

Perfect Patients Terms of Service – Basic Service Plan

Following the initial 12-month term, this agreement automatically renews on a month-to-month basis unless terminated by either party with 30-days written notice.

1. Website Development

a. Account Manager. An experienced Perfect Patients Account Manager will guide you and your team through the process to design, develop and launch your Perfect Patients website.

b. Practice Content. You will be supplied with suggested guidelines for writing content about you, your team and your practice which your Account Manager will publish to your site.

c. Website Design. Your Account Manager will coordinate your design brief and direct our graphics team to create your site design. You agree to supply essential visual materials such as your practice logo and photographs of you, your team and your practice in a timely manner. We will provide access for you to review and approve your website before publishing it to the Internet.

d. Search Engine Optimization. Your Account Manager will conduct limited on-page search engine optimization on your behalf.

e. Exclusive Directories. Your Account Manager will list your practice and one chiropractor on ChooseNatural.com and ChiroPatient.com

f. Patient Database. Your Account Manager will coordinate with you a one-time import of your existing patient database as subscribers of your website to receive; your monthly practice newsletter, blog post notifications, practice announcements, birthday and seasonal greetings. Current patients may unsubscribe from receiving these communications if they wish.

2. Website Management

a. Content Management Console. Your Account Manager will provide log in credentials to our content management console where you and other authorized team members may:

- View a dashboard showing the key metrics and performance of your website.
- Add, edit and delete website subscribers to receive; your first-visit practice survey, monthly practice newsletter, e-Learning curriculum, birthday and seasonal greetings. New patients may unsubscribe from receiving these communications if they wish.

- Add, edit or delete website pages and office hours.
- Compose and send your own broadcast emails to your website subscribers.
- Download a printable version of your monthly practice newsletter for distribution to patients who are not website subscribers.
- Preview the monthly newsletter we create on your behalf prior to publishing it to your website.

b. Website Updates. Your Account Manager will add, edit or delete pages or posts on your website as requested by you or your team.

A detailed list of features of our Basic Service is described here:

<http://www.perfectpatients.com/plan>

3. General Terms

a. All information you provide to Perfect Patients is treated as confidential in accordance with our privacy policy described on your website and published here:

www.perfectpatients.com/privacy

b. You certify that you have the rights, permissions and releases to post text, images or video content that you self-publish or supply to Perfect Patients for publishing.

c. You verify that as part of your practice privacy policy, patient contact via email is an extension of your privileged doctor/patient relationship.

d. You agree that Perfect Patients may give public notice of its design and/or hosting of your website.

e. You certify that you have reviewed the stock Perfect Patients content which can be seen here (<http://demo1.perfectpatients.com>), verify its accuracy and assume all responsibility for any consequences resulting from its publication on your website. You agree to preview all new website content supplied by Perfect Patients in a timely manner.

f. You acknowledge that all Perfect Patients supplied text, images and software is copyrighted by the respective copyright holders listed at: www.perfectpatients.com/copyright. You may not reproduce or create derivative works from our content for use in any media, now or in the future, without the express, written permission of Perfect Patients.

g. You agree to comply with our acceptable use guidelines, which we may change from time to time. We reserve the right to discontinue service due to, but not limited to: publishing private,

illegal, defamatory, obscene, slanderous or inappropriate materials, fraud, copyright infringement, non-payment of service, abandonment or non-responsiveness or, abusive use of website resources or email services.

h. As per point 2d above, you agree that all new patients, regardless of their source, will be regularly added as website subscribers and that failure to do so may result in the suspension of our SEO efforts because we will be unable to monitor the traffic and conversion efforts we make on your behalf.

i. All website-generated patient emails will be CAN-SPAM compliant, containing a provision for each patient to unsubscribe from receiving future communications.

j. Neither party will be liable for its inability to abide by these terms, or for any interruption in the service due to weather, disaster, terrorism, Internet access, routine server maintenance or acts of God.

k. Perfect Patients reserves the right to change the terms of this agreement by submitting such changes in writing within 30 days prior to the expiration of this agreement.