



# **IDG International Data Group**

## **Terms and Conditions for Lead generation**

### **Definitions**

“The Company” means IDG International Data Group AB “The Publications” means all IDG Publications be they wholly owned subsidiaries of IDG, joint ventures or licensees. “The Advertiser” means the person, company or other body who buys or has agreed or who wishes to place advertisements in “The Publications”. Advertising agencies, unless the context requires otherwise, will be treated as acting in principal.

A lead is defined as an IDG registered user who has downloaded a supplied vendor asset – white paper, webcast, case study or had a telephone conversation with an IDG representative and had verbally outlined their acceptance to be contacted by the Advertiser.

### **General**

These terms and conditions shall apply to all leads/downloads accepted for a program that will run with IDG and shall constitute a contract between the Company and the Advertiser. Any other proposed conditions (including the Advertiser’s standard conditions of purchase) are void and expressly excluded. No variation of any of these terms and conditions shall have effect unless expressly agreed in writing by the Company.

The Company reserves the right, on behalf of IDG, to refuse, withdraw, omit, suspend or otherwise deal with any cost per lead program at its absolute discretion in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

All cost per lead/download is accepted subject to the Publications approval of the copy.

The Advertiser shall indemnify the Company and IDG fully against any claim whatsoever (including legal and other costs and expenses incurred in dealing with any claim) arising from the program undertaken.

### **Rates**

All programs that run with IDG will be billed in the local currency of IDG (SEK, Euro and USD).

The Rates of Exchange applied will be subject to change without notification.

All Advertising Statements must be paid in the currency in which they are issued.

Local taxes for IDG will be payable by the Advertiser at the rates prevailing at the time of the insertion. For example, if a client is based in the Sweden, they will be liable for paying Swedish VAT.

The price per lead is the only costs that the Advertiser will incur. There is no hosting or set up fees for already created content being used to generate leads.



CPL (Cost per lead) rates are subject to revision by IDG at any time. In the event of a rate increase the Advertiser will have the option to cancel without loss of discounts or surcharge provided 25 working days prior notice has been given by the Advertiser.

Any Advertiser who cancels the balance of a contract for a series program relinquishes the right to the discount to which he was previously entitled and leads will be paid for at the Company's standard rate. In such a scenario the Company reserves the right to recover any previous discount given on the series.

### **Agency Commissions**

Agency commissions will be payable to recognized agencies in accordance with normal practice and rates applied in the country in which the Publication is issued.

IDG International Data Group AB, Magnus Ladulåsgatan 65, 106 78 Stockholm, Sweden, Tel: 08-453 60 00.

### **Cancellations**

Cancellations will only be accepted by the Company if made in writing and received prior to the relevant cancellation deadline for each publication. Any cancellations received after such a time will be of no effect and the advertisement will be payable in full. Four week notice for cancellation.

### **Copy and material**

Copy (White papers and supplied assets) must be supplied to the Publication by the Advertiser without request by the Company or the Publication prior to the copy date which will be advised on the Order Confirmation. Copy and / or artwork and other property of the Advertiser shall be held at the Advertiser's risk and should be insured by the Advertiser against loss or damage from whatever cause.

### **Payment terms**

All accounts are strictly net. Payments must be received within 30 days from the date of the invoice. All invoices are dated with the relevant date for the program. Invoices are dated from commencement of the program.

### **Miscellaneous**

The exclusive legal venue for all disputes arising from or in connection with the contractual relationship and place of performance shall be Sweden.

Swedish law shall apply.