirmative electronic action linked to this document constitutes an electronic signature and evidence of intent to be bound, to the extent recognised by applicable law. Acceptance must not be inferred from a pre-checked box or silence. SemvG should retain the accepted version, timestamp, account/contact identifier, submission identifier, IP/device log where lawful, and a copy or cryptographic hash of the submitted file.

30. Required confirmations

Before submission, the Uploader must affirm each of the following separately or as a clearly presented combined statement:

- I am 18 or older and legally authorised to submit this Content.
- I own the Content or have written authority from every relevant rights holder.
- I have all permissions from identifiable people, performers, music owners and other contributors, including guardian permission where required.
- I grant SemvG / pawpular the broad licence stated in Section A, including editing, worldwide publication, monetisation and sublicensing.
- I understand that payment, credit, publication and removal are not guaranteed unless separately agreed in writing.
- I accept the warranties, breach-based indemnity, Platform Terms and Privacy Notice in this document.

Schedule 1 — Submission details and releases

Field	Submission record
Submission title / ID	
Source URL(s)	
Date recorded	
Location recorded	
Uploader legal name	
Uploader address	
Email and telephone	
Social handle(s)	
Copyright owner(s)	
People shown/heard	
Music/audio used	
Existing licences or restrictions	
Payment terms (if any)	
Guardian details (if applicable)	
Attached releases / evidence	

Uploader signature: _____ Date: _____

Printed name: _____ Submission ID: _____

Parent / guardian signature (if applicable): _____

Schedule 2 — Short-form upload consent text

UPLOAD CHECKBOX TEXT I confirm that I am 18+, own this content or have all required permissions, and agree to the Pawpular Content Submission Agreement and Privacy Notice. I grant SemvG / pawpular the worldwide, royalty-free, perpetual, sublicensable rights stated there, including editing, publishing, monetising and licensing the content. I understand that payment, credit, publication and removal are not guaranteed, and that I am responsible for losses caused by false ownership or permission claims.

Implementation requirements: the checkbox must be unchecked by default; “Pawpular Content Submission Agreement and Privacy Notice” must link to or display the complete current document; the uploader must be able to download or save it; and the acceptance log must identify the exact version accepted.

Optional adjacent confirmations

- ☐ No person shown or heard is under 18.
- ☐ A person shown or heard is under 18, and I have attached proof of parent/guardian authority and consent.
- ☐ The Content contains third-party music, branding or other protected material, disclosed in Schedule 1.
- ☐ I have disclosed all sponsorship, payment, AI alteration and material editing.

Recommended upload evidence

- accepted document version and immutable timestamp;
- typed legal name and verified email or account identifier;
- submission ID, original filename, file hash and source URL;
- affirmative checkbox event and relevant technical log;
- all releases and ownership documents; and
- follow-up communications, payments and takedown history.

Schedule 3 — Legal sources and implementation notes

This document is an operational template, not a substitute for advice from a Dutch lawyer familiar with media licensing, platform contracts, consumer law and privacy. Before launch, counsel should review the actual upload flow, commercial model, website, processors, cookie stack, retention schedule, insurance and any use of children's Content. Clauses must match real practice.

Primary and regulatory sources consulted

EU General Data Protection Regulation (GDPR), Regulation (EU) 2016/679: <https://eur-lex.europa.eu/eli/reg/2016/679/oj/eng>

Dutch Copyright Act (Auteurswet), including portrait and moral-right provisions:

<https://wetten.overheid.nl/BWBR0001886/>

Dutch Civil Code, Book 6, including standard-terms controls: <https://wetten.overheid.nl/BWBR0005289/>

Dutch Data Protection Authority — lawful basis and consent guidance:

<https://www.autoriteitpersoonsgegevens.nl/themas/basis-avg/avg-algemeen/grondslag-toestemming>

Dutch Data Protection Authority — exercising privacy rights: <https://www.autoriteitpersoonsgegevens.nl/themas/basis-avg/privacyrechten-avg/uw-privacyrechten-gebruiken>

Launch checklist

- Have Dutch counsel validate enforceability for consumer and non-consumer uploaders.
- Publish the full document at a stable URL and retain every version.
- Use an unchecked consent box and log affirmative acceptance.
- Collect releases and verify ownership before high-risk or commercial publication.
- Sign processor agreements and configure international-transfer safeguards.
- Publish a real cookie inventory before using non-essential tracking.
- Adopt a retention/deletion routine and a documented claims workflow.
- Consider media-liability/cyber insurance; contractual indemnity does not prevent SemvG being sued.

FINAL NOTE No contract can guarantee that every legal claim “falls on” the uploader. A third party can still bring a claim against SemvG. The strongest practical protection combines clear warranties and indemnity with verification, releases, moderation, takedown handling, good records and appropriate insurance.