

Service Terms

Peter Creates UK — Last updated: 14 August 2026

Terms that apply to practices receiving campaign setup and monthly management.

These terms apply between Peter Puchniarz (sole trader) trading as Peter Creates UK, of 54 Wedgwood Street, Newcastle-under-Lyme, Staffordshire, United Kingdom ("we", "us"), and the dental practice named in the accepted written proposal ("the practice"). Together with the accepted proposal they form the whole agreement. Where the proposal and these terms conflict, the proposal prevails.

1. Services

The setup fee of £295 covers: Written campaign brief, Review of the practice website, Review of treatment positioning, Local competitor and advertising-angle snapshot, Selection of one treatment, Definition of target patient group, Campaign messaging, Three initial static advertising concepts, Three initial copy variations, One Meta lead form or agreed enquiry route, Basic tracking setup, Simple lead outcome tracker, Campaign setup in the practice's Meta account, Written approval process, One consolidated revision round, Launch checklist.

The monthly fee of £395 covers: Management of one active treatment campaign, Monitoring of budget and delivery, Testing of approved creative and copy, Up to two new or substantially revised static creatives per month, Review of enquiry cost and campaign delivery, Review of outcome information supplied by the practice, One written monthly report, Written recommendations, Email-first communication, Basic tracking maintenance, Monthly rolling service.

The engagement covers one active treatment campaign at a time. Additional campaigns, treatments, locations or work outside this scope are quoted separately in writing.

2. Not included

Meta advertising spend, Guaranteed leads or patients, Guaranteed revenue or ROAS, Calling patient enquiries, Receptionist services, Clinical advice, Clinical suitability decisions, Full website redesign, Full CRM implementation, Video production, Unlimited revisions, Unlimited treatment campaigns, Google Ads management, Photography, Writing unsupported clinical or finance claims.

3. Our responsibilities

Research, Campaign structure, Advertising concepts, Advertising copy, Meta setup, Lead form, Basic tracking, Written approval process, Campaign monitoring, Creative testing, Reporting, Recommendations.

4. Practice responsibilities

Correct treatment information, Correct pricing and finance information, Clinical review, Written approval, Meta advertising spend, Account access, Responding to patient enquiries, Appointment management, Updating lead outcomes, Patient data responsibilities, Professional and clinical compliance.

5. Advertising accounts and ownership

Campaigns run inside the practice's own Meta Business account and advertising account. The practice keeps ownership of its accounts, pages, pixels, audiences, patient enquiry data and the final approved advertising assets produced for it. We keep ownership of our underlying templates,

frameworks and internal working documents. Access granted to us is revoked at the end of the engagement.

6. Fees and payment

£295 setup + £395 per month. Advertising spend paid separately by the practice: advertising spend is billed by Meta directly to the practice's own payment method and is never handled by us. VAT status: not currently VAT registered, so fees are shown without VAT. Payments are processed by Stripe. The setup fee is payable before setup work begins. Monthly fees are payable in advance of each billing period. Late payment may result in campaign management being paused after written notice.

7. Term and cancellation

Monthly rolling service. Cancellation in writing before the next billing period. Cancellation affects future billing; completed setup work and already-started billing periods remain subject to the signed service terms. Notice period: before the next billing period.

Either party may end the agreement immediately in writing if the other commits a material breach that is not remedied within 14 days, or if continuing would breach professional advertising rules or platform policy. Setup fees and started billing periods are not refundable.

8. Approval and compliance

All advertising copy, images, treatment descriptions, claims, pricing and finance information must be approved in writing by the practice before publication. The practice confirms that approved material is clinically accurate and complies with General Dental Council guidance, the Advertising Standards Authority and CAP Code, and any finance-promotion rules that apply to it. We may decline to run material we consider non-compliant or misleading.

9. Confidentiality

Each party keeps the other's non-public commercial information confidential and uses it only to deliver or receive the service. No practice name, campaign material or result is published or used as a case study without separate written permission.

10. No guarantees

Results are not guaranteed. Performance depends on the practice, offer, location, budget, availability, lead handling and market demand.

Peter Creates UK provides advertising and marketing services only. We do not provide dental, medical, clinical, financial or legal advice. Treatment suitability and clinical decisions remain the responsibility of the dental professional.

11. Third-party platforms

Performance depends on third-party platforms we do not control. We are not responsible for account restrictions, ad rejections, policy changes, outages, pricing changes or data losses caused by Meta or any other provider, although we will use reasonable efforts to help resolve them.

12. Liability

Our total liability arising from the agreement is limited to the total fees paid by the practice in the 12 months before the claim. We are not liable for lost profit, lost revenue, lost patients, wasted advertising spend, or indirect or consequential loss. Nothing limits liability for death or personal injury caused by negligence, for fraud, or for any liability that cannot lawfully be limited.

13. Data protection

Data handling is described in our Privacy Policy and Data Processing Addendum, which forms part of these terms where we process patient enquiry data for the practice.

14. General

- We act as an independent contractor, not an employee, partner or agent of the practice.
- Neither party may assign the agreement without the other's written consent.
- Neither party is liable for delay caused by events beyond its reasonable control.
- No third party may enforce these terms under the Contracts (Rights of Third Parties) Act 1999.
- Variations must be agreed in writing.

15. Complaints and governing law

Complaints are handled under our complaints procedure. These terms are governed by the laws of England and Wales, and the courts of England and Wales have exclusive jurisdiction.

Peter Creates UK provides advertising and marketing services only. We do not provide dental, medical, clinical, financial or legal advice. Dental practices remain responsible for clinical information, patient suitability, treatment delivery, pricing, finance information and professional obligations. Advertising performance is not guaranteed.