

General Terms and Conditions De Fysio Marketeers B.V.

CHAPTER I – GENERAL PROVISIONS

Article 1. Definitions

For the purposes of these general terms and conditions, the following definitions apply:

1. **Physical Leads:** the company as defined in Article 2 of these general terms and conditions;
2. **Client:** the customer with whom Physical Leads has entered into an Agreement and/or who is in negotiations with Physical Leads regarding such an Agreement;
3. **Agreement(s):** any arrangement or commission between Physical Leads and the Client for the provision of Services by Physical Leads to the Client;
4. **Party(ies):** the Client and Physical Leads collectively or each as an individual contracting party;
5. **In writing:** communication by email or post;
6. **Lead(s):** natural persons who, through campaigns, advertisements, forms, funnels or other marketing activities carried out by Physical Leads, express an interest in the Client's services and, in doing so, provide contact details or other relevant information for the purpose of the Client contacting them;
7. **Inbound lead(s):** natural persons who, via campaigns or marketing activities carried out by Physical Leads, contact the Client directly via the Client's web domain, including, but not limited to: telephone contact, email, WhatsApp, completed contact forms or scheduled appointments. Physical Leads can use its systems to determine whether these conversions result from its activities;
8. **Candidate(s):** a natural person who is provided to the Client by Physical Leads as a job applicant under the Agreement and who:
 - a. is BIG-registered or is a final-year student on a physiotherapy degree programme;
 - b. resides within a radius of 40 (forty) kilometres of (one of) the Client's practices;
 - c. has shown an interest in the vacancy, practice or services of the Client, for example by responding to advertisements from Physical Leads, by completing a Physical Leads form, providing contact details or entering into a discussion following outreach by Physical Leads; and,
 - d. in the case of a vacancy within a specific specialism, the Candidate must additionally hold the relevant certificate or be in the final year of the relevant master's programme;
9. **Third Party(ies):** other natural or legal persons who are not party to this Agreement, with the exception of Lead(s);
10. **Service(s):** the Services offered by Physical Leads, which include, but are not limited to, attracting new clients (lead generation), staff recruitment, and increasing retention through marketing and communication strategies (such as campaigns aimed at

reactivating existing and former clients of the practice), as well as setting up, optimising and supporting commercial and operational processes within the practice;

11. **Deliverables:** all results of the Services delivered by Physical Leads under the Agreement, including marketing communications, campaigns, advertisements, job vacancy texts, websites, funnels, automations, content, reports, designs and other work or materials.

Article 2. Identity of Physical Leads

Company name:	De Fysio Marketeers
Street name and number:	Staringstraat 11
Postcode and town:	6521 AE Nijmegen
Chamber of Commerce number:	90833368

Article 3. General Provisions

1. These general terms and conditions apply to every offer and all (legal) acts of Physical Leads, and to every Agreement concluded between the Parties.
2. These general terms and conditions shall be provided to the Client electronically prior to or at the time of concluding the Agreement in such a way that the Client can easily store them on a durable medium. The terms and conditions may also be downloaded from the Physical Leads website at <https://physicalleads.nl/>.
3. If any provisions of the Agreement conflict with provisions of these general terms and conditions, the provisions of the Agreement shall prevail.
4. Unless expressly agreed otherwise in writing, the applicability of any other (general) terms and conditions is excluded.
5. Deviations from or additions to these general terms and conditions are only valid if they have been expressly agreed in writing between the Parties.
6. If Physical Leads does not consistently require strict compliance with these general terms and conditions, this does not mean that the provisions thereof do not apply or that Physical Leads would, to any extent, lose the right to require strict compliance with the provisions of these general terms and conditions in other cases.
7. If and insofar as, on the grounds of reasonableness and fairness – or the unreasonably onerous nature of a provision – any provision of these general terms and conditions cannot be invoked, the provision in question shall, in any event, be given a meaning as close as possible to its original content and intent, so that it may be invoked.
8. Physical Leads cannot guarantee that the work it carries out will always achieve the result desired by the Client. The accepted assignment gives rise to an obligation to use best endeavours and expressly not to an obligation to achieve a specific result.
9. Physical Leads is entitled to engage third parties for the performance of the Agreement.
10. The application of Article 7:404 and/or Article 7:407(2) of the Civil Code (hereinafter: 'CC') is/are excluded.

Article 4. The Offer

1. If an offer is valid for a limited period or is subject to (certain) conditions, this will be expressly stated in the offer.

2. Any quotation or offer issued by Physical Leads shall be regarded as a non-binding offer, unless otherwise expressly agreed in writing by Physical Leads. A non-binding offer may be withdrawn by Physical Leads after acceptance.
3. The offer contains a complete and accurate description of the Services offered. The description is sufficiently detailed to enable the Client to properly assess the offer.
4. Obvious errors or mistakes regarding, for example, amounts stated are not binding on Physical Leads.

Article 5. The Agreement

1. The Agreement is concluded upon the Client's acceptance of the offer and fulfilment of any conditions set out therein.
2. Physical Leads reserves the right not to perform a concluded Agreement, for example if it has reasonable grounds for doubt or information indicating that the Client will not (or cannot) fulfil its (financial) obligations. If Physical Leads refuses to perform, it shall notify the Client of this refusal in writing within a reasonable period after the conclusion of the Agreement.
3. The Client's right to suspend performance and right of set-off are excluded.
4. In addition to the previous paragraph, Physical Leads has the right to set off and/or suspend the performance of Services in the event of outstanding claims against the Client or in cases where the Client fails to fulfil, or fails to fulfil in full or properly, its obligations.
5. These general terms and conditions also apply to future, supplementary and/or subsequent Agreements/assignments.
6. Agreed delivery or completion dates are always indicative. The delivery or completion dates are not strict deadlines. Exceeding a deadline therefore does not entitle the Client to compensation.

Article 6. Deployment of Physical Leads staff

1. Physical Leads shall designate one of its staff members as the point of contact for the performance of the Agreement and shall liaise with the Client regarding the progress and performance of the Services.
2. The selection of the staff member shall be determined on the basis of the information provided by the Client and the knowledge, experience and skills of Physical Leads' staff.
3. Physical Leads may replace the assigned employee, for example in the event of illness, holiday or other operational reasons. In the event of a change, the continuity of the services and the Client's interests will be taken into account as far as possible.
4. Physical Leads' staff may also work for other Clients, provided this does not adversely affect the quality and progress of the services provided to the Client.
5. The deployment of staff may vary within reasonable limits, depending on Physical Leads' operational requirements.

Article 7. Obligations of the Client

1. The Client shall ensure that all data, documents, access, input, feedback and approvals required for the performance of the Agreement are provided to Physical Leads in a timely, complete and accurate manner, and shall inform Physical Leads without delay of any relevant changes. Physical Leads is under no obligation to verify

this information. The consequences of incorrect, incomplete or late provision of information, including additional costs or reduced results, shall be borne by the Client.

2. The Client shall appoint a single designated contact person who is authorised to liaise and take decisions on the Client's behalf.
3. The Client shall be responsible for obtaining all necessary consents within the meaning of the Copyright Act and other applicable laws and regulations from the persons concerned for the use of visual material for marketing purposes. Any liability or costs arising from the absence, withdrawal or expiry of such consent shall be borne entirely by the Client.
4. In the event of a breach of these obligations, Physical Leads is entitled to suspend the provision of the Services or to terminate the Agreement, whilst retaining the right to payment for work already carried out and costs incurred.

Article 8. Quality Control and Training

1. Physical Leads is entitled, during the term of an Agreement, to carry out quality controls regarding the Client's follow-up of Leads, Inbound Leads and Candidates.
2. The Client hereby expressly authorises Physical Leads, in the context of these quality controls, to record, analyse and use conversations and other communications with the Client and its employees for the purposes of quality assurance, coaching, training and the improvement of its services. Physical Leads shall not retain such recordings for longer than 60 (sixty) days after the date of recording.
3. The Client warrants that its employees and other persons involved in the follow-up are aware of the provisions of this article and have consented to them.

Article 9. Use of artificial intelligence (AI)

1. In the performance of the Services, Physical Leads may use artificial intelligence (AI), including generative AI tools, to support content creation, analysis, design, automation or other activities.
2. AI output may contain inaccuracies, omissions or similarities to existing works. The Client must carefully check and approve the results of the Services delivered before use or publication. Once approved, responsibility for the use and publication rests with the Client.
3. Physical Leads will not input any confidential personal data or commercially sensitive information belonging to the Client into public AI tools insofar as this is incompatible with applicable legislation.

Article 10. Termination and notice periods

1. If the Client fails to fulfil one or more of its obligations, or fails to do so in a timely or proper manner; is declared bankrupt; applies for (provisional) suspension of payments and/or a deferral of payment; proceeds with the liquidation of its business; or if its assets are seized in whole or in part, Physical Leads shall be entitled to suspend the performance of the Agreement with immediate effect or to terminate and/or rescind the Agreement in whole or in part by way of a Written notice, by operation of law and without prior notice of default, at its discretion and always without prejudice to any right it may have to compensation for costs, damages and interest.

2. Upon expiry of any initial term as set out in the Agreement, the Agreement may be terminated in writing on a monthly basis with effect from the end of the month, subject to a notice period of 1 (one) month.
3. Regardless of the method of termination, Physical Leads is entitled to payment for all work carried out, costs incurred and investments made up to the date of termination.

Article 11. Liability

1. Physical Leads shall not be liable for any indirect loss suffered by the Client, including consequential loss, loss of profit, lost savings and loss resulting from business interruption.
2. If Physical Leads is liable for direct loss suffered by the Client, such liability per event or series of related events shall be limited to the amount of the fee stipulated in the Agreement (excluding VAT). If the Agreement is a fixed-term contract with a duration of more than 6 (six) months, the amount involved in the Agreement shall be set at the total of the fees (excluding VAT) for the past 6 (six) months.
3. The amount of compensation shall never exceed the amount paid out by Physical Leads' liability insurance.
4. 'Direct loss' shall be understood to mean exclusively:
 - a. reasonable costs incurred by the Client to bring the Services provided by Physical Leads into compliance with the Agreement, provided that Physical Leads has first been given the opportunity to remedy this itself within a reasonable period; however, such compensation shall not be paid if the Agreement is terminated by or at the request of the Client;
 - b. reasonable costs incurred in determining the cause and extent of the damage, in so far as such determination relates to damage within the meaning of these general terms and conditions;
 - c. reasonable costs incurred in preventing or limiting damage, in so far as the Client demonstrates that these costs have led to a limitation of damage within the meaning of these general terms and conditions.
5. The limitations of liability set out in the preceding paragraphs shall not apply if the damage is the result of wilful misconduct or deliberate negligence on the part of Physical Leads.
6. The Client shall indemnify Physical Leads against any claims by third parties who suffer damage in connection with the performance of the Agreement, in so far as such damage is attributable to the Client.
7. Physical Leads shall not be liable for damage caused by auxiliary persons as referred to in Article 6:76 of the Dutch Civil Code, unless there is wilful misconduct or deliberate recklessness on the part of Physical Leads or the auxiliary person in question.
8. A condition for the entitlement to any compensation is always that the Client reports the damage to Physical Leads in writing as soon as possible after it has arisen. Any claim for compensation against Physical Leads shall lapse 12 (twelve) months after the damage is discovered.
9. Physical Leads shall not be liable for any damage, of whatever nature, arising from Physical Leads having relied on incorrect and/or incomplete information provided by the Client or where the Client has supplied such information too late.

10. Physical Leads shall not be liable for any loss suffered by the Client as a result of the Client's failure to fulfil the obligations set out in Article 7 – 'Obligations of the Client'.
11. Physical Leads shall not be liable for any damage arising from the fact that Third Parties engaged or used by it, including software suppliers, hosting providers, platforms and application providers, temporarily make their services unavailable, modify, restrict or terminate them.

Article 12. Force majeure

1. In addition to the provisions of Article 6:75 of the Dutch Civil Code, Physical Leads shall not be held liable for any failure to fulfil any obligation towards the Client in the event of circumstances beyond Physical Leads' control, which wholly or partly prevents the fulfilment of its obligations towards the Client or as a result of which the fulfilment of its obligations cannot reasonably be expected of Physical Leads. Such circumstances include, amongst others, disruptions or failures of the internet, advertising platforms, software, tools or systems (such as Meta, Google, CRM or email systems), computer viruses, extreme weather conditions, fire (or the risk thereof), (imminent) threat of war, restrictions or changes imposed by third parties, cyber incidents, sick leave, pandemics, strikes and government measures.
2. If a situation as referred to in paragraph 1 of this article arises, as a result of which Physical Leads is unable to fulfil its obligations towards the Client, those obligations shall be suspended for as long as Physical Leads is unable to fulfil them. If the force majeure situation has lasted for 30 (thirty) calendar days, both Parties shall be entitled to terminate the Agreement in whole or in part in Writing. In that case, Physical Leads shall not be liable to pay any compensation, even if Physical Leads derives any benefit as a result of the force majeure situation.
3. If the Agreement is terminated on the grounds of force majeure, as referred to in this Article, Physical Leads shall be entitled to payment for the hours already worked or investments already made at the time of the Agreement's termination.

Article 13. Warranty for Physical Leads' Services

1. Physical Leads shall ensure that it acts as a proper service provider. Physical Leads therefore guarantees that the Services it provides comply with the Agreement, the specifications and/or details set out in the quotation, reasonable requirements of usability and soundness, and the statutory provisions and/or government regulations in force on the date the Agreement was concluded.
2. If the Service has been performed unsatisfactorily, Physical Leads shall, promptly following a complaint from the Client, choose either to perform the Service satisfactorily at a later date or to deduct a proportionate part of the fee (whether or not already paid by the Client).
3. Videos and video shoots are assessed by Physical Leads for usability. If, in Physical Leads' opinion, a video or video shoot is unusable, Physical Leads will arrange a new video shoot free of charge. If the video or video shoot is usable but the Client is not satisfied with, for example, the style, appearance or personal preferences, there is no entitlement to a new video shoot free of charge. In that case, the Client shall bear the costs themselves if they request a new video shoot to take place.
4. The guarantee shall lapse if:

- a. the Client or Third Parties engaged by the Client make changes to campaigns, funnels, automations, software settings or other Services provided by Physical Leads;
- b. deficiencies are wholly or partly the result of incorrect or incomplete information provided by the Client;
- c. deficiencies arise from malfunctions, changes or limitations in third-party software, platforms or services, including advertising platforms, CRM systems or automation software;
- d. statutory requirements, platform guidelines or government measures necessitate changes to the performance of the Services; and/or
- e. the Client fails to comply with the obligations set out in Article 19(4) of these general terms and conditions.

Article 14. Prices

1. All amounts are quoted in euros (€) and exclude VAT and other government-imposed levies, unless otherwise agreed.
2. Physical Leads reserves the right to apply an inflation adjustment four (4) times a year based on the CPI.
3. The agreed amounts are based on cost-determining factors at the time of the offer. Physical Leads reserves the right to pass on to the Client any changes in cost-determining factors arising 3 (three) months after the conclusion of the Agreement, over which Physical Leads has no reasonable control, such as increases in excise duties, social security contributions, insurance premiums or VAT, up to a maximum of 20% (twenty per cent) of the original amount.
4. Physical Leads also has the right to increase the amounts specified in the quotation beyond the maximum of 20% (twenty per cent) referred to in the previous paragraph. In that case, the Client has the right to terminate the Agreement at the time the price change takes effect. Physical Leads will always notify the Client of any such price change 1 (one) month before the price change is implemented.
5. A composite quotation does not oblige Physical Leads to perform part of the Agreement in return for a corresponding portion of the quoted amount.
6. Discounts and quoted amounts do not automatically apply to future and/or subsequent Agreements.

Article 15. Payment and invoicing

1. Unless otherwise stipulated in the Agreement or supplementary terms and conditions, the amounts owed by the Client will be automatically debited following monthly invoicing via the payment service provider engaged by Physical Leads (a Third Party). The Client hereby expressly authorises the provision of a standing SEPA direct debit mandate to this Third Party for the purpose of these direct debits. Physical Leads has no influence over the processing and execution of payments by this Third Party.
2. If the direct debit fails, the Client is obliged to settle the invoice within 30 (thirty) days of the invoice date or, within this period, to consult with Physical Leads in order to agree on an alternative payment arrangement. If the Client fails to comply with this, it shall owe Physical Leads an amount of €185 (one hundred and eighty-five euros), excluding VAT, in administration costs.

3. If, by way of derogation from the previous paragraph, the Parties have agreed to make payment via iDeal rather than by SEPA direct debit, a payment term of 30 (thirty) days from the invoice date shall, in principle, apply.
4. The Client is obliged to notify Physical Leads immediately of any inaccuracies in the payment details provided or stated.
5. If the Client does not agree with an invoiced and/or collected payment, or wishes to revoke the authorisation granted for direct debit, the Client may contact Physical Leads via administratie@physicalleads.nl.
6. If the Client fails to meet their payment obligation(s) on time, Physical Leads will notify the Client of the late payment and grant the Client a period of 7 (seven) days to fulfil their payment obligations. If payment is not made within this seven-day period, the Client shall be in default. Consequently, the Client shall also be liable to pay statutory (commercial) interest on the outstanding amount. In addition, Physical Leads is entitled to charge the Client for any extrajudicial debt collection costs incurred.
7. In the event of (a reasonable prospect of) bankruptcy, liquidation, suspension of payments or debt restructuring under the WSNP, Physical Leads' claims against the Client and the Client's obligations towards Physical Leads shall become immediately due and payable.
8. Any payments made by the Client shall always be applied, firstly, to settle all interest and costs due, and secondly, to settle the longest-outstanding invoices, even if the Client specifies that the payment relates to a later invoice.

Article 16. Complaints and Acceptance of Deliverables

1. The Client must report any complaints regarding the Services or Deliverables to Physical Leads without delay and in writing. In the event of an immediately apparent defect in the performance or delivery of the Services or Deliverables, the Client must lodge a complaint within 7 (seven) days of such performance or delivery.
2. Complaints regarding non-immediately apparent shortcomings must be reported to Physical Leads in Writing no later than 30 (thirty) days after the Client has discovered them, or should reasonably have discovered them. This includes, amongst other things, technical errors, faulty links, errors in automation, and software, tracking and campaign settings.
3. Physical Leads must be given at least 4 (four) weeks by the Client to investigate a complaint and rectify any shortcoming.
4. If the Client fails to lodge a complaint in good time, any right relating to the shortcoming in question shall lapse and the Services and/or Deliverables shall be deemed to have been performed and delivered, respectively, in accordance with the Agreement and to have been accepted, unless the Client has already accepted them in writing.
5. Complaints shall not suspend the Client's payment obligations.

Article 17. Assignment

1. If the Client is acting in the course of a profession or business and assigns or pledges the Client's financial rights and obligations under this Agreement to a Third Party, the Client shall inform Physical Leads in Writing as soon as possible of the assignment or pledge and of the identity of the new creditor.

Article 18. Additional Work

1. If, at the Client's request or with the Client's prior written consent, Physical Leads carries out work that falls outside the scope or extent of the Agreement, including the generation of more Leads than the agreed number or target number of Leads, such work shall be regarded as additional work. The Client shall owe additional remuneration for this in accordance with Physical Leads' standard rates or the rate per lead agreed in advance.
2. The Client accepts that additional work may affect the planning, execution, objectives and results of the Services.
3. If a fixed price has been agreed, Physical Leads shall inform the Client (where possible) in writing in advance of the financial consequences of the additional work.

Article 19. Intellectual Property

1. All intellectual property rights relating to and/or resulting from the Agreement performed by Physical Leads, including but not limited to campaigns, advertising copy, content, strategies, funnels and templates, shall vest in Physical Leads. The Client shall be granted a non-exclusive and non-transferable right of use solely for the duration of the Agreement, insofar as this expressly arises from these general terms and conditions and the law. Any other or further rights of the Client are excluded.
2. The materials and information provided by Physical Leads to the Client as referred to in paragraph 1 are intended solely for use by the Client. The Client is not permitted to disclose and/or reproduce the information obtained in any form whatsoever. This includes, amongst other things, editing, selling, making available, distributing and – whether or not after editing – integrating into networks, unless such disclosure and/or reproduction has been authorised in writing by Physical Leads and/or such disclosure and/or reproduction arises from the nature of the Agreement with Physical Leads.
3. Unless expressly agreed otherwise in writing, the Client is not authorised to grant sub-licences to third parties.
4. Physical Leads is entitled to use the Client's name and logo for reference or promotional purposes.
5. The Client shall indemnify Physical Leads against any claims by third parties relating to intellectual property rights.
6. If Physical Leads holds the copyright to a portrait commissioned by the Client, the Client grants Physical Leads permission to publish the work. Such publication therefore does not constitute an infringement of the Client's right to one's own image.
7. If the Client acts in breach of this clause, the Client shall be liable to pay an immediately payable penalty amounting to three times the sum stipulated in the Agreement, without prejudice to Physical Leads' right to claim (additional) damages.

Article 20. Management

1. Physical Leads is entitled at all times to make changes to the technical and non-technical facilities relating to the Services, including changes to the software used, such as GoHighLevel.
2. The Client shall act and conduct itself in accordance with what may be expected of a responsible and diligent user of the Service(s).

3. The Client remains responsible at all times for any use – including unauthorised use – made of the rights of use and access granted to it. The Client shall take appropriate and reasonable measures to prevent misuse and/or unauthorised use. The Client is not permitted to share usage and/or access rights with Third Parties, unless the Parties have agreed otherwise in Writing.
4. The Client shall at all times follow the instructions provided by Physical Leads regarding the use of the Service(s), including, but not limited to, instructions, manuals and training materials provided by Physical Leads, such as a training video, relating to the use of the technical and non-technical facilities within the meaning of this article.
5. Any change which, in Physical Leads' reasonable opinion, requires a significant, non-temporary adjustment on the part of the Client, shall be notified to the Client as soon as possible. The Client shall not be entitled to claim compensation or damages; however, they shall be entitled to terminate the Agreement with effect from the date of the announced change.
6. Physical Leads reserves the right to suspend or remove technical Services if these cause a system failure or delay. Physical Leads shall assess whether such a disruption or delay exists and may, without prior notice to the Client, block, remove or discontinue the technical Services, or take other measures to remedy the disruption or delay. In such circumstances, the Client shall under no circumstances be entitled to damages or compensation, nor may they terminate the Agreement.
7. Physical Leads is entitled, without prior notice, to (temporarily) suspend its Services or restrict their use to the extent necessary for reasonably required maintenance or for adjustments or improvements to the Services that are necessary to be carried out by (or on behalf of) Physical Leads, without this giving rise to any right to damages or compensation on the part of the Client against Physical Leads.

Article 21. Confidentiality

1. The Parties are obliged to maintain the confidentiality of all confidential information they receive from each other in the context of the Agreement. Information shall be deemed confidential if this has been communicated by a Party or if it reasonably follows from the nature of the information.
2. The Parties shall also impose this confidentiality obligation on their employees, auxiliary persons and any Third Parties engaged by them.
3. The Parties are not permitted to share confidential information with Third Parties without the prior written consent of the other Party. This includes, but is not limited to, information regarding working methods, campaigns, strategies, software, contact details, personal data and other business-sensitive information.
4. This confidentiality obligation shall remain in force even after the termination of the Agreement.
5. Physical Leads is entitled to use the results and statistical data obtained from the Services, provided they are fully anonymised and cannot be traced back to the Client, for statistical, comparative and marketing purposes.
6. In the event of a breach of this clause, the Client shall, without further notice of default, forfeit to Physical Leads an immediately payable penalty of €25,000 (twenty-five thousand euros) per breach, without prejudice to Physical Leads' right to full compensation.

Article 22. Employee Non-Solicitation Clause

1. During the term of the Agreement, and for a period of 1 (one) year following its termination, the Client shall only employ, or otherwise engage, directly or indirectly, employees of Physical Leads who are or have been involved in the performance of the Agreement, with the prior written consent of Physical Leads.
2. Physical Leads shall not withhold such consent where applicable if the Client has offered appropriate compensation. Appropriate compensation is defined as at least 10 (ten) months' salary.

Article 23. Exclusivity

1. For the duration of the Agreement, the Client grants Physical Leads the exclusive right to perform the assigned Agreement.

Article 24. Final Provisions

1. Agreements between the Parties shall be governed exclusively by Dutch law.
2. Disputes between the Parties shall, as far as possible, be resolved through amicable consultation.
3. All disputes between the Parties shall be settled exclusively by the competent court in the judicial district in which Physical Leads is established.
4. The provisions of these general terms and conditions and the Agreement which are intended to remain in force after the termination of the Agreement shall remain in full force and effect after the Agreement has ended.
5. Physical Leads is entitled to unilaterally amend or supplement these general terms and conditions. In such a case, Physical Leads shall notify the Client of the amendments or supplements in good time.
6. There shall be a minimum of 30 (thirty) days between this notification and the entry into force of the amended or supplemented general terms and conditions.