

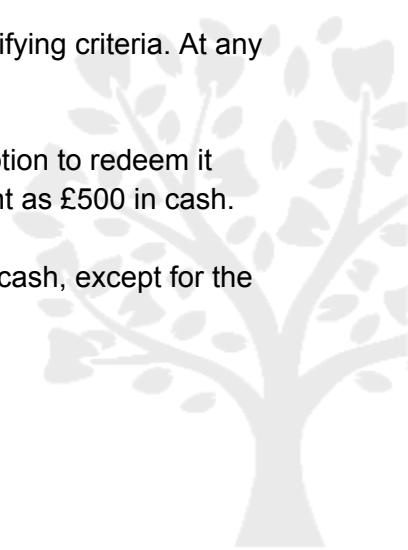


Priors Hall Dental - Referral Loyalty Scheme

Terms and Conditions for Priors Hall Dental Refer friends and family Loyalty Scheme:

- PHD** - Priors Hall Dental
Referrer - Any PHD patient who sends a new patient to PHD
Referee - Someone who has been recommended to PHD by a referrer

- 1) All patients at PHD are Eligible for this offer, for any new patients referred to us from the 1st November 2023.
- 2) When you recommend someone to come and see us, the referee must state the full name of the referrer, this must be done on booking the appointment or at the latest on attending for their first Examination or Consultation at PHD.
- 3) If the referrer has the same name as someone else, we may also ask for another piece of information to confirm their identity. If the referee is unable to identify the referrer, we cannot attribute any credits towards the referrer.
- 4) The referrer will be given £100 of PHD credit, for every person they refer that meets the qualifying criteria.
- 5) To qualify for the referral credit, a new patient must, during their first visit to the practice, proceed with a treatment plan valued at over £2000. This credit cannot be applied to any subsequent treatment plans, nor can it be retroactively applied if the patient initially does not proceed with treatment and later returns for care.
- 6) The credit can only be received once per referee, i.e. 2 referrers cannot be credited for 1 referee.
- 7) Once the referee has paid £2000 towards their treatment at PHD, the credit will be applied to the referrer - at this point the referrer will be notified.
- 8) The referrer will accumulate credits for every person referred that meets the qualifying criteria. At any point, the referrer can redeem the credits against treatment at PHD.
- 9) When the referrer gets to a total balance of £500, in credit, they then have the option to redeem it against treatment at PHD, or to have the credit sent to their nominated bank account as £500 in cash.
- 10) In no circumstance, will any other amount of credit be able to be transferred as cash, except for the amount stated in (9 - see above).



11) If the referrer has not attended the practices for 12 months, any unused credit will expire after another 12 months. Therefore all unused credits will expire 24 months after your last visit at PHD.

12) If the credit is redeemed, at the point of redemption, the bonus accumulation restarts from 0 referrals, for purposes of accumulation towards their next reward. For example: If a referrer has opted to redeem after 3 referrals - they will have £300 added to credit to their file which is put towards future treatments opted for or required; at this stage their referral count restarts from 0, so 5 new referrals would be required if they wished to cash out £500.

13) At PHD, we are likely to introduce new offers and maybe even alternative reward schemes. It is at PHD's discretion, if this loyalty scheme works in conjunction with other offers and rewards - we will clearly relay this information to any individual who enquires at the time.

14) PHD can at any time stop, change, amend or update this scheme without prior notice. If this happens, any credits that referrers have already accumulated will remain on their account. If the loyalty scheme is to be terminated any credits left will be used towards the referrers subsequent dental treatment at PHD.

