Smiles

ORDER FORM

Riverbend Dental

ORDER
DRS-2026-XXXX
DATE
15 November 2026
VALID UNTIL
Payment received

Order summary what you are buying

BILL TO

Riverbend Dental
Dana Cole
dana@riverbenddental.com
riverbenddental.com
Austin, TX

ITEMS

AI Visibility Audit - 40 questions, 4 engines	$1,500
Term	One-time, delivered 3 business days after payment
Starts	18 November 2026
Total due	$1,500

What you are buying

One-time. Credited in full against month one of a Growth retainer.

- 40 real patient questions measured across ChatGPT, Gemini, Perplexity and Claude.
- Your mention rate, position when mentioned, and the answers captured verbatim.
- Every question you are not named for, ranked by patient intent.
- Competitor share of voice: who takes each answer, and how often.
- The citation sources AI engines rely on for dental questions in your area.
- A structured data audit: what is missing, what is wrong, what we would deploy.
- A 90-day publishing plan with every action mapped to a deliverable.
- A 30-minute walkthrough call, optional and at your request.

What is not included

- Any publication to your website, your Google Business Profile or any directory.
- Ongoing measurement, monitoring or content production after the report.
- Any promise about how a language model will answer in the future.
- Paid media spend, review generation or any advertising placement.

What we need from you

- Your website URL and access to publish drafts, if you continue after the audit.
- Confirmed facts: provider names, hours, services, insurance mix and anything you want published.
- One decision-maker who can approve pages, usually the office manager.

ORDER FORM

continued

What we do not promise

We do not guarantee that any AI engine will name, recommend or rank your practice, that any specific answer will change, or that this work will produce a particular number of patients or revenue. AI answers vary by query, location, model, personalisation and the time of day, and no provider controls them. What we do commit to is measurable: a completed baseline, the work listed above, a re-measurement on the same questions so you can see the change, and reporting that tells you the truth including when a page we published did nothing.

Payment and term

Payment	Charged at checkout by card. Invoices are issued automatically.
Delivery	Baseline runs within 48 hours of payment. Report in 3 business days.
Credit	Credited in full against month one of a Growth retainer if you continue.
Cancellation	Non-refundable once measurement begins, because the work has been performed. If we cannot run the measurement at all because your site blocks our crawler, you get a full refund.
Ownership	The report is yours. You may act on it yourself or hire anyone to.

Limits of liability

Our total liability under this order is limited to the fees you paid us under it, and to direct loss only. We are not liable for indirect or consequential loss, including lost revenue, lost patients or lost profit, even if we were told such loss was possible. Nothing here limits liability that cannot lawfully be limited. These terms are published at https://drsmiles.ai/terms.html and the version above is the version you accepted.

Data, privacy and patient information

We collect only the business details needed to run the work: your practice name, website, city, contact name, email and phone if you give one. We never collect, store or process protected health information, and we never contact your patients. Review requests are sent by your own office from your own system. Full detail is in our privacy policy at https://drsmiles.ai/privacy.html.

ACCEPTANCE

terms v2026-11-15

Authorised signature | Name and title | Date

Accepted electronically on 15 November 2026 by dana@riverbenddental.com.
Order DRS-2026-XXXX - document 149d9ccb7cc7fbfb - payment ref cs_sample

TERMS OF SERVICE

The terms accepted with this order

version 2026-11-15

1. The service

drsmiles.ai provides AI search visibility measurement and managed optimisation for dental practices. The scope of any engagement is set out in the order form, the delivery partner agreement, or the proposal we send you. Where this document and an order form differ, the order form governs. We are a service provider, not an advertising agency, and nothing in this document creates a client relationship with any third party.

2. No guarantee of rankings or results

We do not guarantee that any AI engine, search engine or assistant will name, recommend, feature or rank your practice, in any query, at any time. We do not guarantee any particular volume of traffic, leads, appointments or revenue. We guarantee only the measurable work described in your order form: a completed baseline, the deliverables listed, re-measurement on the same questions so you can see change over time, and reporting that states plainly what moved and what did not.

3. Your responsibilities

You agree to provide accurate information about your practice, to give us whatever access is needed to measure and publish, to review and approve drafts within a reasonable time, and to tell us promptly if something we publish is factually wrong. If we cannot complete the work because of information or access you have not provided, timelines move accordingly and we will tell you in writing.

4. Approval and publishing

For the first 90 days of any engagement, nothing is published to your website or any third-party account without your written approval. We never delete, restructure or reorganise existing content on your site without your explicit instruction. After 90 days of clean publishing we may publish routine pages automatically if you switch that on; you can switch it off at any time.

5. Payment

Invoices are issued when a charge falls due and are payable within 15 days. Work may be paused on accounts more than 15 days overdue. Retainer fees are billed in advance and are non-refundable once the period has begun, except where we have not performed the measurement and you ask for a refund within 5 business days of the order.

6. Term and cancellation

Retainers run for a three-month initial term and then continue monthly until either party gives 30 days written notice. One-time engagements end on delivery unless we agree otherwise in writing. On cancellation you keep and may continue to use every page, file and piece of structured data produced for you.

7. Confidentiality

Each party will keep the other's confidential information confidential and use it only to perform this agreement. This obligation survives termination by three years. We will never publish your name, logo, results or report publicly without written permission.

8. Data protection and patient information

We process personal data as described in our privacy policy. We do not collect, store, transmit or process protected health information, and we do not contact your patients. Review requests are sent by your own staff from your own systems. You are responsible for the lawfulness of any patient information you choose to send us.

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9. Intellectual property

We retain ownership of our software, methods, question libraries, templates and pre-existing materials. On full payment you own the content we create specifically for you, including pages, schema and reports, and we grant you a perpetual licence to use our methods and templates internally for your own business.

10. Limits of liability

To the maximum extent permitted by law, our total liability under any order is limited to the fees you paid us under it, and we are not liable for indirect or consequential loss, including lost revenue, lost patients, lost profit or lost opportunity, even if we were told such loss was possible. Nothing in this document excludes liability that cannot lawfully be excluded, including fraud.

11. Electronic acceptance

This agreement may be accepted electronically. A typed name, a recorded acceptance event with a date and time, the payment reference and the document version recorded on the order form together form the acceptance record. If any electronic signature provision is invalid under applicable law, this document is deemed signed by the person whose name appears on it.

12. Governing law and disputes

This agreement is governed by the laws of the State of Texas, United States, without regard to conflict of laws rules. Before any formal proceeding, both parties agree to try to resolve the dispute directly for 30 days. Venue for any action lies in the state and federal courts located in Travis County, Texas. Nothing here prevents either party from seeking urgent injunctive relief.

13. Changes

We may update these terms. The version that applies to your order is the version printed on your order form, and that version stays fixed for that order. We will give 30 days notice before any change affects an active engagement.

14. General

If any part of this document is unenforceable, the rest stays in force. Neither of us may assign this agreement without the other's written consent, except to a successor of substantially all of the business. This document, together with the order form, is the entire agreement between us and replaces anything said before it, including sales messages and proposals.