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Project Acronym	ESCAPE
Grant Agreement No	824064
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Topic	Connecting ESFRI infrastructures through Cluster projects (INFRA-EOSC-4-2018)
Start Date of Project	01.02.2019
Duration of Project	42 Months
Project Website	https://projectescape.eu/

D6.1 - ESCAPE PROJECT WEBSITE LIVE

Work Package	WP6, ECO (Engagement and Communication)
Lead Author (Org)	Rita Meneses (Trust-IT Services)
Contributing Author(s) (Org)	Luigi Colucci, Rob Carrillo, Andrea Greco (Trust-IT Services)
Due Date	30.06.2019, M5
Date	21.09.2019
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Dissemination Level

X	PU: Public
	PP: Restricted to other programme participants (including the Commission)
	RE: Restricted to a group specified by the consortium (including the Commission)
	CO: Confidential, only for members of the consortium (including the Commission)

Versioning and contribution history

Version	Date	Authors	Notes
0.1	30.08.2019	Luigi Colucci (Trust-IT Services)	ToC first draft & Introduction
0.2	03.09.2019	Rita Meneses (Trust-IT Services)	ToC final version & first contributions
0.3	05.09.2019	Rita Meneses & Andrea Greco (Trust-IT Services)	First draft final version
0.4	05.09.2019	Rob Carrillo (Trust-IT Services)	General Editorial check
0.5	14.09.2019	Jayesh Wagh (CNRS)	Peer Review from project partners
1.0	19.09.2019	Stephen Serjeant (OU)	Final Version

Disclaimer

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Glossary

Term	Explanation
CNRS	Centre national de la recherche scientifique
ESCAPE	European Science Cluster of Astronomy & Particle Physics ESFRI research infrastructures
EU	European Union
FAIR	Findable, Accessible, Interoperable and Reusable
GDPR	General Data Protection Regulation
WP	Work package

INTRODUCTION

Under the set of activities planned in Work Package 6, a specific subtask for the creation of a project website for external dissemination of ESCAPE (European Science Cluster of Astronomy & Particle Physics ESFRI research infrastructures) results, including the gateway to the catalogue of services, has been set up.

The ESCAPE website was launched in August 2019 (M7), following suggestions and requirements gathered from the project coordinator and members from WP6 (Work Package 6) team, which supported 6.1 Task leader (Trust-IT Services) in the website development.

The public website is accessible to all users visiting projectescape.eu and it was built based on the overall **graphic design and ESCAPE branding**.

This document describes how the ESCAPE website is organised, along with further info related with the website privacy policy and terms of use and it accompanies the "Deliverable 6.1 - ESCAPE project website live". The document is organized as follows:

- Section 1: describes the ESCAPE website main goals and its importance for ESCAPE;
- Section 2: describes the ESCAPE branding which was considered in the ESCAPE website overall design;
- Section3: describes in detail how ESCAPE website is structured, with links to the different sections, providing info about the website privacy policy as well.

The website will be timely updated, in synchronization with the ESCAPE main developments during the project timeframe, with key messages and value statements to each one of ESCAPE stakeholders.

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1. Objectives and overview

The ESCAPE website (https://projectescape.eu) is an integrated and versatile platform aimed at animating its community of users. It is a dynamic platform that will evolve during the project timeframe to include additional features to serve the project's community and scope. The web platform is the main hinge for the project's outcomes and as such, it has a primary importance in the communication strategy. For this reason, many of the efforts carried out by the other communication channels will be made to address and attract target stakeholders to the website itself. Plus, the versatile platform is regularly updated to deliver well-targeted messages for the project audiences and will evolve during the project lifetime to best showcase the project outcomes and facilitate uptake of the project results.

The website was developed under ESCAPE WP6, task "6.1 Public engagement and communication", which one of its goals is the creation a project website and portal for internal coordination, and internal and external dissemination of ESCAPE results, including the gateway to the catalogue of services. The main goals of the ESCAPE web platform are listed in Table 1.

Table 1 ESCAPE website main goals

	ESCAPE's website main goals
1	Provide quality information & user-friendly access to ESCAPE results, to appropriate stakeholders' communities
2	Facilitate the communities' engagement and exploitation of the assets
3	Release news related with latest ESCAPE's developments
4	Put out all papers, documents, deliverables and reports prepared by project consortium
5	Give out ESCAPE's Communication Toolkit: flyers, brochures, pop-up banners, technical/nontechnical posters, press releases, videos, amongst others
6	Announce ESCAPE participation at third-parties events & workshops
7	Promote events organised by ESCAPE: workshops, webinars, amongst others
8	Become a portal for internal coordination

2. Branding

The ESCAPE website took into account the project brand. ESCAPE's branding has been designed to ensure immediate impact wherever placed. The long but descriptive acronym, depicted in all caps and bold was designed to make it one of the first elements to be spotted when placed on any communication and dissemination asset. The meaning of the acronym is then spelled out below and makes a clear description of the project.

Blue was chosen as ESCAPE's main colour in ESCAPE colour palette, due to its long association with information technology and also with astronomy. The logo has two circles flying around its acronym, with the blue circle related to astronomy, and the yellow one to particle physics (see Figure 1).

The branding and its logo are to be used in all project dissemination and communication tools. As of writing, these logos have been used in the project templates for presentations, documents, the project website, social media platforms, videos and flyers.
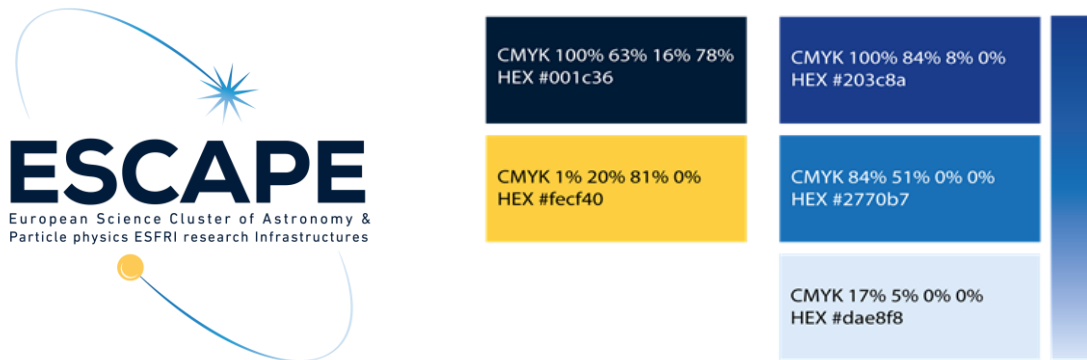
Figure 1 ESCAPE logo (left) and colour palette (right)

Branding activity for ESCAPE includes the creation of a variety of graphic material, to be used on the website pages in order to foster the user experience and the impact of the platform, on social media channels and in all other communication and dissemination outputs that will delivered during the project life span. The ESCAPE logo was the starting point for the design and style of the public web site (described in the sections below).

3. Website

3.1 Public Website

The public website intends to provide:

- An overview of ESCAPE project available to the wide audience;
- An introduction to the specific project objectives;
- Information on the consortium partners and third parties;
- A constant and reliable source for any update regarding ESCAPE project activities;
- Services from the ESCAPE catalogue;
- An overview of the Science Projects.

ESCAPE's website acts as the reference platform for any communication and request for information coming from ESCAPE stakeholders. The adopted infrastructure solution is Drupal, a powerful open source platform, that allows creating flexible content, integrating new website features easily and developing an innovative and efficient user experience.

3.1.1 Initial & current version

A first iteration of the website was online by the time of the ESCAPE kick-off meeting February 2019), with overall information about the project's main goals. The launch of the full website (D6.1 ESCAPE project website live), took place in August 2019 (M7), providing new features, with some main characteristics that have a determinant role in the strategy of user engagement. First, it is a responsive web platform in all its sections (i.e. usable from all major devices such as smartphones, tablets and laptops), to maximize the user-friendly approach of the project's services.

In order to meet the objectives outlined, the ESCAPE website has been developed following a specific structure (see Figure 2) and integrated with different features, combining communication and technical aspects. The "dark blue" boxes on the left are included in the "main menu bar", while the "grey ones" are available in different homepage areas (and not in the "main menu bar").
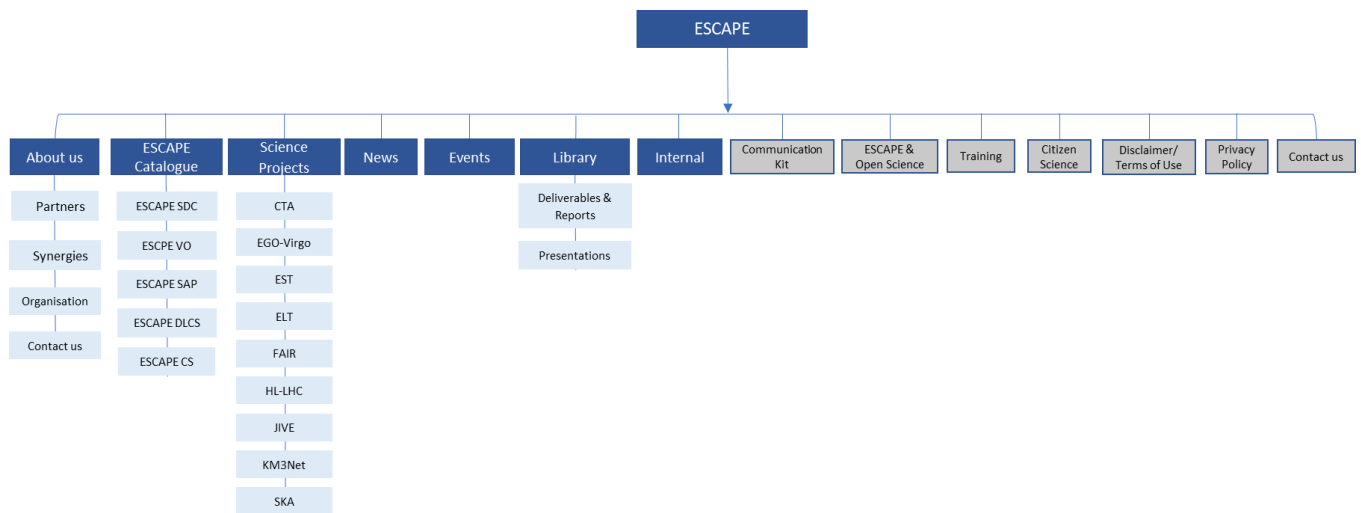
Figure 2 ESCAPE website architecture

The ESCAPE website has been designed to allow stakeholders quickly find information and insights. As seen in Figure 2, the website has several dedicated sections:

- **About:** General info about the project, partners and establishment of synergies to maximise outreach;
- **ESCAPE Catalogue:** where all ESCAPE's assets and outputs will be made available;
- **Science Projects:** with a list of all research infrastructures that partnered with ESCAPE, to validate the ESCAPE outputs, from a scientific point of view;
- **News:** latest developments about ESCAPE in general. Recent piece of news are highlighted on the homepage as well;
- **Events:** list of all third-party events where the project will be showcased, along with events organised by ESCAPE;
- **Library:** online library with relevant documents, presentations and reports produced by ESCAPE;
- **Internal:** exclusively for ESCAPE consortium members, this section has links to access a collection of working documents and information available in different platforms.

Contact features, links to social media and integrated Twitter widget are clearly accessible as well. The official language on ESCAPE website and social media platforms will be English. Key documents (e.g. Press Releases) might be available in other languages (French, German, Spanish and Italian) to maximise outreach.

3.1.1.1 Homepage

The homepage of the first iteration of ESCAPE website provides an exhaustive overview on the project vision and goals, at the same time offering a first version of the content that will be further developed during the coming months. The home page currently features:

- **An interactive slider**: providing a first impact for the user on ESCAPE project and acting as a useful feature for highlighting specific content. The slider will be timely updated with latest project updates (e.g. events, workshops, reports);
- **ESCAPE services**: a dedicated section with five ESCAPE services highlighted, with each logo and a teaser giving first info about the service;

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- **Science Projects**: a prominent block presenting the 9 science projects, organised between astrophysics and particle physics. A first comprehensive description is provided about what is Astrophysics and Particle Physics;
- **ESCAPE & Open Science**[1]: a section describing ESCAPE's role on Open Science, specifically regarding how ESCAPE answers the EOSC ambition in bringing people, data, services, training, publications, projects & organisations, all together in an integrated and federated environment;
- **Training**[2]: with direct link to the forthcoming trainings events organised by ESCAPE;
- **Citizen Science**: an easy to access section with all relevant info about the ESCAPE Citizen Science Programme, which will include citizen science applications & experiments, open educational resources, digital forums for two-way dialogue with professional scientists and much more;
- **News and Events**: a highlight on the major forthcoming events (it will lead to the events section) and showing the latest news and articles uploaded regarding ESCAPE and other relevant activities;
- **Social Media**: linking to the Twitter and LinkedIn accounts of ESCAPE;
- Partners: list of partners being showcased in a carousel loop, with direct link to each partner dedicated page;
- **Privacy**: providing the terms & conditions for the website registration, personal data management and access, copyright and other legal information;
- **Disclaimer & Terms of Use**: with relevant info about the website usage.

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[1] Link: https://projectescape.eu/how-escape-will-contribute-eosc-and-working-different-esfri-projects#overlay-context=science-projects

[2] Link: https://projectescape.eu/citizen-science
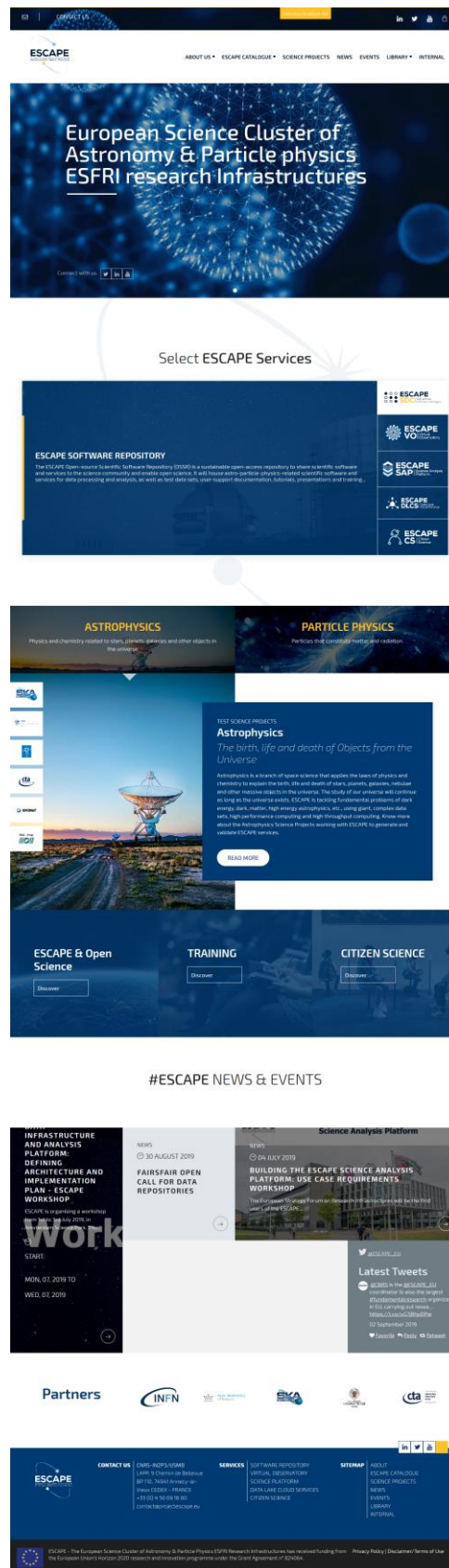
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D6.1 - ESCAPE PROJECT WEBSITE LIVE

Figure 3 ESCAPE Homepage (August 2019)

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3.1.1.2 About

The "About"[3] section is providing an overview on the project main goals, mission, services, stakeholders, with call to actions to connect with ESCAPE on Twitter & LinkedIn, as well as to register on ESCAPE website to subscribe the newsletter.

The "About" section has subsections with complementary info about the project:

- **Partners[4]**: with the list of ESCAPE's 31 European partners with wealth expertise and experience on astronomy, astroparticle and particle physics (see Figure 5). Each partner has a dedicated page with more detailed info and contact details.
- **Synergies[5]**: with list of all synergies between ESCAPE and other initiatives/organisations dealing with open data management and data systems (see Figure 5).
- **Organisation[6]**: list of ESCAPE work package leaders and other key persons from each work package
- **Contact us[7]**: contact form to register to the website and subscribe the newsletter (see Figure 5).
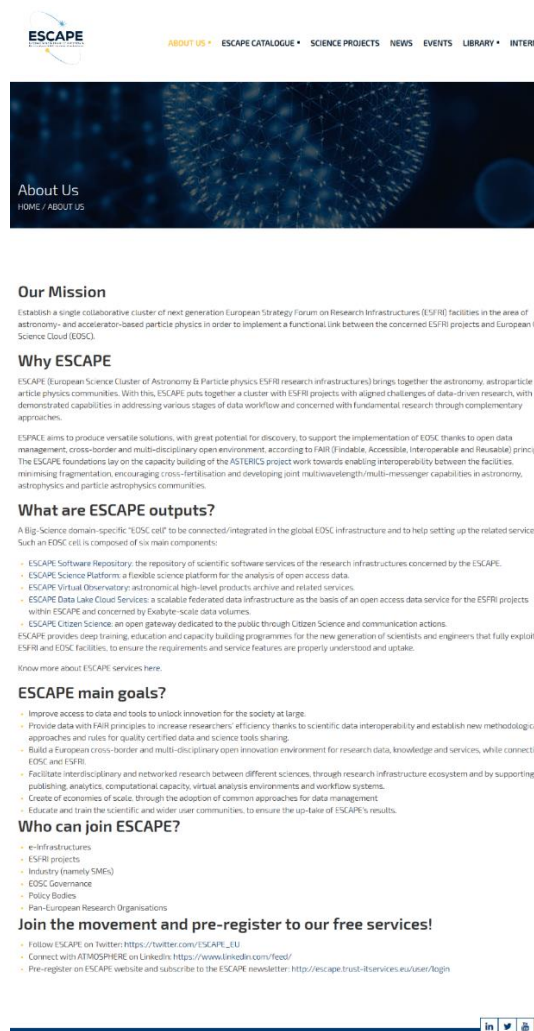

Figure 4 ESCAPE "About" page

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[3] Link: https://projectescape.eu/about-us

[4] Link: https://projectescape.eu/partners

[5] Link: https://projectescape.eu/synergies

[6] Link: https://projectescape.eu/organization

[7] Link: https://projectescape.eu/contact-us

Figure 5 ESCAPE "Partners" (left), "Synergies" (top right) and "Contact us" pages

3.1.1.3 ESCAPE Catalogue

The "ESCAPE Catalogue"[8] section includes all ESCAPE services that provide common innovative solutions for the management, curation, and deposition of data, for the data driven science economy. These services support several fundamental research domains, such as astronomy, astrophysics, astroparticle physics, high energy physics, particle and nuclear physics.

The page starts with an introductory paragraph, with a call-to-action paragraph inviting the reader to subscribe the newsletter to get updates about ESCAPE services. Below the introductory paragraph, the user can find the "Service Area", with all 5 ESCAPE services listed (see Figure 6 and Table 2).

---

[8] Link: https://projectescape.eu/escape-catalogue

Each service has a dedicated page (see Figure 6) that is available by clicking to each service logo. Each ESCAPE service has a dedicated page having the same type of information available in the same way, for an easy and friendly reading. The reader easily identifies who is the potential user, what is the unique selling proposition, the service novelty and who is the contact person. At the bottom of each page, the user finds the list of the remaining 4 services provided by ESCAPE, increasing the probability for the user to remain in the website.

When designing each ESCAPE service logo, following the ESCAPE logo brand, it was considered each service name and each service main core functionality (see Figure 7).
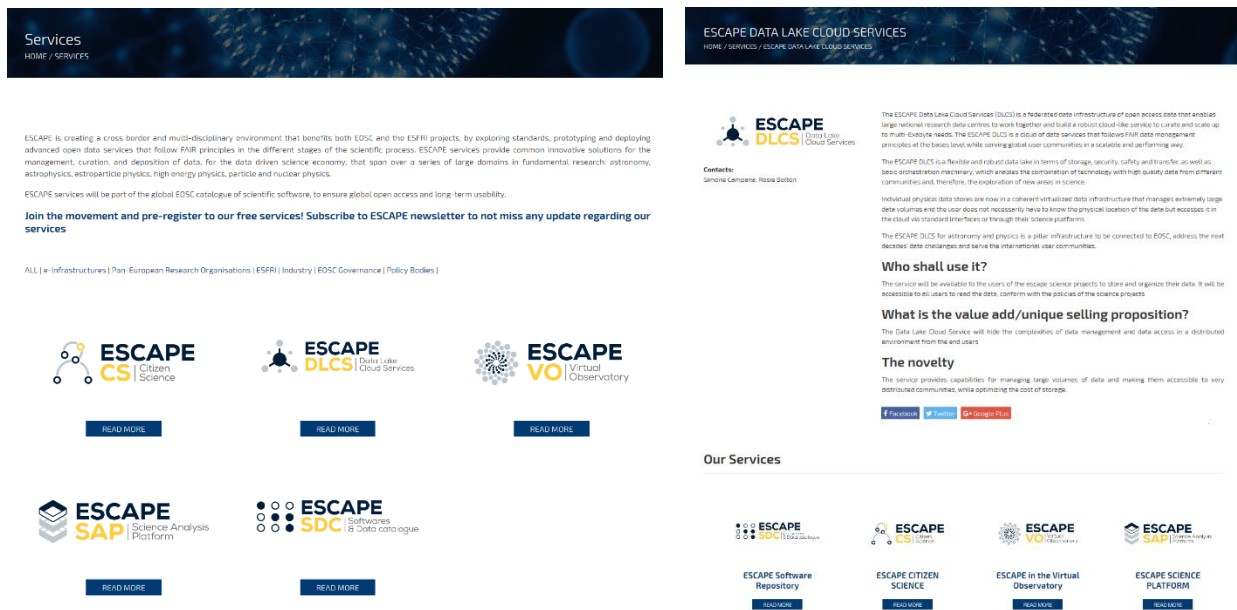

Figure 6 "ESCAPE Catalogue" page (left) and an example of an ESCAPE Service dedicated page (right)

Figure 7 ESCAPE Services logos

Table 2 ESCAPE Services listed in "ESCAPE Catalogue" section

Logo	Name	Webpage
ESCAPE CS | Citizen Science	**ESCAPE Citizen Science**	https://projectescape.eu/services/escape-citizen-science
ESCAPE DLCS | Data Lake Cloud Services	**ESCAPE Data Lake Cloud Services**	https://projectescape.eu/services/escape-data-lake-cloud-services
ESCAPE SAP | Science Analysis Platform	**ESCAPE Science Analysis Platform**	https://projectescape.eu/services/escape-science-platform
ESCAPE SDC | Softwares & Data catalogue	**ESCAPE Software & Data Catalogue**	https://projectescape.eu/services/escape-software-repository
ESCAPE VO | Virtual Observatory	**ESCAPE Virtual Observatory**	https://projectescape.eu/services/escape-virtual-observatory

3.1.1.4 Science Projects

The ESCAPE Test Science Projects (E-TSP) are research infrastructures that partnered with ESCAPE, to validate the ESCAPE outputs, from a scientific point of view. The website section[9] specially designed to showcase these E-TSP, is organised in a filter with three categories: Astrophysics[10]; Particle Physics[11]; All[12]. By default, the webpage shows all E-TSP and the user only needs to use the filter to select the content he wants to access. Likewise in ESCAPE services, below the introductory paragraph, the user can find the "E-TSP Area", with all 9 E-TSP (see Figure 8 and Table 3).

Table 3 E-TSP listed in "Science Projects" section

Logo	Name	Webpage
cta	**Cherenkov Telescope Array**	https://projectescape.eu/science-projects/cherenkov-telescope-array
VIRGO	**EGO-Virgo**	https://projectescape.eu/science-projects/ego-virgo
EST european solar telescope	**European Solar Telescope**	https://projectescape.eu/science-projects/european-solar-telescope
ESO	**Extremely Large Telescope**	https://projectescape.eu/science-projects/extremely-large-telescope
FAIR	**Facility for Antiproton and Ion Research**	https://projectescape.eu/science-projects/facility-antiproton-and-ion-research
HL-LHC	**High Luminosity LHC**	https://projectescape.eu/science-projects/high-luminosity-lhc
JIVE	**Joint Institute for VLBI ERIC**	https://projectescape.eu/science-projects/joint-institute-vlbi-eric
KM3NeT	**KM3NeT**	https://projectescape.eu/science-projects/km3net
SKA	**Square Kilometre Array**	https://projectescape.eu/science-projects/square-kilometre-array

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[9] Link: https://projectescape.eu/science-projects

[10] Link: https://projectescape.eu/science-projects?field_type_value=Astrophysics

[11] Link: https://projectescape.eu/science-projects?field_type_value=Particle%20Physics

[12] Link: https://projectescape.eu/science-projects?field_type_value=All

Each E-TSP has a dedicated page (see Figure 8) that is available by clicking to each E-TSP logo. The E-TSP pages follow the same structure and same type of info, for friendly reading purposes. In each page, there is an introductory text, along with the logo, E-TSP website, contacts and info about its geographic location. Furthermore, more related to how ESCAPE and E-TSP collaborate together, the reader finds info about what is scientific challenge and the expected impact, along with multimedia materials that enrich the page (e.g. images and/or videos provided by the E-TSP).
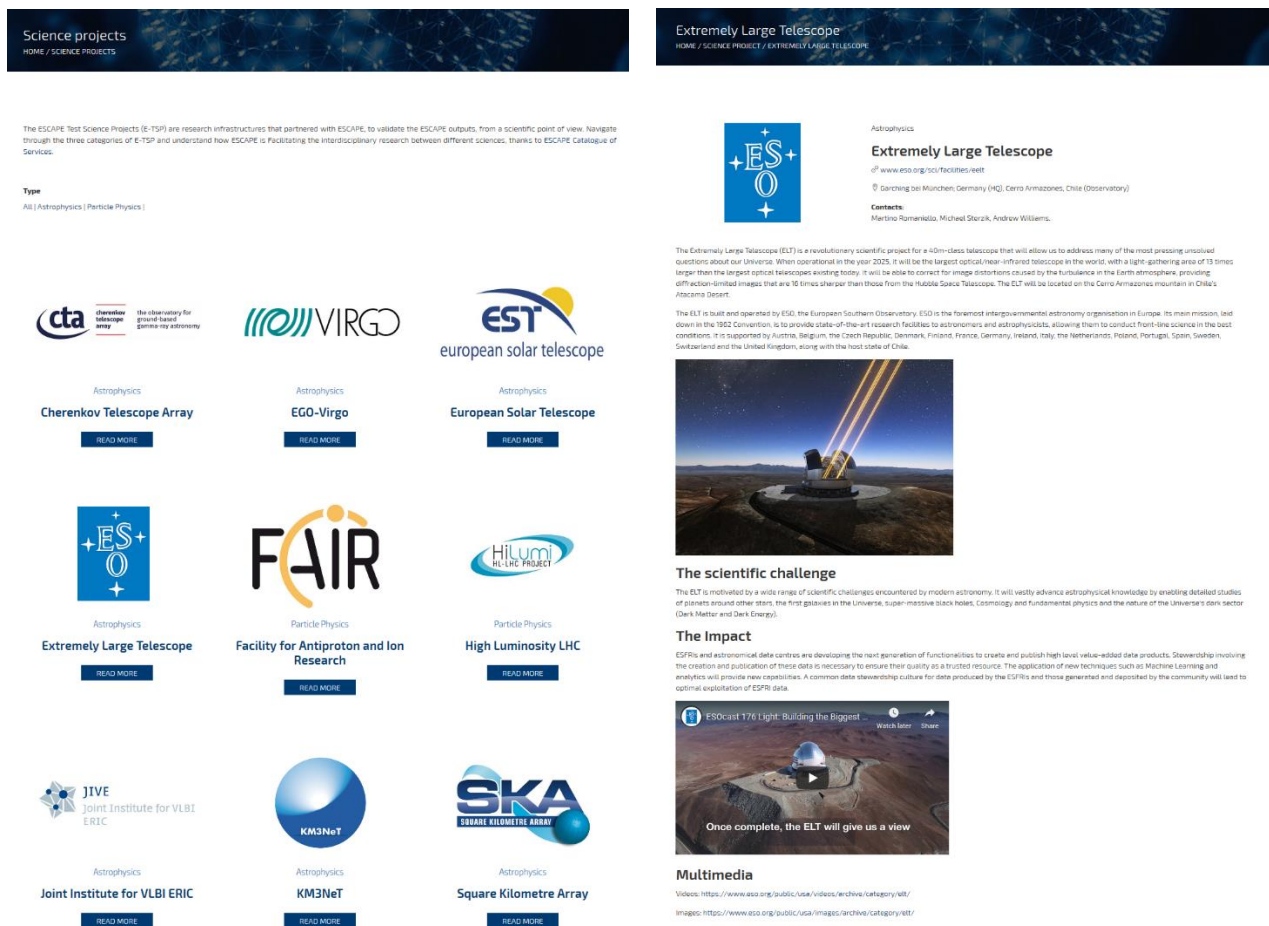
Figure 8 ESCAPE "Science Projects" section (left) and an example of an E-TSP dedicated page (right)

3.1.1.5 News

The "News"[13] section highlights all the relevant updates regarding ESCAPE project and community. The news section is organised by chronological order (being on top the most recent publication), with a teaser text to get reader's attention (see Figure 9). Each piece of news dedicated page, has on the right a column with a list of other piece of news the reader might want to read as well (see Figure 9).

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[13] Link: https://projectescape.eu/news

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Project No 824064

Date 21.09.2019

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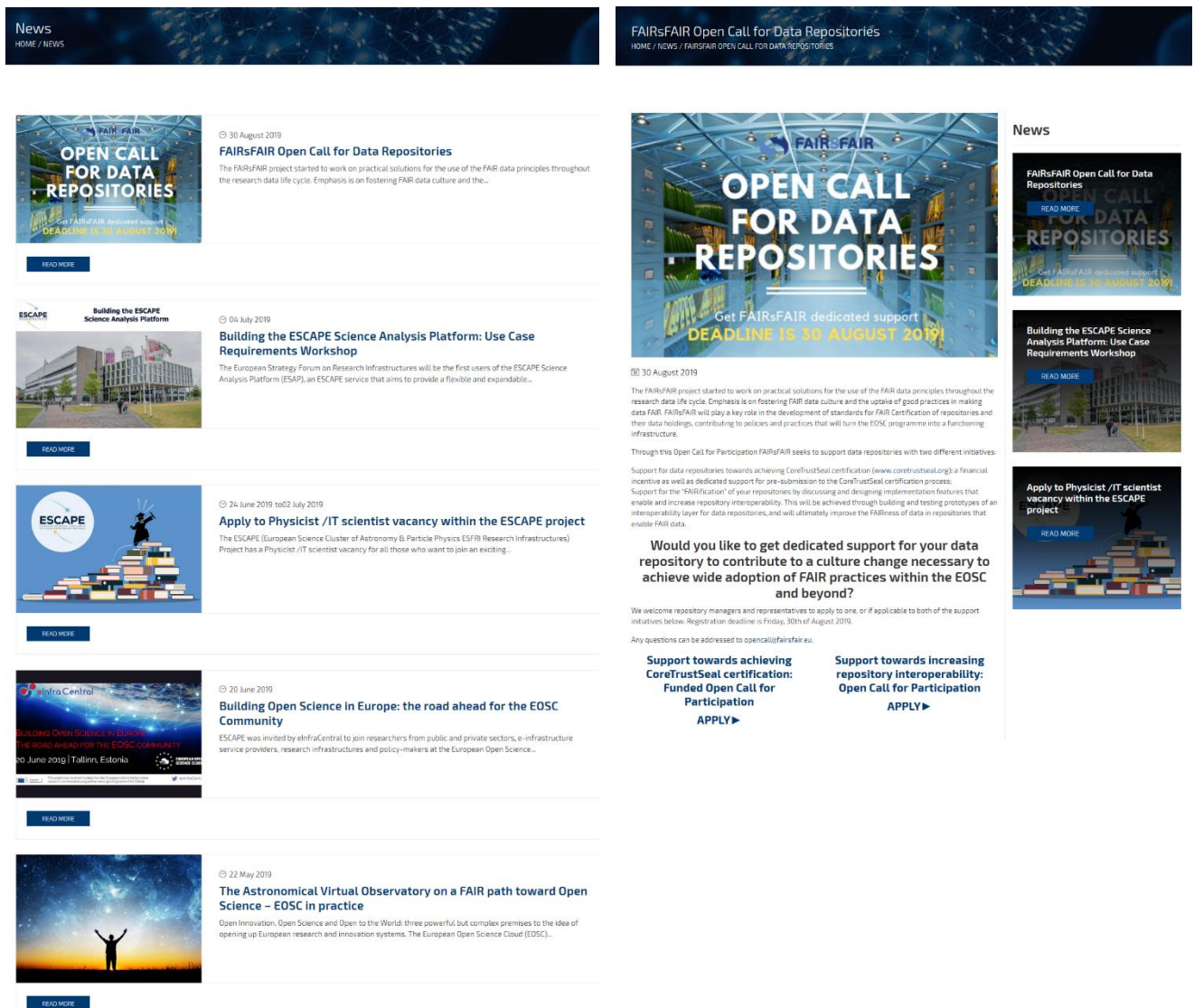
Figure 9 ESCAPE "News" section (left) and an example of a piece of news dedicated page (right)

3.1.1.6 Events

The "Events"[14] section lists all the ESCAPE events, third parties' events and relevant events, organised by chronological order (see Figure 10).
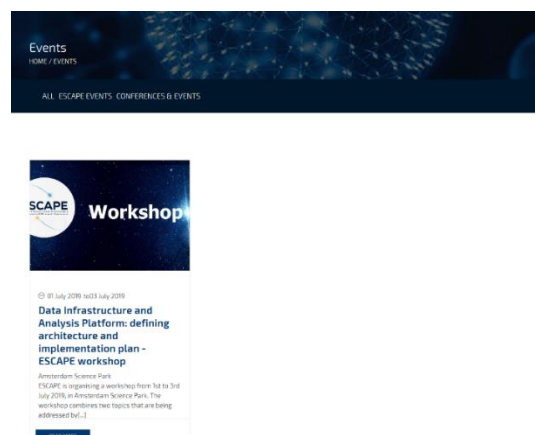
Figure 10 ESCAPE "Events" section

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[14] Link: https://projectescape.eu/events

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3.1.1.7 Library

The "Library" section collects all deliverables and reports[15], as well as presentations[16] prepared by ESCAPE, as well as other documents from third-parties, that have been published on other platforms but are related to ESCAPE's work (see Figure 11).
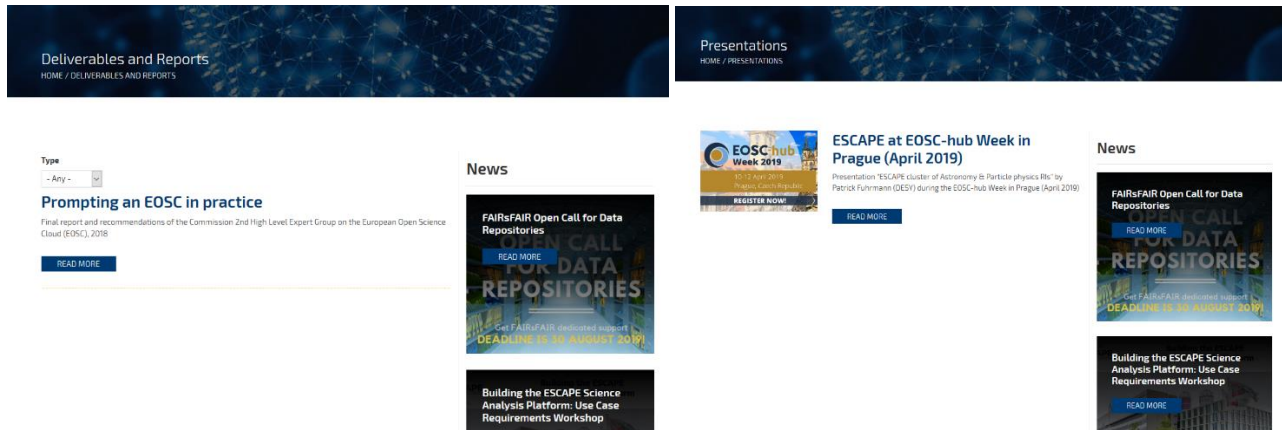
Figure 11 ESCAPE "Deliverables and Reports" section (left) and "Presentation" section (right)

3.1.1.8 User

ESCAPE website has 3 levels of users, describe in Table 4. There is also the possibility for an "anonymous user", called Reader, whose purpose is to only read all materials available on the platform. Users must be registered on ESCAPE website to subscribe the ESCAPE newsletter.

Table 4 ESCAPE website user classifications

Type	Requirements to be logged in	Action allowed
Reader (anonymous)	None	Reading discussions, sharing public contents.
User	Filling registration form	Comments and liking on existing discussions. Participate to a survey. Create a new discussion via frontend. Edit him own discussion and moderate the comments related. Submit a request of new Channel. Request a creation of new survey.
Editor (Trust-IT & CNRS)	Filling registration form + Admin gives editor permissions	Access to limited backend with consultation process management. Create a new Channel, discussion and survey. Moderate (edit text, or delete it) comments under discussion. Moderate existing discussion created by a User, change text, tag and move to proper Channel. Access to surveys, moderate submissions, view and download analysis of submission. Create a new Champion profile.
Admin (Trust-IT)	Creating new user form Admin	User has administrator access to the platform backend.

3.1.1.8.1 Registration

ESCAPE website has a light registration process[17], requesting the user to provide his: name; surname; organisation type and country (see Figure 12). By registering in the website, the user will receive the informative newsletters (if wished) and other communications (linked to the collaborative areas which the user might participate in), to respond to user enquiries and requests for support, and to

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[15] Link: https://projectescape.eu/deliverables-and-reports
[16] Link: https://projectescape.eu/presentations
[17] Link: https://projectescape.eu/user/register

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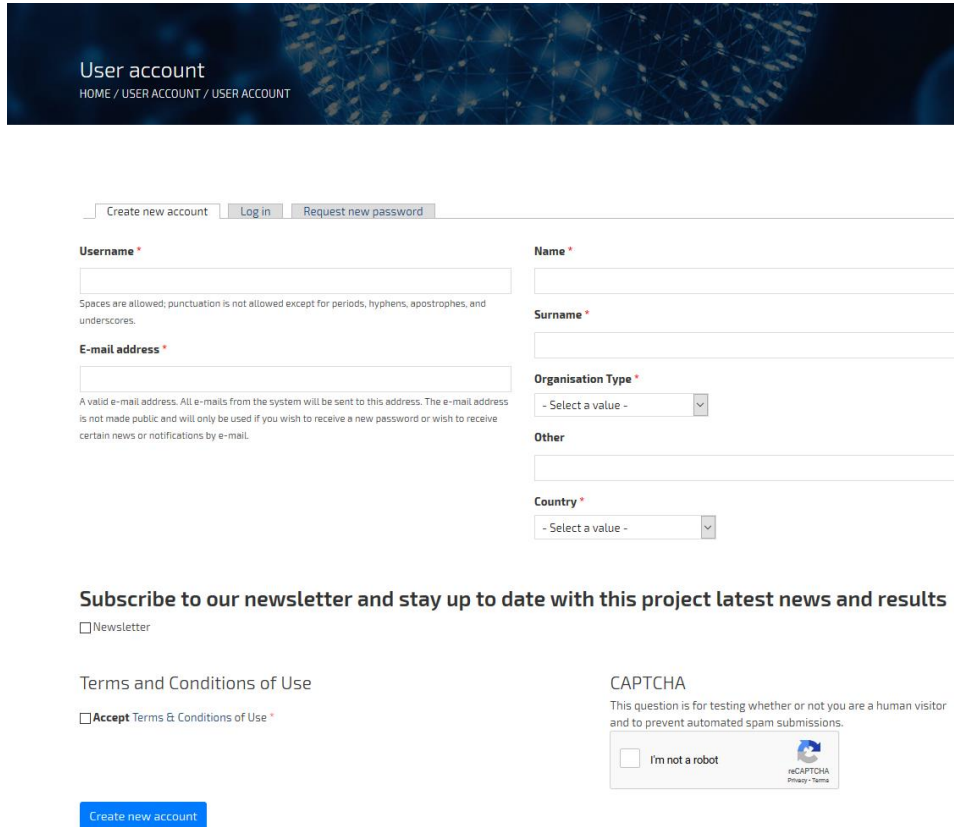
provide any other Services which requested by the user. This info is available on ESCAPE website Privacy Policy (see chapter 3.3 Privacy Policy).

Figure 12 ESCAPE Registration Form

3.2 Internal Communication Platform

The aim of having an internal communication platform is to make it easy for all ESCAPE consortium members to have a virtual area where they can easily access to all project data and to interact with each other, in the most efficient way.

The "Internal"[18] section in ESCAPE website, created for ESCAPE consortium members, has a list of 4 tools that will be used during ESCAPE timeframe (see Table 5) to support ESCAPE's work development: chat server, event organisation, document repository and project management.

Table 5 ESCAPE Internal Management Tool

Name		Functionality	Webpage
ROCKET.CHAT	ROCKET.CHAT	Chat Server	https://bit.ly/2M0NShJ
indico	INDICO	Event Organiser Tool	https://bit.ly/2O1XgV0
ownCloud	ownCloud	Document Repository	https://cloud.escape2020.de/index.php/login
OpenProject	OpenProject	Project Management	https://bit.ly/2M0eCio

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[18] Link: https://projectescape.eu/internal

3.3 Privacy Policy

ESCAPE website Privacy Policy[19] is the statement that discloses some or all of the ways ESCAPE gathers, uses, discloses, and manages a ESCAPE website user's data. ESCAPE Privacy Policy is GDPR (General Data Protection Law) compliant, that is it took into account the European Union (EU) Regulation on data protection and privacy for all individual citizens of the EU and the European Economic Area (EEA). It also addresses the transfer of personal data outside the EU and EEA areas. With this, ESCAPE Privacy Policy gives control to individuals over their personal data and to simplify the regulatory environment for international business. The ESCAPE website privacy policy is available in Annex 1.

3.4 Disclaimer & Terms of Use

The ESCAPE Disclaimer & Terms of Use is a section that limits the ESCAPE liability for the outcome of the use of ESCAPE site, by setting up rules and regulations for visitors using ESCAPE's website. The ESCAPE website disclaimer & terms of use is available in Annex 2.

3.5 Future Plans

The website will evolve and address continuous developments, according to the project outcomes and requirements that will emerge during the 42-month lifetime of the project.

For the short term, the "Organisation" area from "About us" section will be populated with more detailed info about the team involved in each ESCAPE work packages (e.g. name, email and photos). It is expected that after the next ESCAPE WP6 call some editions will be needed, based on comments collected from each ESCAPE WP leader.

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[19] Link: https://projectescape.eu/content/privacy-policy-summary

CONCLUSION

This document, entitled has "D6.1 ESCAPE website project website live", describes the overall structure and functionalities of the revamped ESCAPE project website, available at "https://projectescape.eu" since August 2019 (M7). The website today's version was build based on feedback collected from ESCAPE coordinator and the WP6 leader, with content available at key website areas provided by ESCAPE partners (e.g. ESCAPE Catalogue; Science Projects).

One of the main goals of WP6 is to execute the public engagement and communication strategy, based around project results, serving all WPs, through a dissemination and exploitation strategy. The ESCAPE website plays a major role on engaging with project's stakeholders, being the "shop front" of all ESCAPE activities, such as services and events. The content provided in the website will be based on copy writing strategies to formulate the right message to distinct stakeholders at the right time, while promoting ESCAPE services.

The dynamic and modern platform developed for ESCAPE is a reflection of joint effort from all ESCAPE partners, along with a careful work plan on pulling out a website that is up to ESCAPE needs and ambitious goals on producing versatile solutions, with great potential for discovery, to support the implementation of EOSC thanks to open data management, cross-border and multi-disciplinary open environment, according to FAIR (Findable, Accessible, Interoperable and Reusable) principles. The website supports ESCAPE in maximizing its outreach and dissemination impact to targeted stakeholders.

ANNEX 1 – ESCAPE WEBSITE PRIVACY POLICY

ESCAPE Website Privacy Policy

DATACONTROLLER: ESCAPE - Laboratoire d'Annecy de Physique des Particules LAPP UMR5814. ("**LAPP**"), with registered offices in 9 Chemin de Bellevue, BP 110, Annecy-le-Vieux, F-74941 ANNECY CEDEX, FRANCE, is committed to protecting the online privacy of the users of this website ("**Website**").

As such, this Privacy Policy has been written in order to allow you to understand LAPP's policy regarding your privacy, as well as how your personal information will be handled when using the Website. This Privacy Policy will also provide you with information so that you are able to consent to the processing of your personal data in an explicit and informed manner, where appropriate.

In general, any information and data which you provide to LAPP over the Website, or which is otherwise gathered via the Website by LAPP, in the context of the use of Website's services ("**Services**") as better defined in Section 3 below, will be processed by LAPP in a lawful, fair and transparent manner. To this end, and as further described below, LAPP takes into consideration internationally recognised principles governing the processing of personal data, such as purpose limitation, storage limitation, data minimisation, data quality and confidentiality.

CONTENTS

1. Data controller

2. Personal Data processed

a. Name, contact details and other Personal Data

b. Special categories of Personal Data

c. Other persons' Personal Data

d. Browsing data

e. Cookies

3. Purposes of processing

4. Grounds for processing and mandatory / discretionary nature of processing

5. Recipients of Personal Data – Data Processors

6. Other Recipients of Personal Data

7. Retention of Personal Data

8. Data subjects' rights

9. Amendments

1. Data controller

LAPP, as identified at the top of this Privacy Policy, is the data controller regarding all personal data processing carried out through the Website. You can contact ESCAPE - Laboratoire d'Annecy de Physique des Particules LAPP with any questions related to this Privacy Policy or the LAPP's personal data processing practices by sending a written communication to contact@projectescape.eu, or via the contact forms available on the Website.

2. Personal Data processed

When you use the Website, LAPP will collect and process information regarding you (as an individual) which allows you to be identified either by itself, or together with other information which has been collected. LAPP may also be able to collect and process information regarding other persons in this same manner, if you choose to provide it to LAPP, also via the Website.

This information may be classified as "**Personal Data**" and can be collected by LAPP both when you choose to provide it (e.g., when you subscribe to the newsletter or request other Services provided by LAPP over the Website) or simply by analysing your behaviour on the Website.

Personal Data which can be processed by LAPP through the Website are as follows:

a. Name, contact details and other Personal Data

In various areas of the Website – including, in particular, if you decide to create an account on the Website – you will be asked to submit information about yourself, such as your name, surname, organisation type, e-mail address and country of residence. Mandatory fields will be marked as such in the online registration forms – it is not possible to process your registration if any of the mandatory fields are left incomplete.

In addition, whenever you communicate with LAPP by submitting a general enquiry or a support ticket via the Website, as well as whenever you participate in surveys which may be available on the Website, LAPP may collect additional information which you choose to provide.

b. Special categories of Personal Data

Certain areas of the Website may include free text fields, where you can write messages to LAPP or otherwise allow you to post various types of content on the Website, which may contain Personal Data. Where these fields are completely free, you may use them to disclose (inadvertently or not) more sensitive categories of Personal Data, such as data revealing your racial or ethnic origin, political

opinions, religious or philosophical beliefs, or trade union membership. The content you upload in these fields may also (inadvertently or not) include other types of sensitive information relating to you, such as your genetic data, biometric data or data concerning your health, sex life or sexual orientation.

LAPP asks that you do not disclose any sensitive Personal Data on the Website, unless you consider this to be strictly necessary. As it is totally optional to provide this information, if you nonetheless choose to do so, please mind that LAPP requires your **explicit consent** to process this sort of Personal Data (which can be provided, e.g., by declaring that you "explicitly consent to the processing of my special categories of personal data for the purpose of assessing my candidacy").

c. Other persons' Personal Data

As mentioned in the previous section, certain areas of the Website include free text fields where you can write messages to LAPP, or otherwise allow you to post various types of content on the Website. These messages and content may (inadvertently or not) include Personal Data related to other persons.

In any situation where you decide to share Personal Data related to other persons, you will be considered as an independent data controller regarding that Personal Data and must assume all inherent legal obligations and responsibilities. This means, among other things, that you must fully indemnify LAPP against any complaints, claims or demands for compensation for damages which may arise from the processing of this Personal Data, brought by the third parties whose information you provide through the Website.

As LAPP does not collect this information directly from these third parties (but rather collects them, indirectly, from you), you must make sure that you have these third parties' consent before providing any information regarding them to LAPP; if not, then you must make sure there is some other appropriate grounds on which you can rely to lawfully give LAPP this information.

d. Browsing data

The Website's operation, as is standard with any websites on the Internet, involves the use of computer systems and software procedures, which collect information about the Website's users as part of their routine operation. While LAPP does not collect this information in order to link it to specific users, it is still possible to identify those users either directly via that information, or by using other information collected – as such, this information must also be considered Personal Data.

This information includes several parameters related to your operating system and IT environment, including your IP address, location (country), the domain names of your device, the type of device, the URI (Uniform Resource Identifier) addresses of resources you request on the Website, the time of requests made, the method used to submit requests to the server, the dimensions of the file obtained in response to a request, the numerical code indicating the status of the response sent by the server (successful, error, etc.), and so on.

These data are used to compile statistical information on the use of the Website, to ensure its correct operation, as well as restore backup from possible failures of the Website and identify any faults and/or abuse of the Website. Save for this last purpose, these data are not kept for more than 60 business days.

e. Cookies

- Definitions, characteristics, and application of standards

Cookies are small text files that may be sent to and registered on your computer by the websites you visit, to then be re-sent to those same sites when you visit them again. It is thanks to these cookies that those websites can "remember" your actions and preferences (e.g., login data, language, font size, other display settings, etc.), so that you do not need to configure them again when you next visit the website, or when you change pages within a website.

Cookies are used for electronic authentication, monitoring of sessions and storage of information regarding your activities when accessing a website. They may also contain a unique ID code which allows tracking of your browsing activities within a website, for statistical or advertising purposes. Some operations within a website may not be able to be performed without the use of cookies which, in certain cases, are technically necessary for operation of the website.

When browsing a website, you may also receive cookies from websites or web servers other than the website being visited (i.e., "**third-party cookies**").

There are various types of cookies, depending on their characteristics and functions, which may be stored on your computer for different periods of time: "**session cookies**", which are automatically deleted when you close your browser, and "**persistent cookies**", which will remain on your device until their pre-set expiration period passes.

According to the law which may be applicable to you, your consent may not always be necessary for cookies to be used on a website. In particular, "**technical cookies**" – i.e. cookies which are only used to send messages through an electronic communications network, or which are needed to provide services you request – typically do not require this consent. This includes browsing or session cookies (used to allow users to login) and function cookies (used to remember choices made by a user when accessing the website, such as language or products selected for purchase).

On the other hand, "**profiling cookies**" – i.e., cookies used to create profiles on users and to send advertising messages in line with the preferences revealed by users while browsing websites – typically require specific consent from users, although this may vary according to the applicable law.

- Types of cookies used by the Website

The Website uses the following types of cookies:

- **Browsing** or **session cookies**, which are strictly necessary for the Website's operation, and/or to allow you to use the Website's content and Services.

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- **Analytics cookies**, which allow LAPP to understand how users make use of the Website, and to track traffic to and from the Website.

- **Function cookies**, which are used to activate specific Website functions and to configure the Website according to your choices (e.g., language), in order to improve your experience.

- **Profiling cookies**, which are used to observe the preferences you reveal through your use of the Website and to send you advertising messages in line with those preferences.

LAPP also uses **third-party cookies** – i.e. cookies from websites / web servers other than the Website, owned by third parties. These third parties will either act as independent data controllers from LAPP regarding their own cookies (using the data they collect for their own purposes and under terms defined by them) or as data processors for LAPP (processing personal data on LAPP behalf).

For further information on how these third parties may use your information, please refer to their privacy policies:

- **Google**

  o **Privacy Policy**: https://www.google.com/policies/privacy/partners/ ;
  o **Opt-out Mechanism:** https://tools.google.com/dlpage/gaoptout .

- **LinkedIn**

  o **Privacy Policy**: https://www.linkedin.com/legal/cookie-policy ;
  o **Opt-out Mechanism:** https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out?trk=microsites-frontend_legal_cookie-policy .

- **Twitter**

  o **Privacy Policy**: https://help.twitter.com/en/rules-and-policies/twitter-cookies ;
  o **Opt-out Mechanism** (Digital Advertising Alliance / Network Advertising Initiative): http://optout.aboutads.info ; http://optout.networkadvertising.org/?c=1 .

- First-party cookies present on the Website

In detail, the cookies present on the Website are as follows:

Common

Technical name	Data Controller	Cookie type, function and purpose	Type of cookie	Duration
has_js	LAPP	Functional cookie to remember whether a visitor has javascript in his browser	first party cookie/browsing cookie	Expires at the end of the session

Technical name	Data Controller	Cookie type, function and purpose	Type of cookie	Duration
cookie-agreed	LAPP	Cookie that records whether the cookies notification pop-up has been acknowledged by a user	first party cookie/browsing cookie	100 days

Google Analytics

Technical name	Data Controller	Cookie type, function and purpose	Type of cookie	Duration
_GA	Google	Google Analytics cookie used to distinguish users.	third party cookie/cookie analytics	2 Years
_gid	Google	Google Analytics cookie used to distinguish users.	third party cookie/cookie analytics	24 hours

Drupal

Technical name	Data Controller	Cookie type, function and purpose	Type of cookie	Duration
SSESS%ID%	LAPP	Drupal cookie that stores session identification.	first party cookie/session cookies	200000 seconds (about 56 hours)
Drupal.tableDrag.showWeight	LAPP	Drupal cookie that helps handle the consistent navigation of tabbed pages and forms across a range of different browsers.	first party cookie/functional cookies	1 Year

- Cookie settings

You can block or delete cookies used on the Website via your browser options. Your cookie preferences will be reset if different browsers are used to access the Website. For more information on how to set the preferences for cookies via your browser, please refer to the following instructions:

- [Chrome](#)

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- [Firefox](#)
- [Internet Explorer](#)
- [Safari](#)

You may also provide set your preferences on third-party cookies by using online platforms such as [AdChoice](#).

CAUTION: If you block or delete **technical** and/or **function cookies** used by the Website, the Website may become impossible to browse, certain services or functions of the Website may become unavailable or other malfunctions may occur. In this case, you may have to modify or manually enter some information or preferences every time you visit the Website.

3. Purposes of processing

LAPP intends to use your Personal Data, collected through the Website, for the following purposes:

1. To allow you to create and maintain a registered user profile on the Website, to allow you to participate in different areas over the Website and exchange information/documents with other participants, to verify your identity and assist you, in case you lose or forget your login / password details for any of the Website's registration services, to send you informative newsletters and other communications (linked to the collaborative areas which you participate in), to respond to your enquiries and requests for support, and to provide any other Services which you may request ("**Service Provision**");

2. To include information on you as a registered Member within the Website database ("**Database Publication**"); [PL3]

3. For future marketing, promotional and publicity purposes, by sending you direct e-mail marketing communication regarding events hosted and Services provided by the Website and which are of an identical or similar scope to those which you have previously signed up for or acquired via the Website ("**Soft Opt-in**");

4. For compliance with laws which impose upon LAPP the collection and/or further processing of certain kinds of Personal Data ("**Compliance**");

5. For development and administration of the Website, in particular by use of data analytics regarding how you and other users make use of the Website, as well as the information and feedback you provide, to improve our offerings ("**Analytics**");

6. To prevent and detect any misuse of the Website, or any fraudulent activities carried out through the Website, including by carrying out internal audits ("**Misuse/Fraud**").

4. Grounds for processing and mandatory / discretionary nature of processing

LAPP's legal bases to process your Personal Data, according to the purposes identified in Section 3 [PL4], are as follows:

1. Service Provision: processing for these purposes is necessary to provide the Services and, therefore, is necessary for the performance of a contract with you – Art. 6(1)(b) GDPR. It is not mandatory for you to give LAPP your Personal Data for these purposes; however, if you do not, LAPP will not be able to provide any Services to you.

2. Database Publication: processing for this purpose is based on your consent – Art. 6(1)(a) GDPR. It is not mandatory for you to give consent to LAPP for use of your Personal Data for these purposes, and you will suffer no consequence if you choose not to give it. Any consent given may also be withdrawn at a later stage (please see Section 8 [PL6] for more information). [PL7]

3. Soft Opt-In: processing for these purposes is based on LAPP's interest in sending you direct e-mail marketing communication regarding events and Services provided by LAPP and which are identical or similar to those you have previously signed up for or acquired through the Website – Art. 6(1)(f) GDPR. You can block these communications, and you will suffer no consequence if you do so (aside from not being able to receive further communications from the Website), by objecting through the link provided at the bottom of all such communications.

4. Compliance: processing for this purpose is necessary for LAPP to comply with its legal obligations – Art. 6(1)(c) GDPR. When you provide any Personal Data to LAPP, LAPP must process it in accordance with the laws applicable to it, which may include retaining and reporting your Personal Data to official authorities for compliance with tax, customs or other legal obligations.

5. Analytics: Information collected for this purpose is used to allow LAPP to understand how users interact with the Website and to improve the Website accordingly, with the aim to providing a better user experience – Art. 6(1)(f) GDPR.

6. **Misuse/Fraud**: Information collected for this purpose is used exclusively to prevent and detect fraudulent activities or misuse of the Website (for potentially criminal purposes) – Art. 6(1)(f) GDPR.

5. Recipients of Personal Data – Data Processors

Your Personal Data may be shared with the following list of entities ("**Data Processors**"):

- The following entities are engaged in order to provide or support the Website and Services (e.g., hosting providers, e-mail platform providers, technical maintenance providers Website administrators and Website user administrators):

  Trust-IT Srl
  Via Nino Bixio, 25

56125 Pisa, Italy
P.I. e C.F. 01870130505
info[at]trust-itservices.com

Commpla Srl
Via Nino Bixio, 25
56125 Pisa - Italy
P IVA 01958380501
contact[at]commpla.com

6. Other Recipients of Personal Data

Your Personal Data may be shared with the following list of persons / entities ("**Recipients**"):

- Persons, companies or professional firms providing the LAPP with advice and consultancy regarding accounting, administrative, legal, tax, financial and debt collection matters related to the provision of the Services and which act typically as data processors on behalf of the LAPP;
- Persons authorised by LAPP to process Personal Data needed to carry out activities strictly related to the provision of the Services, who have undertaken an obligation of confidentiality or are subject to an appropriate legal obligation of confidentiality (e.g., members of the team operating the Website, and other functions with access to Personal Data processed via the Website);
- Public entities, bodies or authorities to whom your Personal Data may be disclosed, in accordance with the applicable law or binding orders of those entities, bodies or authorities.

Additionally, with your consent, some of your Personal Data may be published in the webpages available online at the Website. Furthermore, when you sign-up for an event, you will be listed in attendee lists made available on the Website.

More information on these transfers is available upon written request to the Website Managing Team at the following address: contact@projectescape.eu

7. Retention of Personal Data

Personal Data processed for **Service Provision** will be kept by LAPP for the period deemed strictly necessary to fulfil such purposes – in any case, as these Personal Data are processed for the provision of the Services, LAPP may continue to store this Personal Data for a longer period, as may be necessary to protect LAPP interests related to potential liability related to the provision of the Services.

Personal Data processed for **Database Publication** will be kept by LAPP from the moment you give consent until it is withdrawn. Where it is not withdrawn, consent will be renewed at fixed intervals. Once consent is withdrawn (or not given, following a renewal), Personal Data will no longer be used for these purposes, although it may still be kept by LAPP in particular as may be necessary to protect LAPP's interests related to potential liability related to this processing.

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Personal Data processed for **Soft Opt-In** will be kept by LAPP from the moment where it is provided by you to LAPP (in the context of registrations for events or Services requested via the Website) until you object to this processing. Once you have objected, Personal Data will no longer be used for these purposes, although it may still be kept by LAPP, in particular as may be necessary to protect LAPP's interests related to potential liability related to this processing.

Personal Data processed for **Compliance** will be kept by LAPP for the period required by the specific legal obligation or by the applicable law.

Personal Data processed for preventing **Misuse/Fraud** will be kept by LAPP for as long as deemed strictly necessary to fulfil the purposes for which it was collected.

More information on applicable retention periods is available upon written request to the Website Managing Team at the following address: contact@projectescape.eu

8. Data subjects' rights

As a data subject, you are entitled to exercise the following rights before LAPP, at any time:

1. Access your Personal Data being processed by Trust-IT Srl (and/or a copy of that Personal Data), as well as information on the processing of your Personal Data;

2. Correct or update your Personal Data processed by Trust-IT Srl, where it may be inaccurate or incomplete;

3. Request erasure of your Personal Data being processed by Trust-IT Srl, where you feel that the processing is unnecessary or otherwise unlawful;

4. Request the restriction of the processing of your Personal Data, where you feel that the Personal Data processed is inaccurate, unnecessary or unlawfully processed, or where you have objected to the processing;

5. Exercise your right to portability: the right to obtain a copy of your Personal Data provided to Trust-IT Srl, in a structured, commonly used and machine-readable format, as well as the transmission of that Personal Data to another data controller;

6. Object to the processing of your Personal Data, based on relevant grounds related to your particular situation, which you believe must prevent Trust-IT Srl from processing your Personal Data; or

7. Withdraw your consent to processing (for **Database Publication** and **Soft Opt-in**).

Please note that most of the Personal Data you provide to LAPP can be changed at any time, including your e-mail preferences, by accessing, where applicable, your user profile created on the Website.

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You can also withdraw consent for **Marketing** (for communications received via e-mail) or object to **Soft Opt-In** by selecting the appropriate link included at the bottom of every marketing e-mail message received. The same applies to the Website's newsletter which you may have subscribed to and receive as a Service.

Aside from the above means, you can always exercise your rights described above by sending a written request to the Website Managing Team at the following address: contact@projectescape.eu

In any case, please note that, as a data subject, you are entitled to file a complaint with the competent supervisory authorities for the protection of Personal Data, if you believe that the processing of your Personal Data carried out through the Website is unlawful.

9. Amendments

This Privacy Policy entered into force on July 01, 2019

LAPP reserves the right to partly or fully amend this Privacy Policy, or simply to update its content, e.g., as a result of changes in applicable law. The Website Managing Team will inform you of such changes as soon as they are introduced, and they will be binding as soon as they are published on the Website. The Website Managing Team therefore invites you to regularly visit this Privacy Policy in order to acquaint yourself with the latest, updated version of the Privacy Policy, so that you may remain constantly informed on how LAPP collects and uses Personal Data.

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ANNEX 2 – ESCAPE DISCLAIMER & TERMS OF USE

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https://projectescape.eu reserves the right to amend the Terms of Use at any time without noticing or warning. Any amendment to the Terms of Use binds and implies acceptance by the user, with immediate effect. Any user who does not accept the new Terms of Use should:

- Give notification of this in writing to contact@projectescape.eu
- Stop all use of https://projectescape.eu services.

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Submissions to the https://projectescape.eu website

https://projectescape.eu welcomes your submissions; any information submitted, other than your personal information (for example, your name and e-mail address), to https://projectescape.eu through this site is the exclusive property of atmosphere-eubrazil.eu and is considered to be confidential.

Infringement of the Terms of Use

In the case of infringement of the terms of the Terms of Use, https://projectescape.eu may immediately close access to services, temporarily or definitively, to the contravening user, without notice   or   compensation.
In the case of a security problem, https://projectescape.eu may immediately close access, temporarily, to the user causing this problem, without notice or compensation. The user's access may be reactivated by https://projectescape.eu once this security problem has been definitively settled.
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