



1. Definitions

1.1 ZorgKrant.nl: the website of Stichting Care Net Holland (CNH) on which news and information articles on care and welfare are published.

1.2 Stichting Care Net Holland (CNH): the non-profit organisation behind ZorgKrant.nl, established in Monster, the Netherlands. Registered with the Dutch Chamber of Commerce under number: 41158393.

1.3 Sponsored content / sponsored article: an article supplied by a third party (the advertiser) that is published on ZorgKrant.nl in return for payment.

1.4 Advertiser: any natural person or legal entity that commissions CNH to publish sponsored content on ZorgKrant.nl.

1.5 Agreement: any agreement between CNH and the advertiser relating to the publication, amendment or removal of sponsored content.

2. Scope

2.1 These terms and conditions apply exclusively to sponsored articles ("sponsored content") on ZorgKrant.nl.

2.2 In addition to these terms and conditions, CNH's general terms and conditions of service apply, as filed with the Chamber of Commerce under number 41.15.83.93.

2.3 Insofar as these terms and conditions deviate from CNH's general terms and conditions of service, these terms and conditions for sponsored content shall prevail.

2.4 The advertiser's general (purchase) terms and conditions do not apply, unless CNH has expressly accepted them in writing.

3. Rates and payment

3.1 Unless agreed otherwise, the following rates (excl. 21% VAT) apply per publication or change:

- Single publication: € 265
- 6 or more publications within 12 months: € 225 per publication
- 12 or more publications within 12 months: € 195 per publication
- Change, after 72 hours, maximum 2 links: € 65 per change.



- Change, after 72 hours, more than 2 links and/or text: € 95 per change.
- Removal of article: free of charge

3.2 All amounts mentioned are exclusive of VAT.

3.3 CNH is entitled to amend its rates. Rate changes do not apply to assignments already confirmed in writing by CNH.

3.4 Payment after invoice

3.4.1 The advertiser will receive an invoice from CNH, issued before or after publication, containing a description of the assignment and, where applicable, a reference code.

3.4.2 The payment term is 14 days from the invoice date, unless agreed otherwise in writing.

3.4.3 Payment shall be made exclusively to the IBAN stated on the invoice.

3.4.4 If the payment term is exceeded, the advertiser shall be in default by operation of law and CNH shall be entitled to charge statutory (commercial) interest and collection costs in accordance with the applicable legal provisions.

3.5 Advance payment

3.5.1 CNH may request advance payment from new clients, foreign clients or in the event of (suspected) payment issues.

3.5.2 A client is regarded as new if no assignments have been placed for a period longer than 15 months.

3.5.3 On business days, within 72 hours after receipt of the advance payment, or at an agreed time, CNH will publish the article and send the link to the advertiser.

3.6 Rejection and cancellation

3.6.1 CNH reserves the right to refuse a submitted article if it does not comply with the content guidelines or is otherwise deemed unsuitable.

3.6.2 If CNH rejects a submitted article after advance payment has been made and the advertiser does not supply a replacement article that is accepted, the advertiser is entitled to a refund of the amount already paid for that publication.

3.6.3 If the advertiser cancels the assignment before the article has been published, CNH is entitled to charge reasonable costs already incurred (such as time spent on assessment and communication), up to a maximum of the agreed rate for the relevant publication.

4. Foreign clients

4.1 For foreign clients, the following additional terms apply in addition to the other provisions of these terms and conditions:

- Standard advance payment: as a rule, payment is always made in advance.
- Language: communication and articles are in Dutch only; CNH does not write, edit or translate content.
- Payment: payment shall be made exclusively to the IBAN stated on the invoice.
- VAT reverse charge: where and insofar as permitted under the applicable VAT rules, VAT may be reverse-charged, provided a valid EU VAT number is supplied. In that case "VAT reverse-charged" will be stated on the invoice.

4.2 On business days, within 72 hours after receipt of payment, or at a pre-agreed time, CNH will publish the article and the advertiser will receive a confirmation with a link for review.

5. Content guidelines

5.1 The following topics are not accepted:

- Gambling and games of chance;
- Misleading or unsubstantiated health claims;
- Tobacco products and comparable substances;
- Alcohol advertising that conflicts with laws and regulations;
- Firearms or other dangerous products;
- Discriminatory, offensive or hate-inciting content;
- Content that infringes copyrights or other third-party rights;
- Advertisements for registered medicines or quackery;
- Other controversial topics at CNH's discretion.

5.2 Medical claims must be supported by reliable, verifiable sources that are acceptable to CNH. CNH may reject articles containing unproven or misleading claims without further justification.

5.3 The content must comply with the Dutch Advertising Code and relevant Dutch legislation, including but not limited to the Medicines Act and the Commodities Act.

5.4 The content may not conflict with the interests, objectives or image of CNH, ZorgKrant.nl or its target audience.

5.5 CNH reserves the right not to publish, to amend or to remove articles (or parts thereof) if they (subsequently) prove to be contrary to these terms and conditions.

5.6 The advertiser guarantees that it is entitled to make the article and any visual material available to CNH and that this does not infringe any third-party rights, including copyrights, portrait rights and trademark rights.

5.7 The advertiser indemnifies CNH against claims by third parties arising from or related to the content supplied, as further elaborated in Article 10.

5.8 Paid articles are always clearly recognisable to visitors as sponsored content. CNH will label these articles with a source indication and a designation such as 'sponsored content' or similar wording.

6. Links and technical conditions

6.1 Links in articles may not contain harmful or misleading content and must be consistently accessible.

6.2 If a link is unavailable for more than 96 hours, CNH is entitled to permanently remove the article without warning or refund.

6.3 Links in sponsored articles are placed as regular hyperlinks (do-follow) within the publishing system used by CNH. CNH gives no guarantees regarding the SEO value, indexing or ranking of these links by search engines.

6.4 CNH has no other websites or channels in which the advertiser's sponsored articles are automatically republished, unless expressly agreed otherwise in writing.

7. Submission of articles

7.1 The advertiser shall supply the article:

- in (error-free) Dutch,
- with a short and appropriate title,



- with a maximum length of 750 words,
- in simple formatting (headings, bold, italics and bullet points only),
- including no more than three checked and working links.

7.2 Articles are submitted by email to info@cnh.nl, including invoicing details and a clear statement that it concerns a paid placement.

7.3 CNH will assess whether the article meets the formatting and content guidelines. In the event of rejection, the advertiser will receive a brief explanation.

7.4 After approval and, where applicable, payment, CNH will usually publish the article on business days within 72 hours, unless agreed otherwise.

7.5 The advertiser shall check the published article as soon as possible, no later than 72 hours after publication, and shall report any errors to CNH immediately for correction.

7.6 CNH does not write, edit or translate content for the advertiser; the advertiser is solely responsible for the language and content.

8. Visual material

8.1 CNH will as standard add its own image (approximately 325 x 325 pixels, JPG format), even if the advertiser supplies its own visual material. CNH may change the image, format and size in the meantime.

8.2 Visual material supplied by the advertiser may only be used following explicit consultation, provided that the rights and source are fully and demonstrably clear.

8.3 The advertiser guarantees that all necessary rights have been obtained for any visual material supplied and that no third-party rights are infringed.

8.4 If the advertiser is not satisfied with the image used, a request for change may be submitted within 72 hours after publication.

9. Amending or removing articles

9.1 Substantive changes are only possible with the client's consent. An exception applies in situations where the content and/or link(s) conflict with these terms and conditions.

9.2 Changes to a published article are:

- Free of charge within 72 hours after publication;
- Subject to payment if the article has been published for longer than 72 hours;

Intended to correct errors and updates. Changes and amendments may not serve as a replacement for an entirely new article. Paid changes and amendments are limited to a maximum of 3 change orders per article.

9.3 Removal of an article is free of charge at all times, but is permanent.

9.4 Requests for amendment or removal must be submitted from the advertiser's original email address or another contact address agreed in advance. CNH may request additional proof, such as the corresponding invoice number/date.

10. Duration of publication, liability and continuity

10.1 Articles are in principle published for an indefinite period, as long as ZorgKrant.nl is operated in its current or a comparable form and the content complies with these terms and conditions.

10.2 CNH will make every reasonable effort to ensure the accessibility of the website and the published articles, but cannot guarantee uninterrupted availability.

10.3 CNH is not liable for disruptions or interruptions caused by external factors, such as network problems, hosting failures, cyberattacks or other circumstances beyond its control.

10.4 Temporary interruptions for maintenance, updates or security measures may take place without prior notice.

10.5 CNH is entitled to (partially) discontinue or substantially modify the website without being obliged to (partially) refund fees paid, unless mandatory legal provisions dictate otherwise.

10.6 The advertiser is fully responsible for the content of the article, including compliance with copyrights, legislation and third-party rights. Any damage resulting from the content of the article is for the account of the advertiser.

10.7 In cases of force majeure (such as natural disasters, prolonged external disruptions or other unforeseen calamities), CNH's responsibility is limited to making reasonable efforts to restore the service.



10.8 The advertiser fully indemnifies CNH against all claims by third parties arising from or related to the content or visual material supplied by the advertiser, including but not limited to claims for infringement of intellectual property rights, tort, misleading advertising or breach of laws and regulations.

10.9 Except in the event of wilful intent or deliberate recklessness on the part of CNH, any liability of CNH is limited to the amount paid by the advertiser for the relevant publication.

11. Final provisions

11.1 These terms and conditions and any agreements arising from them are governed exclusively by Dutch law.

11.2 In the event of differences of opinion regarding the performance or interpretation of these terms and conditions, the parties will endeavour to resolve the dispute amicably first. The board of CNH may make a proposal in this respect.

11.3 If the parties do not reach a solution, the dispute will preferably be submitted to the competent court in the district in which CNH has its registered office, without prejudice to the parties' right to submit the dispute to any other court competent under the law.

11.4 CNH is entitled to amend these terms and conditions. Amended terms and conditions apply from the moment they are published on the website for new assignments and, for ongoing assignments, after written notification to the advertiser.

11.5 The general terms and conditions for services of Stichting Care Net Holland have been filed with the Chamber of Commerce under number 41.15.83.93 and, where applicable and insofar as not in conflict with these terms and conditions, apply in addition.

11.6 CNH is subject to VAT. VAT number: NL80.28.53.559.B.01.

11.7 CNH banking details: IBAN: NL83 INGB 0006 8010 39 | BIC: INGBNL2A.

11.8 Questions about these terms and conditions can be sent to info@cnh.nl.