Lead Generation Terms

2026 October

These Lead Generation Terms (the "Lead Gen Terms") apply to campaigns delivered by Future B2B Limited or Future B2B LLC (as identified in the Order) ("Future") that promote Client content and deliver qualified leads to the client named in the Order (the "Client"). These Lead Gen Terms form part of and are incorporated into either (a) the Master Services Agreement (MSA) or (b) Future B2B's Standard Terms and Conditions (as applicable).

1. Definitions

1.1. Capitalised terms not defined here have the meaning given in the MSA or Standard Terms.

1.2. In these Lead Gen Terms:

Lead: a record of an individual collected through a campaign that meets the agreed criteria in the Order (e.g., First Name, Last Name, Email, Company, Job Level/Function, Country, plus any agreed custom fields).

Lead Goal: the total number of Leads Future agrees to deliver under the Order.

Lead Filters: audience or qualification criteria agreed in the Order (e.g., geography, industry/vertical, company size, seniority, named accounts).

Content Asset: Client-supplied content promoted for lead capture (e.g., white paper, report, webinar).

Landing Page: a page hosted by Future or an approved partner, containing the lead form and privacy notice.

CPL: cost per lead, being the unit price for each valid Lead delivered to the agreed criteria.

Delivery Window: the period during which Future will deliver Leads (weekly, monthly, or at campaign completion, as stated in the Order).

2. Scope of Lead Generation Services

2.1. Future will deliver the lead generation campaign(s) described in the Order, using reasonable skill and care, which may include:

2.1.1. email and digital promotion of a Content Asset;

2.1.2. Landing Page hosting and form capture;

2.1.3. content syndication via Future's brands (specific in the Order) and approved partner networks;

2.1.4. delivery of Lead files and campaign reporting; or

2.1.5. such other services as agreed in an Order.

2.2. Future may use third-party partners to extend reach or fulfil delivery, provided those partners apply standards substantially equivalent to Future's regarding consent capture, data accuracy, and information security. Future remains responsible to the Client for delivery under the Order.

2.3. Future does not guarantee specific open rates, click-through rates, registrations, conversion outcomes, pipeline value, or revenue. Unless expressly stated in the Order, delivery commitments relate to the **Lead Goal** only. These Lead Gen Terms do not create any obligation to arrange, attend, or confirm meetings.

3. Lead Delivery and Data Format

3.1. **Minimum fields.** Unless otherwise agreed, each Lead will include: First Name, Last Name, Email, Company, Job level/Function, and Country. Any additional mandatory fields (for examples, Phone, Industry, Employee Band, Turnover Band, Consent Flags) must be specified in the Order.

3.2. Format and cadence. Leads will be delivered in **.csv** or **.xlsx** via secure file transfer or CRM/API integration at the cadence set out in the Order (weekly by default). Delivery is complete when the file is transmitted or made available for download/integration.

3.3. **CRM integration.** If CRM/API integration is requested, the Client will provide sandbox access, mapping, and test credentials at least ten (10) Business Days prior to launch. Future is not responsible for delays caused by unavailable credentials, failed mapping, or Client-side validation rules.

4. Lead Quality and Replacement Policy

4.1. Future will use reasonable endeavours to deliver Leads that meet the agreed Lead Filters and quality criteria however Future gives no

warranty as to the accuracy or completeness of any registrant or attendee information.

4.2. If the Client believes a Lead does not meet criteria specified in the Order (for example, the Lead is invalid or outside of agreed filter criteria), a replacement request must be submitted within thirty (30) days of first delivery. Future will review any claim in good faith and, if verified, replace the affected Leads within a reasonable period. Future reserves the right to audit rejected Leads to verify accuracy.

4.3. Lead replacement is the Client's sole and exclusive remedy for quality issues.

5. Content Syndication Campaigns

5.1. Where Future republishes Client content through its own or partner networks ("**Content Syndication**"), the following apply:

5.1.1. Future will promote the content using its editorial brands and databases (in its discretion unless otherwise specified in the Order) to generate registrations in accordance with the Lead Goal.

5.1.2. The Client will provide approved assets and copy by the deadline in the Order. Late materials may delay launch without affecting billing.

5.1.3. Lead Filters, suppression lists, and target account lists must be supplied by the Client before campaign launch. Future will use its reasonable endeavours to utilise the same. For the avoidance of doubt, lead filtering and targeting services are not included unless expressly specified and agreed in the Order, and any such services may be subject to additional fees.

5.1.4. Proposed changes mid-campaign may require Fee adjustments.

5.1.5. The CPL rate is based on the Lead Filters and Lead Goal agreed when the Order is executed by the Client. The Client acknowledges and agrees that changes may result in Fee changes or an adjusted Lead Goal.

5.2. Future may use partner networks to fulfil campaigns provided such networks meet quality and data protection standards in Future's reasonable estimation.

5.3. Future will provide the Client with a summary report on campaign performance and Lead Delivery within ten (10) Business Days of completion (unless otherwise).

6. Client Responsibilities and Dependencies

6.1. The Client must:

6.1.1. provide approved creative assets, branding, and copy in accordance with Future's specifications and timelines;

6.1.2. ensure all supplied content is accurate, lawful, and free of viruses or tracking tools that may breach privacy or cookies laws; and

6.1.3. provide any required target-account lists, suppression lists, or filters prior to campaign launch.

6.2. The Client acknowledges that changes to creative assets, filters, or targeting after campaign launch may delay delivery and may result in additional costs or a revised Lead Goal.

6.3. If the Client fails to provide required assets or approvals by the stated deadlines, Future may delay or cancel the campaign and the Fees shall remain payable.

7. Reporting and Performance Metrics

7.1. Future will provide a summary performance report after each campaign, including:

7.1.1. total Leads delivered versus Lead Goal; and

7.1.2. delivery period and completion date.

7.2. Unless otherwise agreed, Future's reporting data will be the sole conclusive record of Lead performance and fulfilment, save in the case of manifest error.

7.3. Future will use reasonable efforts to deliver the Lead Goal but does not guarantee specific open rates, click-through rates, or engagement metrics.

7.4. For campaigns using external partner data sources, Future may rely on partner-supplied reporting and will ensure those partners apply reasonable accuracy checks.

8. Fees, Cancellations and Reschedules

8.1. Fees are as stated in the Order and are based on the agreed Lead Goal and CPL.

8.2. Once a campaign has launched (i.e., assets distributed or promotion commenced), it is non-cancellable.

8.3. If the Client cancels a campaign before launch:

8.3.1. up to 30 days before launch – Future may charge 25% of the total Fee;

8.3.2. within 30 days of launch – Future may charge 50% of the Fee; and

8.3.3. after launch – 100 % of the total Fee is payable.

8.4. Future may, at its discretion, reschedule a campaign to a later date if requested in writing by the Client at least 15 Business Days prior to the original start date, subject to available inventory and any applicable reschedule fee.

8.5. Campaigns paused or delayed by the Client for more than 30 days without confirmed restart may be deemed cancelled under Clause 8.3.3.

9. Use of Data and Compliance

9.1. Each party will comply with all applicable data-protection and privacy laws, including the UK GDPR, EU GDPR, and CCPA (as applicable).

9.2. Where Future processes personal data on the Client's behalf, the parties will comply with Future Data Processing Addendum incorporated by reference into the MSA or Standard Terms (as applicable).

9.3. The Client shall not cause Future to breach the terms of its privacy policy available at https://futureplc.com/privacy-policy/.

9.4. The Client must not use any Lead data for unsolicited communications in breach of applicable law or this Agreement.

9.5. The Client shall not combine Lead data with other datasets in a way that could re-identify individuals beyond the original purpose of collection.

9.6. Future shall retain Lead data for as long as necessary to deliver the campaign and thereafter in accordance with its data retention policies.

10. Warranties and Indemnity

10.1. The Client warrants that all Client Materials:

10.1.1. comply with applicable laws, marketing codes, and privacy regulations; and

10.1.2. do not infringe any third-party intellectual-property or data protection and privacy rights.

10.2. The Client will indemnify and hold harmless Future, its Group Companies, employees, and subcontractors against all losses, damages, and expenses arising from:

10.2.1. any breach of these warranties; and

10.2.2. any claim relating to the content or use of Client Materials.

10.3. Future warrants that it will perform the Lead Generation Services with reasonable care and in accordance with the Order.

11. Precedence and Interaction with MSA

11.1. These Lead Gen Terms supplement and form part of the MSA or Standard Terms. In case of conflict, the following order of precedence applies:

11.1.1. any Special Conditions in the Order;

11.1.2. these Lead Gen Terms (except as stated in Clause 11.2); and

11.1.3. the MSA or Standard Terms.

11.2. Nothing in these Lead Gen Terms limits or overrides the confidentiality, data-protection, or governing-law provisions of the MSA or Standard Terms (as applicable).

11.3. Future may update these Lead Gen Terms from time to time, and the updated version will apply to new Orders entered into after the date of publication or notice to the Client.