Global Response Against Child Exploitation

Instrument: Research and Innovation Action proposal

Thematic Priority: FCT-02-2019

D10.2 GRACE website, social media presence and dissemination materials

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DOCUMENT CONTROL

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0.2	28/08/20	CENTRIC	Added security considerations and updated with QA review feedback
1.0	28/08/20	VICOM	Final version to be submitted

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1. Introduction

1.1. Overview

The DoA describes this deliverable as:

> *D10.2 - This deliverable includes the creating, setup and maintenance of GRACE's public website, social media accounts, and the design and acquisition of other dissemination materials. Related task(s): T10.1. [month 3]*

The main objective of this document is to describe the digital tools and methods that will be utilised throughout the lifecycle of the project to generate awareness and promote the visibility of the GRACE project. This document provides the reasoning behind design choices integrated into the development of a uniform online presence, this includes; the dedicated project website, social media channels and other forms of interactive dissemination. Secondly, the document outlines the dissemination materials developed in order to present a coherent brand identity targeted to the projects end users and wider audience and finally a summary of the GRACE brand elements is provided along with guidelines concerning implementation across all dissemination activity.

The specific activities for dissemination, communication and visibility will be presented in more detail in deliverable D10.1 Communication, Dissemination and Visibility Plan, due month 6.

1.2. Relation to other deliverables

This deliverable is related to the following other GRACE deliverables:

Provides outputs to:

Deliv. #	Deliverable title	How the two deliverables are related
D10.1	GRACE communication, visibility and dissemination plan	D10.2 provides digital materials that will be implemented and discussed within the GRACE communication, visibility and dissemination plan.

Table 1 – Relation to other deliverables

1.3. Structure of the deliverable

This document includes the following sections:

- Section 1: In this section an overview of the document is provided.

- Section 2: In this section the project logo is discussed.

- Section 3: In this section the project website development, structure and content is discussed.

- Section 4: In this section an introduction to the GRACE social media channels is given.

- Section 5: In this section the dissemination materials designed for the project are discussed in turn.

- Section 6: In this section the brand guidelines are presented.

- Section 7: In this section a summary of the document is provided along with an evaluation and consideration to future work.

2. Project Logo

The logo is the focal point for the GRACE brand and its identity and is used by all partners for presenting the project. The logo was created during the proposal preparation phase. Given this visual identity already existed, there was no requirement for the logo to be redesigned for the implementation of the project. Instead, the logo provided a coherent 'jumping-off' point for the remainder of the brand design.

As the project name is GRACE, we wanted to make a small reference to Grace Hopper's bug. Grace Hopper worked in the Navy's engineering program at Harvard, she found the moth when investigating a malfunctioning computer and was the first actual case of 'bug' being found. As the moth wouldn't have been a great logo by itself, a paper version, like the paperplanes that children make, was designed with subtle references to the objectives and the title of the project itself.

Figure 1– GRACE logo

In addition to the core logo, four further variations were created for use depending on the context. These versions are presented in Figure X below and are for use on dark/light backgrounds and also for working in black and while.

Figure 2 - GRACE logo versions

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3. Project Website

The main communication vehicle for GRACE is the project website. The website will often be the first point of contact with the project and so should represent the project in a manner that is suitable for all audiences. The GRACE website is available at http://grace-fct.eu/.

3.1. Design and content preperation

Idea generation for the website design initially derived from the research of a broad spectrum websites from organisations operating in domains similar to GRACE (e.g., combatting CSEM, anti-trafficking, child protection, online harms) such as: https://www.thorn.org/, https://1in6.org/, https://nationalcasagal.org/, https://nomore.org/, https://humantraffickinghotline.org and https://www.nspcc.org.uk/. This research, along with inspiration from the project logo, led to the amalgamation of 4 brand propositions as seen below:
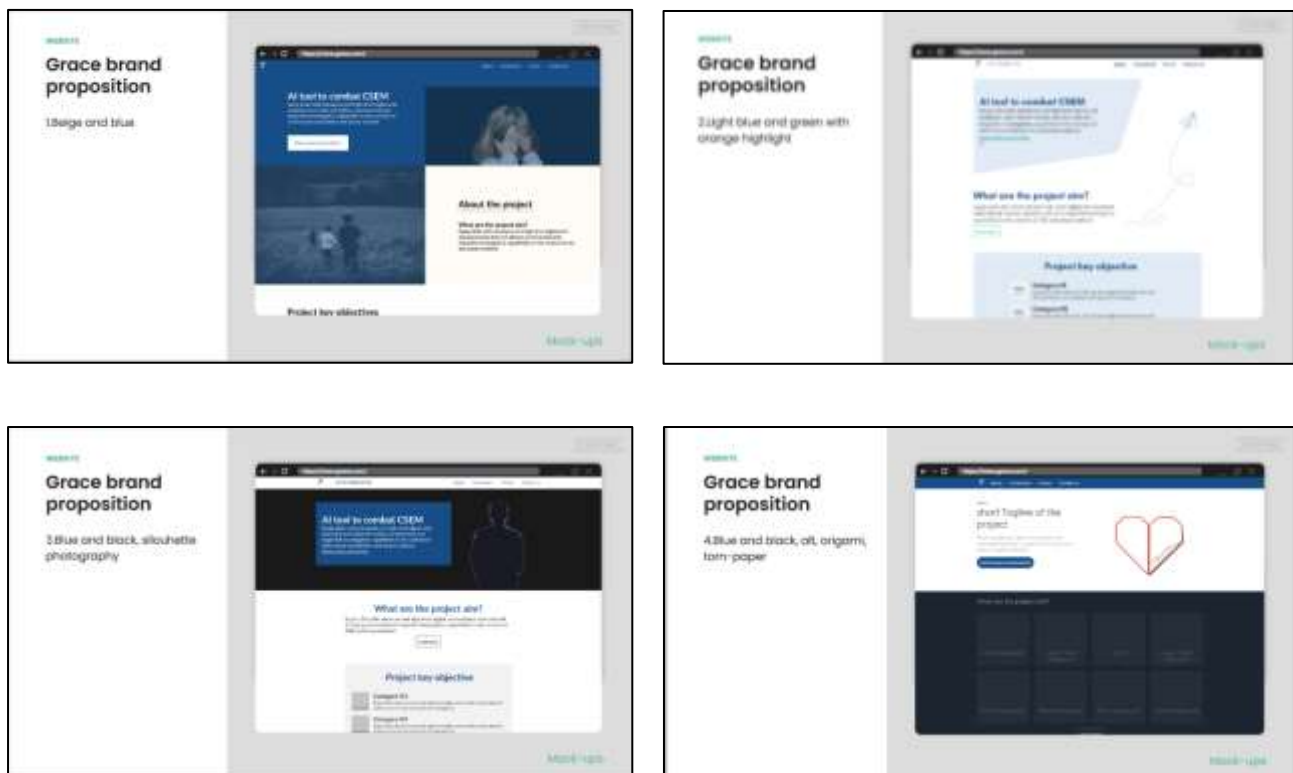
Figure 3 – Brand Propositions

The aim of the brand is to project a neutral tone especially given the domain in which the project will operate in. The information on the site on the site should be accessible to a wide audience including the wider public, as well as law enforcement, relevant stakeholders (civil society, NGOs, charities, not-for-profit organisations), research and industry.

The designs were sent to the project consortium for their consideration and feedback in July 2020 and design number 2. Light blue and green with orange highlight was chosen as the final design

The aim for website is to present a clear, consistent and coherent overview of the GRACE project, with the ability to provide project updates over the duration of the implementation period and beyond.

The website is presented as a single page format with the following structure:

- Homepage
    - Why GRACE? – Rationale behind the project
        - Project Aims / About – In depth view of GRACE
    - Vision for GRACE – Overview of the main activities of the project
    - Updates – News and upcoming events related to GRACE
    - Project Details
    - Consortium Partners
    - Deliverables – two most recent listed on the homepage
    - Related Projects
    - Footer – Funding declaration; Contact us; Social Media links

3.2. Technology and Structure

The GRACE website was built with a Content Management System (CMS) at its base. Using a CMS allows for users of the website to quickly add content, without needing to understand programming languages. It can also be built quicker as it usually provides a base template to build out from, however this can come at the cost of flexibility. A CMS will define the types of content that can be added and anything outside of the ordinary will need to be specially added. Three of the most popular CMS are Wordpress, Joomla, and Drupal that each comes with their own situational use-cases and plugin systems to allow for more customisation. Drupal was chosen as the CMS for this website as it allows for easy creation of customised content types and pages designed specifically for those content types. The website can be found at http://grace-fct.eu/.

Security is a major factor in delivering any projects, but with the sensitive nature of the GRACE project security will rightly be at the center of the conversation throughout. With the GRACE website being one of the most prominent elements the project's public facing image, it is critical that its security is taken seriously inline any other project outputs. Good software and IT security is as much about an organisation's or team's culture and approach that it is about skills and technqiues and with this is the recognition that security is about the continuous mitigation of threats and risks in an ever-changing playing field. Some elements of good culture are consistently defined by security experts through common principles and guidelines, such as those published by the UK's National Cyber Security, with elements such as planning for security flaws, continually testing software, and keeping tools up to date. Most often cited in the area of software security are entities such as the National Institute of Standards and Technology (NIST) from the U.S. Department of Commerce and the community-led Open Web Application Security Project (OWASP), and also the software security field's growing number of resources and statistics at the Common Weakness Enumeration (CWE) and the Common Vulnerabilities and Exposures (CVE) to name a few.

With this in mind, when designing solutions whether through bespoke development or via off-the-shelf packages, it is an excellent start to focus on providers and approaches that are aligned with and following the guidances of these commonly cited organisations and resources. It is also good to focus on those signals or indicators that demonstrate good internal security cultures as well as having a good track record, being open to scruty (i.e. popular open source solutions), and being organisationally mature.

As a dissemination activity, and the not primary goal of the project, it is more important to avoid reinventing the wheel and therefore to utilise off-the-shelf solutions where possible. Particularly since the purpose of the GRACE website is for disseminating publicly visible content, it falls directly into the content management system category which is where a existing system such as Drupal comes in. From the security standpoint in the selection of the appropriate platform, Drupal clearly aligns itself publicly with several of these elements described above: it focusses on the direct mitigation of the OWASP Top Ten Project (an overview of the top ten software security vulnerabilities), it prides itself on being formed through open source with a large contributor community, it demonstrates security features that are expected in modern websites (i.e. two-factor authentication, OpenID, granular access control), and focusses on the mitigaton of the most relevant security threats of today (i.e. Cross-Site Requiest Forgery). On top of what it says, Drupal also shows a good track security track record of vulernabilities detected when compared to its two main competitors, for example showing a lower level of recorded vulnerabilities over the previous two and ten years (CVE[1] [2] [3]).

Beyond Drupal's own efforts, it is even moreso critical that within the GRACE project these good security practices are applied to the development and operation of the GRACE website, regardless of what it is running under the hood. To be brief, this consists of ensuring the continuous review of the website and its deployment, ensuring privileged access is tightly is controlled and reviewed, ensuring it is hosted in a secure environment by a competent technical team, and ensuring that it is kept up to date so that the fixes for any newly emerging vulnerabilities are quickly put in place.

3.2.1.   Home page

The home page is the main page of the website and acts as a landing page from external sources. The home page provides the user with their initial impression of the project through the prominent logo, that acts as a button to return to the home page and iconography that characterises the GRACE brand. Below sits the GRACE project acronym, a brief explanation of the project aims and a static menu header for quick navigation to the different sections on the page.

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[1] https://www.cvedetails.com/vendor/1367/Drupal.html
[2] https://www.cvedetails.com/product/4096/Wordpress-Wordpress.html
[3] https://www.cvedetails.com/vendor/3496/Joomla.html

Figure 3 – Home page

3.2.2. Why GRACE?

This section swiftly summarises the need and requirement for the project so users can quickly grasp the basis, however the 'Learn more' button navigates the user to a subpage to discover further information where they can learn in greater detail about the Background, Core concepts and Approaches that will be utilised throughout the project.

GRACE - Global Response Against Child Exploitation   About   Updates   Consortium   Contact Us

Why GRACE?

The growth in online child sexual exploitation and abuse material is a significant challenge for European law enforcement agencies. Referrals of CSEM exceed the capacity of LEAs to respond in a practical and timely manner. To safeguard victims, prosecute offenders and limit the spread of CSEM, LEAs need a next-generation AI-powered investigative platform.

Background

The sexual exploitation and abuse of children, the production of CSEM and subsequent distribution of this material via the internet is a shocking crime. Referrals from Online Service Providers (OSPs) are crucial to fighting CSE. Growth in the number of referrals of CSEM to LEAs is driven both by increased availability and distribution of online CSEM and improved detection and reporting processes. The extent of referrals is affecting LEAs' capacity to respond promptly, leading to an inability to prevent harm to infants and children, rescue those in immediate danger, and investigate and prosecute perpetrators.

Recent improvements to the referral process have improved LEAs capabilities. However, the sheer volume of data obtained in CSE cases stretches human resources, the limits of manual analysis beyond most LEAs reach. Given there has been a 4,000% increase in referrals since 2014, a new approach to managing, processing and analysing this content is necessary.

Core concepts

At the heart of the project, GRACE has three core concepts.

1. Address the volume and analyse the content of online CSEM through technological innovations;
2. Provide genuine operational value to LEAs in their investigation of online CSEM; and
3. Impact at the strategic and policy level in the harmonisation of EU-wide responses to CSE.

Approach

GRACE will apply proven techniques in ML to the referral and analysis process while embracing the technical, ethical and legal challenges unique to fighting CSE. GRACE will leverage resources already in place at Europol and the nine MS LEAs within the consortium. The goal for GRACE is to attempt to provide results early, frequently and flexibly, prioritising easy wins in the research plan (e.g., deduplication).

Unique to GRACE is the development and application of a Federated Learning approach to the challenge of optimising analysis and information flow in a privacy-aware and security-sensitive manner. GRACE will enable cooperation between LEAs in improving their capabilities while harnessing their experiential knowledge.

The results of GRACE will be available to Europol and the Member State LEAs for unrestricted use in their operations, helping to ensure their future technological autonomy.

Figure 4 – Why GRACE page?

3.2.3. Vision for GRACE

The 'Vision for GRACE' is highlighted through 4 key statements, each depicted with original iconography. The 'more details' button navigates the user to the user to the 'Why GRACE' subpage where they can find further information about the project.

Figure 5 – Vison for GRACE

3.2.4. Updates

The 'Updates' section will provide a regular source of information for users to discover important news and events that have taken place relevant to the project. Users can click the title of the item for more information on the item or using 'more' can navigate to the updates subpage where they can see all items posted here. This section will provide a vital source of up to date information on the current status of the project and also news from the CSEM field.

Figure 6 – Updates

3.2.5. Project details

This section provides an overview of significant project details in relation to the number of partners and their locations, project duration and Grant Agreement number. The core ambition and aims of GRACE is also discussed here.

Figure 7 – Project details

3.2.6. Consortium partners

The 'Consortium partners' section explains about the composition and skills of the projects consortium members and includes the logos of each member. By hovering over the logo the acronym and the name of the consortium member is displayed and by clicking on the logo the user is directly navigated to that partner's website.

Figure 8 – Consortium partners

3.2.7. Deliverables

The 'Deliverables' section provides a list of all public deliverables that will be submitted throughout the project lifetime. By clicking the deliverable title or the 'More' button users can directly view the deliverable, made accessible through a link to the CORDIS system.

Figure 9 – Deliverables

3.2.8. Related projects

The 'Related projects' section displays names, logos and a website link to projects closely related to GRACE and The 'More' button navigates to the full list of related projects. As additional related projects are established this list will expand enabling users to familiarise themselves with further projects also funded through the European Union of a similar nature.

Figure 10 – Related projects

3.2.9. Footer

Key information is located in the footer of the project website. The footer includes the funding acknowledgement alongside the EU flag logo, a central email address: info@grace-fct.eu whereby users can contact the project directly and open social media configuration options for Twitter, Facebook and Instagram. From the footer the user can also access information on the website owner; Terms of Use and Privacy Policy information on the use of web analytics within the website.

3.2.10. Privacy policy / Terms of use

As necessary under privacy and GDPR regulations a Privacy Policy has been incorporated into the project website. Users will also be notified of the policy through a pop-up when first entering the website.
Due to the high importance of this subject, the full privacy notice can be found in appendix 1.

3.3. Maintenance

The GRACE website is hosted within a docker container which allows for easy upgrades and easy backups to ensure that the data is kept safe during the upgrade process. Monitoring software will be used to ensure an alert is generated if the website becomes inaccessible and inform those able to investigate any issues. Content will be added to the website as it is deemed appropriate or when requested by partners of the project.

4. Social media channels

The project has 3 dedicated social media channels, all of which can be accessed from the project website and have identical GRACE branding applied. At the project kick off meeting it was agreed that due to the sensitive nature of the project all planned dissemination via social media must be approved by the Dissemination board before it is released. This will avoid any security issues relating to confidentiality of work carried or being carried out within the project and ensure that content released via these channels is suitably appropriate and applicable.

4.1. Twitter

The GRACE Twitter account aims to increase the growth in visibility and prominence of the project to the platforms varying users (end-users, academics, key players and stakeholders). It will also act as a fundamental source of project information, progress and open exchange between the project and its target audience. The aim is to connect with related projects, key institutions and academics working in the CSEM field in order to build up a robust community of followers. The GRACE twitter account can be found here: https://twitter.com/GRACE_FCT_EU
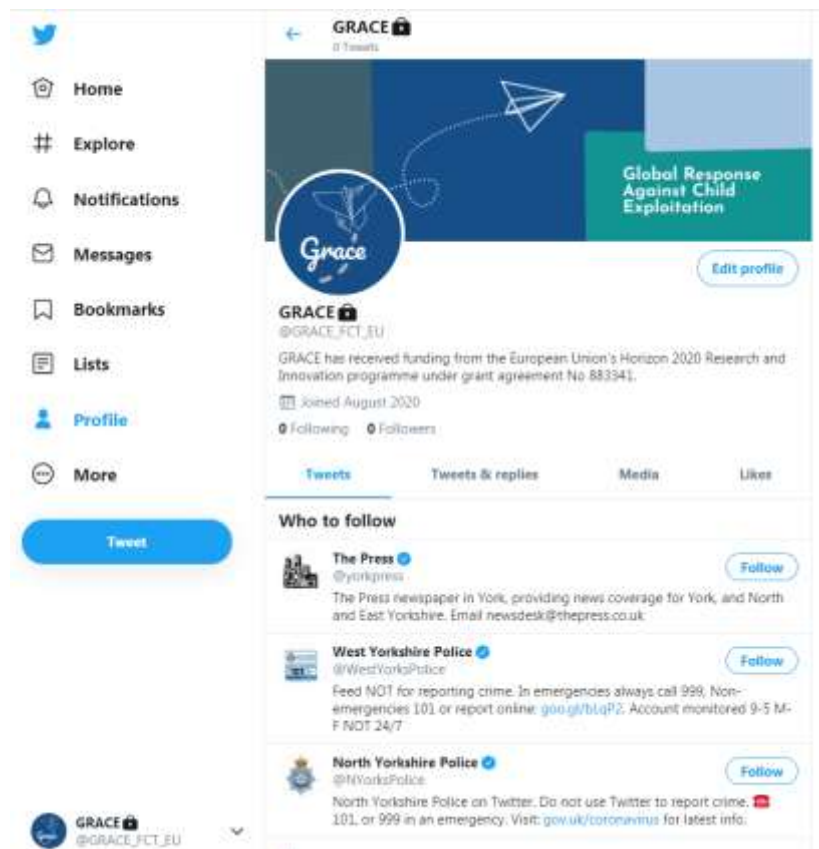
Figure 11 – GRACE Twitter Account

4.2. **Instagram**

In addition to Twitter a GRACE Instagram account has also been created. The Instagram account aims to not only enhance the projects viability (as mentioned above) but to also connect and expand our reach with younger end-users who tend to prefer this platform for viewing and sharing information compared to other forms of social media. The account will also be used to publish and share videos on Instagram stories and in addition provide a source of information and project updates. The GRACE Instagram account can be found here: https://www.instagram.com/GRACE_FCT_EU/
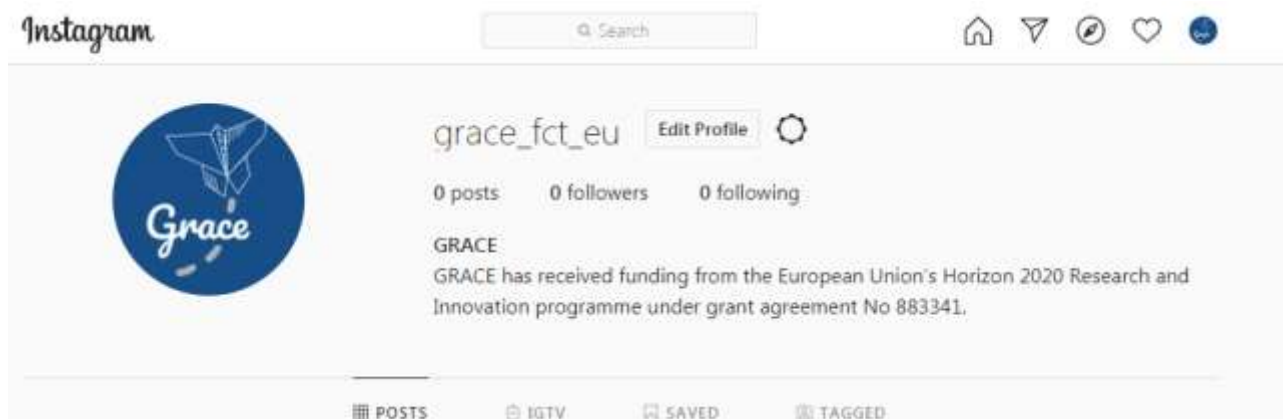
Figure 12 – GRACE Instagram Account

4.2.1. Template for Instagram post

A template for creating an Instagram posts along with guidelines for producing Instagram stories has also been created in order to assist with ensuring a consistent approach when posting on this channel.

Figure 13 – GRACE Instagram post template

4.3. **Facebook**

Finally, a Facebook page for the project has also been established. Facebook is a powerful marketing tool and is the perfect platform to develop the GRACE brand identity. We aim to reach a wide target audience providing project updates, information and connecting with a large community with through this page.

Figure 14 – GRACE Facebook page

5. Dissemination materials
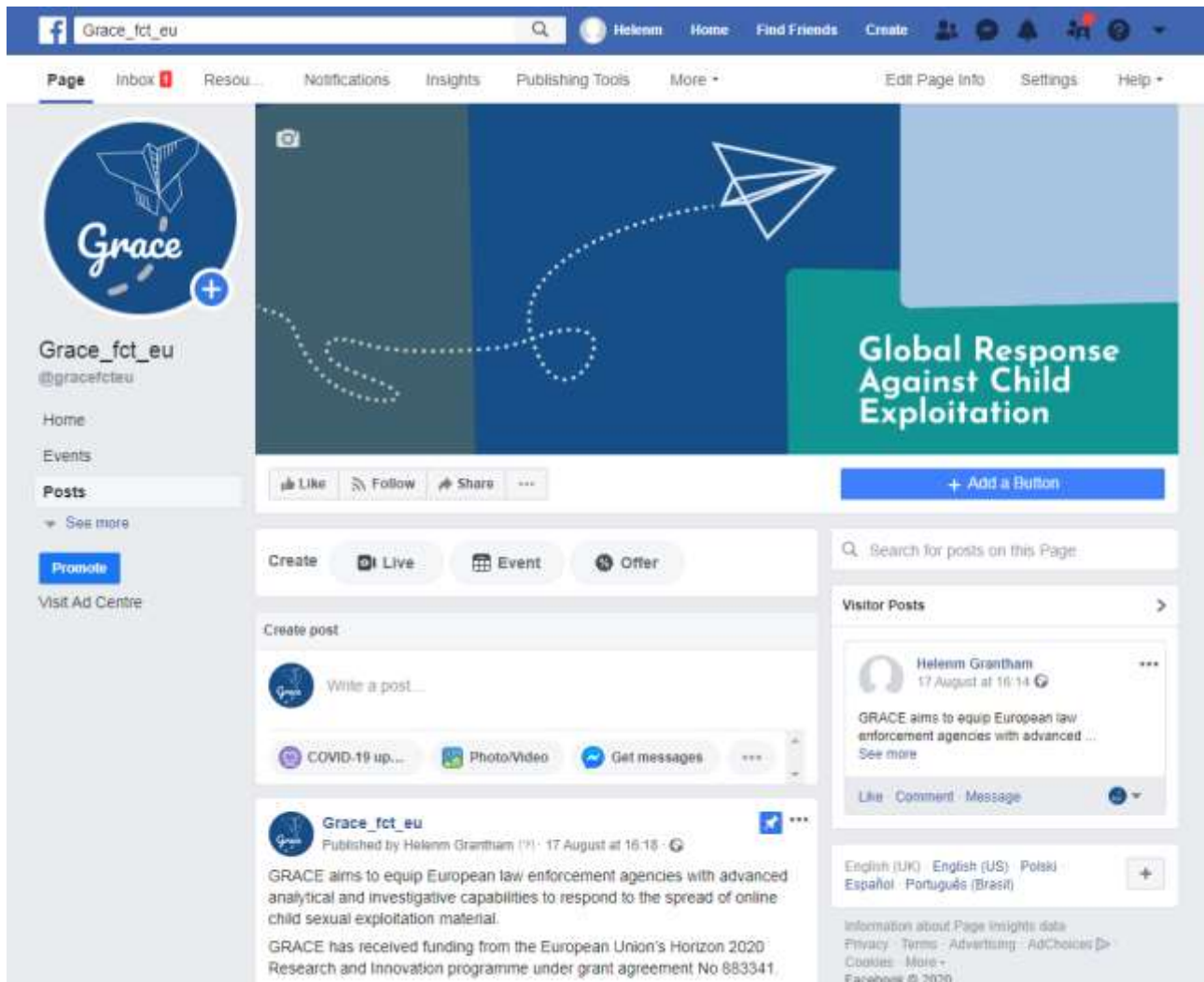
Dissemination is an integral aspect of a European Project. Raising awareness and visibility of the project through continuing dissemination activities will involve all partners of the GRACE project consortium. However, due to the number of partners involved in the project, in order to achieve consistency it is vital to establish a uniform approach to the projects brand identity with guidelines on implementation from the very beginning.

Designed around the projects identity, an initial dissemination pack including templates and digital materials has been developed to provide the partners with a collective arrangement of resources intended to support the projects dissemination and communication activities. As mentioned previously all dissemination material will be presented in draft format to the dissemination board, once approved only then will it be physically printed or released.

5.1. PowerPoint presentation template

The PowerPoint presentation template is a set of 3 slides, an opening slide with the project logo and space for the presentation title, an empty middle slide that can be duplicated for additional content and a final 'Thank you' slide to complete the presentation. Partners will utilise the template when presenting the project to an audience for example; at events, conferences, workshops or meetings.

Figure 15 – GRACE PowerPoint presentation template

5.2. **A4 brochure template**

A template for an A4 brochure is a key marketing tool to communicate to experts of the CSEM field about the progress, findings and outcomes of the GRACE project, it will help to provide key and memorable information about the project. Content can be added as desired throughout the life of the project and partners can use it to promote the project at meeting, events, conferences etc.

Figure 16 – GRACE A4 brochure template

5.3. **Roll-up promotional banner**

Roll-up banners will used to attract our target audience to our stands in exhibitions but also can be used in offices or other spaces as it is an easy to transport, versatile communication tool. Two versions of a roll-up promotional banner have been designed and will be provided to the partners. Version 1 includes the vision for GRACE along with the logo, social media contacts and funding strapline and version 2 includes the same features (but without the vision) with a larger version of the logo and alternative colour scheme.

The templates, if required, can be used by partners if a roll-up banner is required and printed locally for planned dissemination activities.

Figure 17 – GRACE Roll-up promotional banners

5.4. **A4 document folder**

Another physical tool for making the project visible is the A4 document folder. The document folder is handy for in-person events to deliver a bundle of key physical documents (brochure, flyer, Agenda, Business Card) and create a good first impression with recipients. It can also link to the digital support of communication for further information like the website and social media. It can also be used by the project partners themselves as a way of raising project awareness at meetings.

Figure 18 – GRACE A4 document folder

5.5. **Leaflet template**

A leaflet template has been designed to provide a quick overview of what the project is trying or has achieved.

It is an affordable medium that be printed or used digitally that is really effective to disseminate condensed information. This template can be easily adapted and updated to reflect different stages of the project, an an initial version of the leaflet will be included in D10.1 Communication, Dissemination and Visibility Plan, due month 6.

Figure 19 – GRACE Leaflet template

5.6. **Interactive dissemination**

Webinars are a form of interactive dissemination and a great alternative to in-person meetings to reach our target audience through a conference or workshop format. The template have been created to provide a compelling engaging experience as well as delivering key information about the event to the audience.

This template includes transition slides and overlays providing information about the upcoming and ongoing section of the event. Also, specific elements, like the cover section, can be used as a marketing tool to advertise the event.

Figure 20 – GRACE Webinar template

6. Brand identity and guidelines

The GRACE brand guidelines ensure consistency in look and feel between all dissemination documents created for the project and will be distributed to the project partners as an identify kit with raster and vector formats where necessary.

The guidelines contain the primary and secondary colours used, the two fonts used for GRACE dissemination material one font for display (title, hero…) "Josefin Sans" and one font for the body of text (Lato) and examples of iconography are provided following the origami look and feel of the logo. The guidelines also offer suggestions of photography to be used to illustrate those document and options / variation of the logo to be used across different situations.

6.1. Colour Scheme and Font

Primary colour:

    # 174E88 RGB(22,78,135) (Dusk Blue)

Secondary colours:

    # D47139 RGB(212,113,57) (Copper)

    # 129493 RGB(18,148,147) (Greenish blue)

    # ECBB0F RGB(236,187,15) (Golden)

    # E0EBF6 RGB(224,235,246) (Pale blue)

Figure 21 – GRACE branding colour scheme

— [Lato] family
Body text font

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWX
YZ
123456789

Figure 22 – Logo font

6.2. Iconography

Figure 23 – GRACE iconography for the GRACE vision

6.3. Stock Imagery

— LOGO

Grace icon can be use on it's own

Figure 24 – Imagery and logo

7. Conclusion

7.1. Summary

In this document we have described the crucial foundations that have been put in place towards achieving common and structured dissemination tools to enhance the visibility of the GRACE project. These foundations will expand throughout the lifetime of the project however the first steps have been taken and provide a precedent for the project to follow.

After an introduction to the document in section 2 we have shown the project logo, with a little bit of its origin and its different versions.

In section 3 we have presented the project website in its current form, the creative design choices considered and the flexible structure of the site to enable rapid editing and regular updates. We anticipate that the website will provide increased awareness of the project and become a vital source of information to many different stakeholders.

In section 4 we have shown the initial development and choices of the social media channels, how they were carefully selected and designed to ensure we can reach our target audience. However, it is worth noting that in the following months dedication to content creation and increasing followers amongst these channels will be given, this is an essential element towards their success.

In section 5 we have shown the different tools produced will ensure brand consistency across the consortium members when disseminating about the project. The tools are all designed to enable the partners to easily add or create content to suit their needs depending on the nature of the event they are attending, whilst complying with the guidelines of the European Commission that have been defined for H2020 projects.

Finally, in section 6, the different elements of the brand, the project logo and the guidelines for their usage are discussed. Again, these are critical at this stage in the project to ensure uniformity of the brand through to the end of the project.

7.2. Evaluation

By the time of writing this document, no major issues have been found and all the expected goals and work related to the deliverable have been achieved.

7.3. Future work

There is still content to be added to the website and social media channels. Now these platforms have been launched time can be spent ensuring that the news, information and project latest updates are added and frequently updated. Timelines for the nature of these updates along with the scheduling of other dissemination activities will be specified in deliverable D10.1 Communication, Dissemination and Visibility Plan, due month 6.

8. Appendix 1

GRACE Privacy notice

Terms of Use
By accessing this site you are agreeing to these terms and conditions. This site is for general information purposes only and does not purport to be comprehensive or to constitute professional advice and you must not act in reliance upon it. All intellectual property rights in this site, including without limitation all copyright, design right and trademarks, belong to us or are used by us with the permission of the owner. You have no right to copy, reproduce, modify, publish, upload, post, transmit or distribute any logo, graphic, text, sound or image on this website without our prior written consent, except to the limited extent necessary to access the contents of this site. Where we provide links to other websites we have no control over those websites or their content. The provision of such a link does not imply that we endorse the website or the products and services offered through it. We have no liability to you for any loss or damage whatsoever arising in relation to or in any way in connection with this site or those to which it links.

Privacy Notice
The GRACE Partner Consortium acknowledges the data protection principles and respects the rules laid down in the EU Data Protection legislation, and the General Data Protection Regulation in particular. For us, the proper processing of your personal data is of utmost importance and we strive to meet all applicable EU data protection requirements and ensure a high level of personal data protection.

The Data Controller
Although the GRACE Partners are acting as joint controllers and are held responsible for ensuring the compliance with all applicable data protection rules, both at EU and national level, within the GRACE Website, personal data is being processed only by:
Sheffield Hallam University (SHU) – Centre of Excellence in Terrorism, Resilience, Intelligence and Organised Crime Research (CENTRIC)

T: +44 (0)114 225 5555
E: centric@shu.ac.uk;
W: https://research.shu.ac.uk/centric/

Categories of personal data
The GRACE data controllers collect, process and use personal information concerning only visitors of the GRACE Website. While visiting the GRACE Website certain data is gathered and stored on the servers of WordPress.com such as: IP address, the date, time and length of your visit, from which server and which website you accessed the site, the actions carried out on the Website, the browser-type and the language settings.

In case you contact us via the contact form on the GRACE Website, the project coordinator is collecting and processing the following information: identification data such as name, e-mail address, as well as the content of the message you sent to us.

Purposes of data processing
The above-mentioned categories of personal data are processed for the following purposes:

- to identify the visitor, if necessary;
- to ensure the proper functioning of the GRACE Website, also ensure network and information security;
- to evaluate the use of the website, compile reports on website activity for website operators and provide other services relating to website activity and internet usage;
- to respond to your requests;
- to exercise or defend the rights and legitimate interests of a Partner or the GRACE Consortium as a whole;
- other purposes explicitly provided for in the Terms of Use or in this Privacy Notice;
- as well as for statistical purposes.

The GRACE Consortium undertakes the due care and bears responsibility for protection of your information, except in the event of force majeure events or Malicious Actions of third parties.

Legal basis for processing
- You have given consent to the processing of your personal data for a specific purpose – e.g. when you send us a message via the contact form;
- Data processing is necessary for the purposes of the legitimate interest pursued by a Partner or the GRACE Consortium – e.g. to facilitate your access and use of the GRACE Website, or to protect from   malicious attacks.

Recipients or categories of recipients of the personal data
Your personal data will be only disclosed to third parties in certain sporadic cases where the data controllers shall comply with a legal obligation or need to protect their rights and legitimate interests.
The personal data collected via the GRACE Website may be also shared with IT services providers and/or web hosting providers. The information accessed by these service providers is necessary for them to perform their services and may not be used for any other purposes.
As the Website is developed under a project funded by the European Union's Horizon 2020 Programme, only anonymised and aggregated data (statistics) will be provided to the European Commission.

Transfers of personal data to third countries or international organisations
The data controller does not intend to transfer your personal data to data controllers or processors established in third countries or international organisations. Should the cases of data transfer to data controllers or processors in third parties or international organisations arise, the data controller shall keep you informed. In any event, the transfer will be carried out in full compliance with the applicable data protection laws.

Period for personal data storage
The Partner Consortium strives to meet all data protection requirements and to respect all the principles laid down in the General Data Protection Regulation. In this context, following the principle of *data minimisation,* the Partner Consortium shall process your data as long as it is necessary for the purpose for which the data is collected and to the extent permitted by the applicable laws. Once the purpose for data processing is reached out, we will remove the data and/ or anonymise it so that you are no longer identifiable.

For reporting purposes statistical data is kept for 5 years after the project end. The statistical data will not render any of the GRACE Website users identifiable.

Data Subject Rights

You are entitled to the following rights under GDPR:

- *the right to obtain information* regarding the processing of your personal data on the GRACE Website by the controllers (controllers' contact details, the purposes of processing and the legal basis for   processing, recipients, storage period, etc.)
- *the right to access* your personal data processed on the GRACE Website and get information about the processing of your personal data (the purposes of processing, categories of personal data, storage period, etc.);
- *the "right to be forgotten" by the GRACE controllers* – your data could be erased by the data controllers in the cases where your personal data is no longer necessary, where you have withdrawn your consent on which the processing is based, where the data processing is unlawful, where the personal data has been processed on the basis of parental consent,   or your data have be erased in order to comply with national or EU legal obligation;
- *the right to request restriction of processing of your personal data* – this right could be exercised where you have contested the accuracy of your personal data, where the processing is unlawful, where the GRACE controllers no longer need your personal data for the purposes of processing, or you have exercised your right to object to the processing of your   personal data based on the legitimate interests pursued by the GRACE controller(s)
- *the right to object* to the processing of your personal data which is based on the legitimate interest pursued by the GRACE Consortium. You also have the right to object to the   processing of your personal data for direct marketing purposes;
- *the right not to be subject* to a decision based solely on *automated processing, including profiling* – however, this rule does not apply if the decision is based on your given consent,   or it is necessary for entering into, or performance of a contract, or it is authorized by the   EU or national legislation to which the GRACE controller(s) is(are) subject;

Exercise of Data Subject Rights

You can exercise your rights by sending a message to the following e-mail address: centric@shu.ac.uk.

Additionally, all data subjects have the right to submit a complaint to their national data protection authority, if they deem that their data is processed in an unlawful way.

Google Analytic

Google Analytics is provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). We use Google Analytics with the additional function offered by Google to anonymize IP addresses: Google's IP address is usually shortened already when collected within the EU and only in exceptional cases this process is carried out in the USA. It is saved in a shorted and thereby anonymized form in any case. You can object to the collection or evaluation of your data by this tool by downloading and installing the browser plug-in available under the following link: https://tools.google.com/dlpage/gaoptout

Links to other websites

Our Website may contain links to other websites and social media pages that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. In this context, we strongly advise you to review the Privacy Policy of every site you visit.

Amendments and updates of this policy

Please note that we may update this Privacy Notice occasionally and the new version will be published on this webpage. We recommend reviewing the content of the Privacy Notice for any changes. The changes are effective when posting them on this webpage.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.