

Privacy Policy

New version

for the website www.jtpai.vip and the online shop

Replaces the Privacy Policy of 17 March 2025. As of 22.09.2026.

This policy describes which personal data JTP Active Invest AG processes when you visit the website www.jtpai.vip, use the online shop, the contact form and the customer portal, why it does so and which rights you have.

The art pages of JTP Active Invest AG (original art with expert valuation, hosts and corporate art, Joe Muczka jr. as a brand, origin and location) have their own privacy policy, published there. The two policies do not contradict each other. This version additionally covers the online shop, the contact form and the customer portal.

This is a translation. In case of discrepancies, the German version is authoritative.

1 Controller

- 1.1** The controller for the processing of personal data on www.jtpai.vip is JTP Active Invest AG, Wassergrabe 6, 6210 Sursee, Switzerland, registered in the Commercial Register of the Canton of Lucerne under the business identification number CHE-304.981.405.
- 1.2** For all questions about data protection you can reach us by e-mail at info@jtpai.vip or by telephone on +41 79 291 08 62. No data protection adviser has been appointed; the law does not require this for a company of our size.

2 Scope and applicable law

- 2.1** This policy applies to the website www.jtpai.vip in its German, English and Czech versions, to the online shop at www.jtpai.vip/eshop, to the contact form and to the customer portal at portal.jtpai.vip.
- 2.2** We process personal data in accordance with the Swiss Federal Act on Data Protection (FADP) and its ordinance. For persons residing in the European Economic Area, the General Data Protection Regulation (GDPR) applies in addition, insofar as it is applicable to our offers.
- 2.3** We process personal data only to the extent necessary for the stated purpose and observe the principles of lawfulness, proportionality, purpose limitation, transparency and data security. Where the GDPR applies, we rely on the performance of a contract (Art. 6 para. 1 lit. b GDPR), on legal obligations (lit. c), on our legitimate interest in a secure and functioning website (lit. f) or on your consent (lit. a). Where consent is the basis, we say so expressly at the relevant point.

3 Data when visiting the website

- 3.1** When you open a page, your browser transmits technically necessary information to the server on which the website is hosted: the IP address, date and time of access, the page requested, the browser and operating system used, and the page visited beforehand (referrer). This information is stored in the server logs.
- 3.2** We use the server logs exclusively for the secure and trouble-free operation of the website, for example to defend against attacks and to trace errors. We do not combine them with other data and do not evaluate them on a personal basis. The logs are deleted after six months at the latest.

4 Hosting

- 4.1** The website, the online shop and our e-mail mailbox are operated by ACTIVE 24, s.r.o., Prague, Czech Republic. The server is located in the Czech Republic, i.e. within the European Union. The hosting provider processes the data mentioned in section 3, the data of the online shop and our e-mails on our behalf and according to our instructions.
- 4.2** The Czech Republic has a level of data protection that the Swiss Federal Council recognises as adequate. No additional safeguards are therefore required for processing there.

5 Cookies

- 5.1** We do not set any cookies on the information pages of www.jtpai.vip. Simply reading these pages stores nothing on your device.
- 5.2** The online shop sets a technically necessary session cookie named PHPSESSID. It keeps your shopping cart together during your visit and is deleted when you close your browser. Without this cookie the shopping cart does not work. Technically necessary cookies may be set without consent.
- 5.3** On your first visit, the online shop displays a cookie notice with the buttons Accept and Decline. Your decision is stored in a further cookie so that the notice does not reappear on every visit. You can delete this cookie at any time in your browser settings.
- 5.4** We do not use any analytics, statistics or advertising cookies. Neither Google Analytics nor any other tool for audience measurement or tracking is in use. You may block cookies in your browser altogether; the shopping cart of the online shop will then not be usable.

6 Third-party content loaded with the page

- 6.1** When a page is opened, the website loads some design and functional components from third-party servers: the Poppins font from Google Fonts (fonts.googleapis.com and fonts.gstatic.com), the jQuery library from ajax.googleapis.com (both Google), the Bootstrap, Bootstrap Icons and AOS libraries from [jsDelivr \(cdn.jsdelivr.net\)](https://cdn.jsdelivr.net), Font Awesome and jQuery Easing from [cdnjs \(cdnjs.cloudflare.com, Cloudflare\)](https://cdnjs.cloudflare.com) and, in the online shop, jQuery UI from code.jquery.com (OpenJS Foundation).
- 6.2** In order to load these files, your browser connects to the servers of the providers named. In doing so, these providers receive your IP address and technical information about your browser and device. We have no influence over what the providers do with this information. To our knowledge, no cookies are set during these requests.
- 6.3** Google and Cloudflare are headquartered in the USA. Both companies are certified under the Swiss-U.S. Data Privacy Framework; the transfer to them is based on this certification. The legal basis is our legitimate interest in a functioning and consistently designed website.

7 Contact form, e-mail and telephone

- 7.1** You can send us a message via the contact form. We collect your name, your e-mail address and the content of your message. Our server forwards the form as an e-mail to info@jtpai.vip; no external form service is involved.
- 7.2** We use this information exclusively to answer your enquiry and, if you wish, to prepare an offer or an appointment. The legal basis is the initiation of a contract or your consent, which you give by submitting the form.

- 7.3** Enquiries that do not lead to a contract are deleted no later than twelve months after the last correspondence. If a contract is concluded, the retention periods under section 8.6 apply.
- 7.4** If you call us or write to us directly by e-mail, we process the information you provide for the same purpose and with the same periods. Our e-mail mailbox is operated by the hosting provider named in section 4.

8 Online shop: order, invoice and retention

- 8.1** In the online shop you can order usage licences for motifs by the artist Joe Muczka jr. as well as original works. For an order we collect first name and surname, for companies additionally company name, company registration number and tax number, furthermore street and house number, postal code, town, country, telephone number, e-mail address and any order notes. In addition, there is the information about the order itself: the motifs or works chosen, licence type, price and order number.
- 8.2** We use this information to execute your order, to conclude and settle the contract, to send you the order confirmation and the invoice, to issue licence certificates and, for original works, the certificate of authenticity in your name, and to communicate with you about the order. The legal basis is the performance of the contract.
- 8.3** Payment is made against invoice by bank transfer. No payment data is collected in the online shop; no payment service provider is integrated. The information that reaches us with your transfer is processed by our bank under its own rules; we see the incoming payment with your name and the payment reference.
- 8.4** Orders placed in the online shop are handed over to our customer portal, in which the contract is recorded and signed (section 9). The handover comprises the information listed in section 8.1.
- 8.5** Under our General Terms and Conditions, we verify your identity for transactions that reach CHF 15,000 individually or cumulatively. For this purpose we collect a copy of an official identity document and, where necessary, information on the beneficial owner. The legal basis is the performance of the contract and our legitimate interest in complying with due diligence obligations.
- 8.6** We retain contract and accounting records, including orders, invoices and the related correspondence, for ten years after the end of the financial year in which the contract was performed (Art. 958f of the Swiss Code of Obligations). After that, the data is deleted or anonymised.
- 8.7** For original works, we issue the certificate of authenticity in your name and record the transfer of ownership in our work records. The complete provenance of a work is part of its authenticity and its value; we therefore keep this information permanently.

9 Customer portal

- 9.1** At portal.jtpai.vip we operate a customer portal in which contracts are recorded, signed electronically and managed. When you log in, we process your login data, your contract and contact data and the documents you view or sign there.
- 9.2** For the customer portal we use software from the provider Xpecto, Germany. The provider supports us in operation and maintenance and in doing so processes data on our behalf and according to our instructions. Germany has a level of data protection that Switzerland recognises as adequate.
- 9.3** The legal basis is the performance of the contract. Section 8.6 applies to retention.

10 Disclosure to third parties

- 10.1** We disclose personal data only where this is necessary for the performance of a contract, where a legal obligation exists or where you have consented. We do not sell data and do not pass on data for advertising purposes.
- 10.2** Recipients that may receive data in the context of a contract are the hosting provider (section 4), the software provider of the customer portal (section 9), our bank for payment transactions, our fiduciary for bookkeeping and annual accounts, transport and insurance companies when a work is delivered, and authorities insofar as we are legally obliged.
- 10.3** Service providers that process data on our behalf are bound to confidentiality, to data security and to processing exclusively according to our instructions.

11 Processing abroad

- 11.1** Personal data is processed mainly in Switzerland and in the European Union: hosting in the Czech Republic, portal software from Germany. The member states of the European Union have a level of data protection that Switzerland recognises as adequate.
- 11.2** When the third-party content under section 6 is loaded, your IP address and technical information reach providers based in the USA. The basis for this is their certification under the Swiss-U.S. Data Privacy Framework.

12 Data security

- 12.1** The transmission between your browser and our website is encrypted with HTTPS. Access to our systems is restricted to authorised persons and password-protected. Systems and software are kept up to date.
- 12.2** Absolute security cannot be guaranteed for transmission over the internet. On request, you may send us confidential documents, such as copies of identity documents, by a means other than e-mail.

13 Your rights

- 13.1** Access: You may at any time find out whether and which personal data we process about you, for what purpose, for how long we retain it and to whom we disclose it.
- 13.2** Rectification and erasure: You may request that we correct inaccurate data and erase data, insofar as no statutory retention obligation and no overriding interest stand in the way.
- 13.3** Objection and withdrawal: You may object to processing and withdraw consent you have given at any time. Withdrawal takes effect for the future.
- 13.4** Data portability: You may request that we hand over to you the data you have disclosed to us in a commonly used electronic format or transfer it to another controller.
- 13.5** To exercise these rights, an informal message to info@jtpai.vip is sufficient. We may request proof of your identity. We generally respond within 30 days.
- 13.6** Complaint: You may lodge a complaint with the Swiss Federal Data Protection and Information Commissioner (FDPIC), Feldeggweg 1, 3003 Bern. Persons in the European Economic Area may additionally contact the data protection authority of their place of residence.

14 No automated individual decisions

- 14.1** We do not make decisions based solely on automated processing that have legal effects for you. We do not create profiles of your behaviour.

15 Changes and language versions

- 15.1** We adapt this policy when our processing or the legal situation changes. The version published on www.jtpai.vip at the time applies. This version replaces the Privacy Policy of 17 March 2025.
- 15.2** This policy is available in German, English and Czech. In case of discrepancies, the German version is authoritative.