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GoCanvas White Label Product Description

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1. Product Overview and Included Capabilities

GoCanvas White Label (the "White Label Service") is a standard offering that provides customer-branded versions of the GoCanvas mobile and web experiences, along with branded system-generated email communications.

The service operates on the GoCanvas platform and includes the supported branding and configuration capabilities described below. Available functionality is based on the customer's applicable GoCanvas subscription.



The White Label Service includes customer-branded versions of the GoCanvas mobile application for iOS and Android.

Standard mobile application customization includes:

- **Application Name:** The customer's chosen application name.
- **App Icon:** A customer-branded application icon displayed on mobile devices.
- **Company Logo:** The customer's logo displayed within the application.
- **Brand Colors:** Supported application interface colors configured to reflect the customer's branding.
- **Contact Support:** A customer-provided support email address accessible through the application's "Contact Support" option. Selecting this option opens the user's default email application with the recipient address pre-filled.
- **Privacy Policy and Terms of Service:** Links to the customer's privacy policy and terms of service within the application.

Beyond these branding and configuration elements, the White Label mobile applications provide standard GoCanvas mobile functionality, subject to the customer's applicable GoCanvas subscription and the release timing described in Section 4.

The branded applications are distributed through the customer's organization-registered Apple Developer and Google Play developer accounts.

1.2 Branded Web Experience

The White Label Service includes a customer-branded version of the GoCanvas web experience, hosted and maintained by GoCanvas.

Standard web branding and interface configuration includes:

- **Company Logo:** A customer-provided horizontal logo displayed in the upper-left corner of the web application.
- **Default Form Icon:** A customer-provided square logo used as the default icon for forms.

platform and URL path structure remain unchanged.

- **Custom Help URL:** A customer-provided URL directing users to the customer's own Help Center or support resources. GoCanvas Help Center links are hidden from the branded web interface.
- **Billing Menu Visibility:** Billing-related menu items are hidden from the branded web interface. For reseller-provided White Label services, end-user billing is managed directly by the reseller.
- **Third-Party Integration Configuration:** Setup options for Box, Dropbox, and Google Drive integrations, as well as Google Sheets reference data, are hidden from the branded web interface because the associated authorization processes display GoCanvas branding. Hiding these options does not technically disable the underlying integration functionality.

Apart from the branding and interface adjustments described above, the White Label web experience provides the same functionality as the standard GoCanvas web application, subject to the customer's applicable GoCanvas subscription.

1.3 Branded Email Communications

The White Label Service includes branded email configuration for system-generated communications sent through the GoCanvas platform.

Standard email branding includes:

- **Custom Sender Email Address:** System-generated emails, including user invitations and other automated communications, are sent using the customer's configured email address and domain.
- **Email Branding:** Customer-provided branding, including the company logo, is displayed in supported email templates where applicable.
- **Domain Authentication:** Email delivery is configured using the required domain and email authentication settings provided by the customer.

The underlying email functionality remains part of the standard GoCanvas platform.



Inputs

The White Label Service requires customer-provided branding materials, developer accounts, domain configuration, and technical information. GoCanvas uses these resources to configure and maintain the standard White Label experience.

2.1 Branding and Application Information

The customer provides the branding materials and configuration information described in Section 1, including applicable logos, application information, support contact details, and links to privacy policies, terms of service, and help resources.

The customer is responsible for ensuring that all provided information is accurate and that it has the necessary rights to use the supplied materials.

2.2 Mobile Application Developer Accounts

The customer must establish, own, and maintain an Apple Developer Program account enrolled as an **Organization** and a Google Play developer account registered as an **Organization**.

Individual or personal developer accounts are not permitted for the White Label Service.

The customer is responsible for applicable account fees, account standing, and providing the permissions and authorizations necessary for supported application publishing and maintenance activities.

2.3 Domain and Email Configuration

The customer provides and maintains the domain and DNS configuration required for its custom web address.

The customer also provides the email address, domain information, and required email authentication settings, including applicable DKIM configuration, necessary for branded system-generated communications.

GoCanvas hosts and maintains the underlying web application.



The customer provides the necessary technical contacts, configuration information, permissions, and authorizations to support initial setup and ongoing White Label maintenance.

GoCanvas performs the supported technical configuration and application build activities within its control.

3. Application Publishing and Release Responsibilities

GoCanvas prepares and maintains the supported White Label mobile application builds. Applications are distributed through the customer's Apple App Store and Google Play developer accounts.

3.1 Publishing Options

GoCanvas-managed publishing is the recommended approach for White Label application releases, simplifying release coordination and reducing administrative effort for the customer.

For each release, the customer may select one of the following options:

- **GoCanvas-Managed Publishing (Recommended):** GoCanvas submits the application release for publication on the customer's behalf, provided the necessary developer account permissions and customer authorization are available.
- **Customer-Managed Publishing:** The customer submits and publishes the application release through its own developer accounts.

GoCanvas notifies the customer when a release is ready and requests confirmation of the publishing method. The selection is documented for each release and may differ from previous releases.

3.2 Release Coordination

Routine releases follow the customer's confirmed publishing selection. Publication may be delayed when required confirmation, authorization, or account access has not been



All releases remain subject to applicable Apple App Store and Google Play review, approval, and distribution requirements.

3.3 Urgent Security Updates

Security-related releases may require accelerated coordination when a vulnerability presents a material risk to the GoCanvas platform, White Label Service, or customer data.

GoCanvas may issue an urgent release notification identifying the required action and response deadline. Additional protective actions or publishing authority in these circumstances are governed by the applicable agreement.

4. Maintenance, Updates, and Supported Versions

GoCanvas maintains the supported White Label Service as part of its standard product operations, including applicable product updates, compatibility maintenance, and security updates.

4.1 Included Maintenance

Standard White Label maintenance includes:

- Routine maintenance of supported White Label mobile application builds.
- Generally available GoCanvas product updates applicable to the White Label Service.
- Compatibility maintenance for supported application versions.
- Applicable security patches and updates.

Routine maintenance, standard application releases, and ordinary publishing assistance are included in the White Label subscription without separate charges.

The branded web experience is hosted and maintained by GoCanvas as part of the standard GoCanvas platform.



White Label mobile application releases generally follow corresponding GoCanvas production releases after a stabilization period, readiness review, and technical validation.

Release timing may vary, and White Label releases are not guaranteed to occur simultaneously with standard GoCanvas releases or according to a fixed schedule.

Application publishing responsibilities are described in Section 3.

4.3 Supported Application Versions

GoCanvas may establish and maintain a supported-version policy for White Label mobile applications, including reasonable advance notice of routine version retirement.

Customers are responsible for facilitating the adoption of supported application versions by their end users. Publishing an update to an app store does not automatically update applications already installed on end-user devices.

Older application versions may become unsupported as the GoCanvas platform and mobile operating systems evolve.

5. Support and Incident Communications

GoCanvas provides technical support for supported White Label functionality through established support channels. Support responsibilities depend on whether the service is purchased directly from GoCanvas or provided through a reseller partner.

5.1 Direct GoCanvas Customers

A direct GoCanvas customer is an organization that purchases the White Label Service directly from GoCanvas for its own business use.

GoCanvas provides technical support through the standard support channels available under the customer's applicable agreement. Support requests may be coordinated through the customer's designated administrators or authorized contacts.

5.2 Reseller Partners



The reseller maintains the primary support relationship with its customers and is responsible for:

- Responding to customer and end-user support inquiries.
- Performing reasonable initial troubleshooting.
- Collecting relevant diagnostic information for technical escalations.
- Communicating technical updates and issue resolutions to its customers.

GoCanvas provides technical support to the reseller for supported GoCanvas functionality, including assistance with escalated platform-related issues.

Urgent incidents may be escalated directly to GoCanvas without completing routine initial troubleshooting.

5.3 Service Status and Incident Communications

The publicly accessible [GoCanvas Status Page](#) provides information about service availability, reported incidents, and scheduled maintenance.

Direct customers and reseller partners may monitor this page for service updates.

Reseller partners are responsible for communicating relevant service interruptions, maintenance notices, and incident updates to their own customers and end users, using information from the GoCanvas Status Page as appropriate.

The Status Page supplements, but does not replace, established technical support and escalation channels.

5.4 Support and Service-Level Commitments

Support availability, response times, resolution commitments, and other applicable service levels are governed by the customer's agreement with GoCanvas.

The White Label Service does not independently establish additional support tiers or service-level guarantees.

Responsibilities

The White Label Service operates in conjunction with an active GoCanvas subscription. When White Label expires or terminates, the following conditions apply, subject to the applicable agreement.

6.1 White Label Service Deactivation

When the White Label Service ends, GoCanvas deactivates the associated White Label configuration, including the branded web experience and related service settings.

Any applicable transition arrangements are governed by the customer's agreement with GoCanvas.

6.2 Continued GoCanvas Access

If the underlying GoCanvas subscription remains active, customers may continue accessing the standard GoCanvas web experience at www.gocanvas.com.

Ending White Label alone does not terminate the underlying GoCanvas subscription, customer accounts, or associated data. Discontinuing White Label does not, by itself, require migration of existing customer data.

Customers are responsible for notifying their end users of changes to branded access and coordinating any transition to the standard GoCanvas mobile application.

6.3 Mobile Application Distribution and Existing Installations

When White Label ends, GoCanvas and the customer coordinate removal of the branded mobile applications from new distribution through the Apple App Store and Google Play.

GoCanvas performs the removal when authorized and technically able. Otherwise, the customer completes the removal through its developer accounts.

Removing applications from the app stores does not uninstall them from existing devices. Previously installed applications may continue functioning, but ongoing



After the White Label Service ends, GoCanvas has no ongoing obligation to provide White Label application releases, maintenance, or compatibility updates, except as expressly provided in the applicable agreement.

7. Standard Service Scope

The White Label Service is a standardized GoCanvas offering consisting of the branding, configuration, and service capabilities described in this Product Description.

The service uses existing GoCanvas functionality and standard operational processes. Customer-specific software development, additional functionality, and individually customized publishing, maintenance, or support arrangements are not included in the standard offering.

Pricing, subscription duration, user quantities, usage allowances, and other customer-specific commercial terms are established in the applicable agreement or ordering documents.

This Product Description defines the standard White Label offering and does not independently establish additional product entitlements or service-level commitments.