



For organisations that request it, the following extract from our standard terms and conditions deals with the IP feature mentioned in our brochure:

- App designs owned by you, where the functionality is owned by us.

For apps we create and host, the design is owned by the customer, and Frontline Apps and the App Creator (our term for our knowledge, and the broad-based features pre-coded into Frontline Apps) into which we configure those designs, along with our configuration of your design into the App Creator, is owned by us.

As such, your IP (the design) and our IP (the knowledge and platform) on a technical level are inseparable.

This inseparability is the trade-off for the app getting access to the knowledge and pre-coded functionality, which if it were coded as a ground up development, would make that app prohibitively expensive in terms of cost and time, and block other economies of scale offered by a platform, such as a shared database for staff, client, permissions and other details, and workflows.

As part of this trade-off, we agree to not on-sell your App Design without your permission (in some cases, we and the customer jointly on-sell or on-provide, and this may be an opportunity for you to explore with us), and for our part, we are unable at any time to release our knowledge other than as part of a consultancy, or code.

- Brand protection

Our brand and the reputation of our products must be protected from actions at the customer end that would cause our products to perform unreliably for reasons other than the quality of the products themselves.

For example, if action or inaction at your end would cause serious disruption to your users (for example, not delegating anyone in the organisation to maintain house and client details, or staff permissions), where it can be reasonably expected that your users will assume that the disruption is caused by our brand, then we would require you to uninstall without delay, in order to avoid damage to our brand and the reputation of our products.