

FORM  
TERMINATION AND CANCELLATION OF  
SEO SERVICES

**12Group**

Chamber of Commerce (KvK): 86515047

Website: 12group.nl

Hereinafter referred to as: "12Group"

**1 - Client details for SEO services**

**Client name:**

.....

**Company name (if applicable):**

.....

**Address:**

.....

.....

**Postal code and city:**

.....

**Email:**

.....

**Chamber of Commerce number of client (if applicable):**

.....

**Client telephone number:**

.....

**Invoice number of the most recently received invoice relating to SEO services:**

.....

## **2 - Website(s) / domain name(s) to which the SEO services relate**

Please list below all websites and/or domain names for which the SEO services are being cancelled. If you wish to cancel more than five (5) SEO services relating to websites and/or domain names, you must use an additional form.

**Website/domain (1):**

.....

**Website/domain (2):**

.....

**Website/domain (3):**

.....

**Website/domain (4):**

.....

**Website/domain (5):**

.....

### 3 - Type of request (tick one)

**Immediate termination of all SEO services**

*(Note: in the case of immediate termination, the remaining contract term may become immediately due and payable in accordance with Article 6:265 of the Dutch Civil Code and the contractual provisions.)*

**Cancellation at the end of the contract term**

*(The contract will automatically end at the conclusion of the agreed contract period in accordance with the written agreement.)*

**Cancellation with observance of the notice period**

*(The contract remains fully in force during the contractual notice period; services will be delivered until the end of this period.)*

**Immediate transfer of SEO services to another party**

*(Note: in the case of immediate transfer, the remaining contract term may become immediately due and payable in accordance with the contractual provisions.)*

**Partial termination of SEO services (specify below)**

*(Note: in the case of immediate partial termination, the remaining contract term may become immediately due and payable for the relevant portion.)*

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### 4 - Transfer to third party (only if applicable)

**Name of third party:**

.....

**Company name of third party:**

**Chamber of Commerce number (if applicable):**

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**Email address of third party:**

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**Address of third party:**

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**Postal code and city of third party:**

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## **5 - Reason for termination/transfer (optional)**

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## **6 - Preparations, transfer, and client's own responsibility**

The client is fully and exclusively responsible for making all necessary preparations prior to submitting this cancellation form, including - but not limited to - the following:

- Securing all SEO-related data, content, reports, analyses, dashboards, tools, accounts, and documentation;
- Creating and verifying backups of websites, content, databases, and configurations;
- Preparing any transfer to another SEO provider or marketer;
- Preventing loss of rankings, visibility, traffic, or authority;
- Modifying or terminating connections with tools, APIs, tracking, Search Console, Analytics, advertising platforms, or other external systems;
- Securing or transferring accounts, access rights, user roles, tokens, API keys, and verifications;
- Fully covering all legal, commercial, and technical risks arising from the termination or transfer of SEO services, including possible claims, damages, or liabilities from third parties, and indemnifying 12Group against all possible claims.

**The client acknowledges and accepts that 12Group has no obligation to provide transfer, support, explanation, or aftercare unless agreed upon in writing in advance for an additional fee.**

**All work other than the administrative termination of SEO services shall be regarded as additional work and invoiced separately.**

## **7 - Declaration, risk acceptance, and indemnification**

**By signing, the client expressly declares and confirms the following:**

### **1. Nature of services**

SEO services constitute solely a best-efforts obligation on the part of 12Group.

### **2. Consequences of cancellation**

The client expressly acknowledges and accepts that termination or cancellation of SEO services may result in, but is not limited to:

- immediate or gradual decline or loss of SEO positions and rankings;
- reduction in organic traffic, visibility, and findability;
- loss of accumulated authority, content value, backlinks, or internal optimizations;
- negative commercial, technical, marketing, or reputational effects;
- any other form of loss or consequential damage, direct or indirect, temporary or permanent.

The client acknowledges that 12Group bears no responsibility or liability for these consequences and that all effects are fully borne by the client.

### **3. Full assumption of risks and responsibility**

The client fully and unconditionally accepts all risks and consequences of termination, cancellation, or transfer of SEO services, including but not limited to loss of rankings, traffic, leads, content, authority, reputation, revenue, or other commercial or technical effects.

The client declares that all necessary measures have been taken to mitigate negative consequences, including backups, reports, and transfer of accounts and access rights.

### **4. Indemnification of 12Group**

The client fully, unconditionally, and irrevocably indemnifies 12Group against all claims, demands, legal actions, damages, or losses – direct or indirect – arising from or related to:

- termination, cancellation, or transfer of SEO services;
- any change, loss, or reduced performance of SEO results;
- decisions or actions of search engines, external parties, successor service providers, or third parties;
- errors, omissions, misjudgments, or actions of the client or successor parties;
- any other direct, indirect, consequential, profit, or financial damages.

This indemnification applies regardless of foreseeability and is independent of any prior advice, reports, or communication.

### **5. Limitation of liability**

If applicable law does not permit full exclusion of liability, the liability of 12Group shall

expressly and maximally be limited to the total amount actually paid by the client to 12Group in the three (3) months preceding the cancellation for the relevant SEO services. This limitation applies cumulatively to all damages combined, regardless of nature, cause, or relation.

## 6. Increased burden of proof

The burden of proof that 12Group has committed an attributable breach lies fully and exclusively with the client. All documents, communications, reports, or other evidence must be provided by the client. If the client cannot provide such proof, any right to claims, demands, or compensation against 12Group shall lapse.

## 7. Additional provisions

- This form prevails over all emails, tickets, chats, verbal agreements, and prior communications;
- Signing also binds the legal successors of the client;
- Upon signing, the parties grant each other full and final discharge;
- Cancellation may affect SEO rankings, visibility, and organic traffic, and the client accepts that 12Group bears no liability;
- The client confirms having read and agreed to the General Terms and Conditions of 12Group and the Supplementary Conditions for SEO services. If you wish to receive a copy of these documents, you may contact us. The General Terms and Conditions and the Supplementary Terms and Conditions are also available for download on the 12Group website ([www.12group.nl](http://www.12group.nl)).

## 8 - Client signature

**Name (block letters):**

.....

**Position within the company (if applicable):**

.....

**The following page forms an integral and inseparable part of this termination form and contains essential provisions, declarations, and the signature area. This form is only complete and legally valid if the following page has been fully read and duly signed and dated.**

**IMPORTANT:**

*The client declares that this form relating to the termination or transfer of SEO services has been completed to the best of their knowledge and with the utmost care.*

*The client confirms having read and fully agreed to Section 7 "Declaration, risk acceptance, and indemnification" as it applies to SEO services.*

*By signing, the client confirms that this section has been carefully read, understood, and accepted, and expressly accepts all rights, responsibilities, and obligations stated therein regarding SEO services.*

**Signature:**

**Date:**

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