



## **Self Assessment Towards Optimization of Building Energy**

Deliverable 8.3

### **Project Web and Social Media Presence**

Deliverable Lead: Core Innovation

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## EXECUTIVE SUMMARY

This deliverable, *D8.3 Project Web and Social Media Presence*, presents the SATO website and social media accounts. This document will be updated at the end of the project (M36), examining if targets were met and presenting all the updates that will occur throughout the project.

The project website is the main Dissemination and Communication tool. This gateway will ensure that project information is diffused as widely as possible. The objective was to set up SATO website within M3 and manage it in a dynamic way by connecting it to social networks which were also created in M3 of the project.

Deliverable 8.3 is part of Work Package 8, “Market Actors Engagement through Communication and Dissemination”, and directly related to task 8.3 *Outreach at EU level through effective use of Media and Online channels*. This task includes the following objective: “The website will act as a portal to all stakeholders providing both an open and closed platform with various levels of accessibility”.

## 1. Website

CORE designed and developed the project website and then created edited and developed content based on the project proposal. The website will be constantly updated in cooperation with the other project partners throughout the course of the project. It is the project's primary method of communication with external stakeholders and the wider public.

The Privacy Policy of the website, as well as additional information regarding data processing and policy, have been annexed to the present Deliverable, to ensure the compliance with the Ethics requirements foreseen by the project.

### 1.1. Website's structure

The website is accessible in the following address: <http://www.sato-project.eu>. All pages of the website display on the top-left corner the Sato logo, and on the top right the Navigation pane. Links to the main pages "Home", "The Project", "Objectives", "Consortium" and "Resources" are all accessible in the navigation pane, as well as social media, e-mail and newsletter buttons. The footer of each page contains reference to the HORIZON 2020 funding by the European Union, the Coordinator's and the Communication Manager's contacts, Social Media links, and the Privacy Policy.

#### 1.1.1. Website Navigation tree map

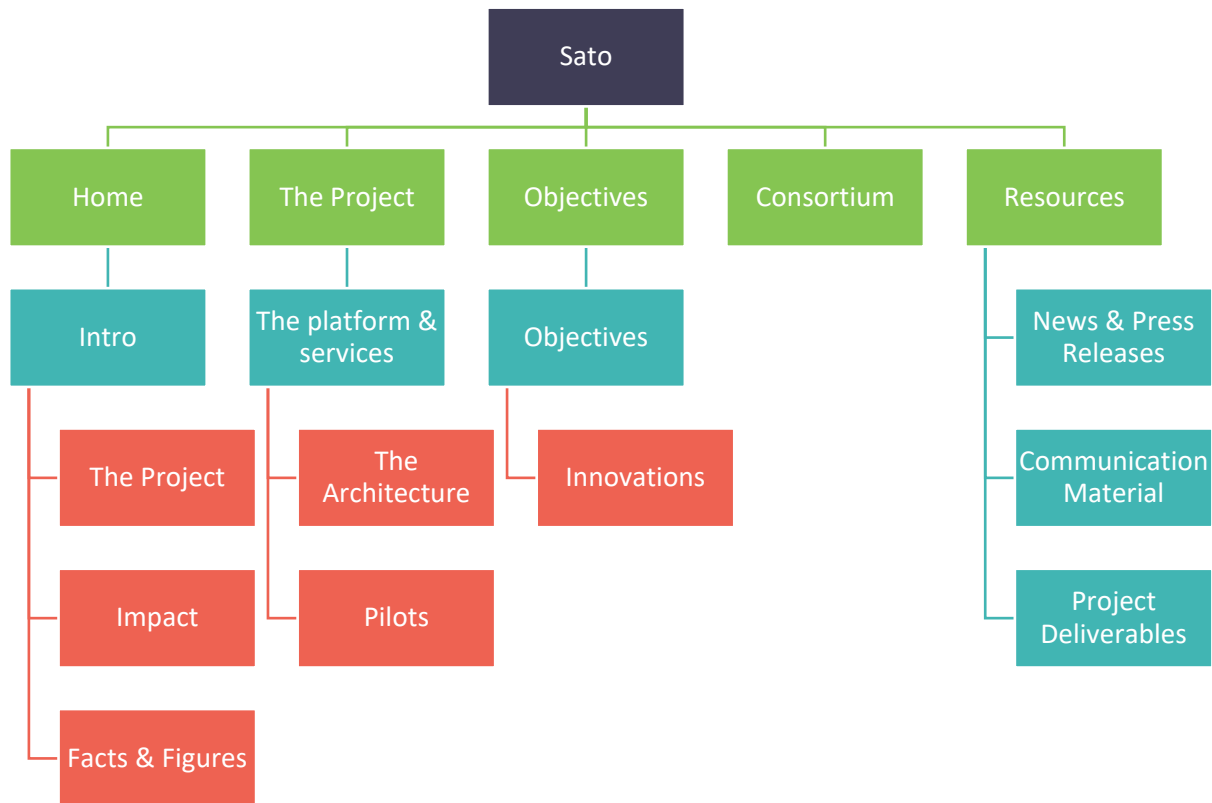


Figure 1: Website navigation tree map

#### 1.1.2. Essential Technical Features

The website uses the following advanced technical features:

- Fully responsive: all website contents and pages have a mobile-ready version
- Cross platform desktop browsers compatibility: website supports all major desktop browsers

### 1.1.3. Aesthetic elements

The website follows a simple structure of dedicating each page to a specific part of the project. The background colour was selected to be predominately white. Certain subsections containing data and more technical information use a light azure background while others use a gradient from a Kelly-Green hue to cyan to emphasise the respective content.

Pop-up panes are used on several occasions in order to avoid adding more material to the length of the page and keeping all content as brief as possible and fitting on a single typical computer screen, allowing the visitor to maintain a mental map of their navigation throughout the site.

Visuals, diagrams and icons, some of which animated, have been designed and implemented in order to facilitate the comprehension of the innovation pursued and to increase awareness of the project's visual identity.

## 1.2. Main Pages and Essential Interactive Elements

### 1.2.1. Main Menu – Navigation Pane on Header

SATO project web contents are divided into 5 main sections as shown in Figure 2. The main navigation panel is on the top of the browser to allow easy and immediate accessibility to the entire website. It offers links to the following pages:

1. **Home:** It provides a brief description of the project and its expected impacts, along with a list of the project's figures.
2. **The Project:** A more elaborate description of the project, focusing on the platform and services. In the second part of the page, the architecture of the project is presented in more detail, followed by an introduction to the pilots where the project innovation will be tested.
3. **Objectives:** An in-depth presentation of the project's objectives to Assess, Optimize, create an Interface and Test the real-life energy performance of a building. It is followed by a presentation of the unique innovations that will be developed.
4. **Consortium:** Presentation of the consortium partners, along with a short description, their logo, and link to their websites. This section also presents the third parties that are participating in the project.
5. **Resources:** This cluster of pages provides up-to-date information about the course of the project and important resources material for different purposes (i.e., communication material, project deliverables)

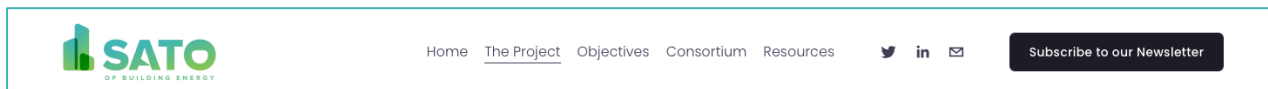


Figure 2: Main menu – Navigation pane on header

### 1.2.2. Footer Section

The footer Section contains the reference to the HORIZON 2020 funding by the European Union, with the official EU logo and the Project's Grant Agreement number. A section with links to the website main pages and project's social media is also included. At the bottom part of the footer, the last section is added with contact details of the Project Coordinator.



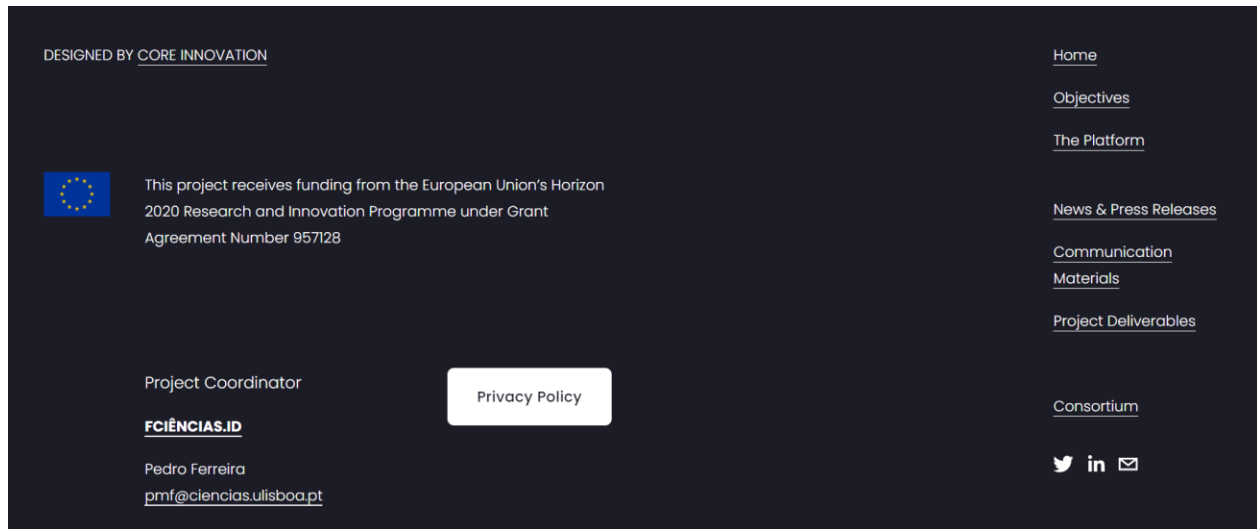


Figure 3: Footer

Privacy policy button is also included in the footer and by clicking it, a new window opens where the user can read an extended text that describes the privacy policy, collection of personal data, tracking technologies and cookies, GDPR regulations, etc. on the website (Figure 4).

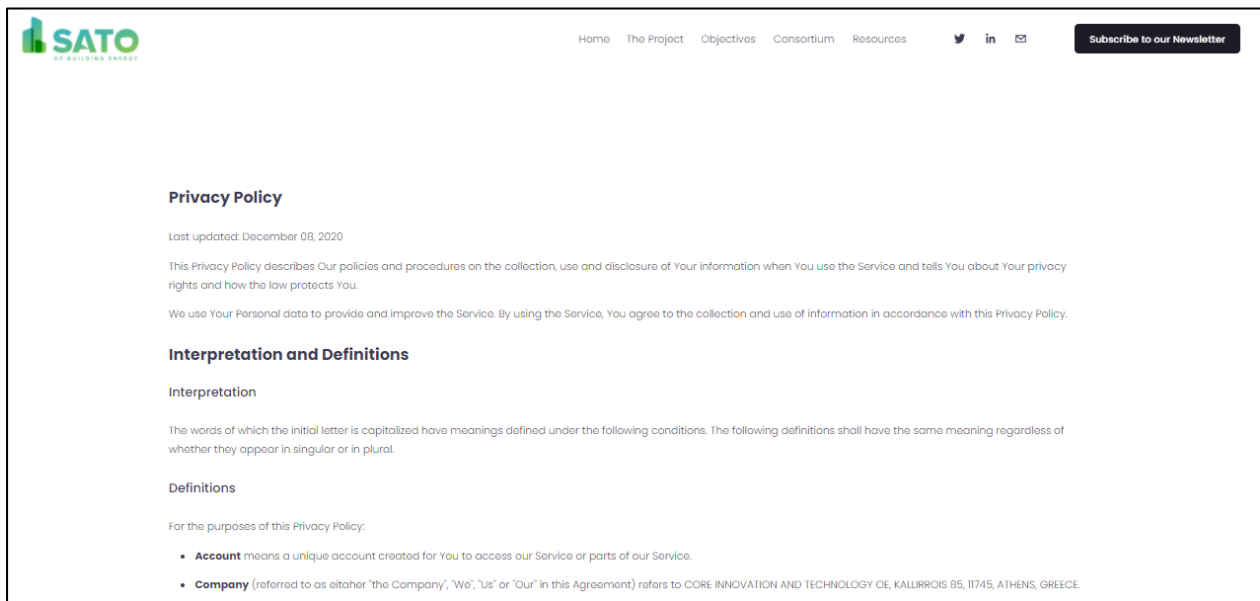


Figure 4: Privacy Policy window

### 1.2.3. Home Page

The first thing that the user sees when entering the website, is a pop-up with the cookies policy. In this pop-up, the user can choose necessary cookies only, a selection or allow for all cookies. After clicking the button of his/her preference, the pop-up disappears.

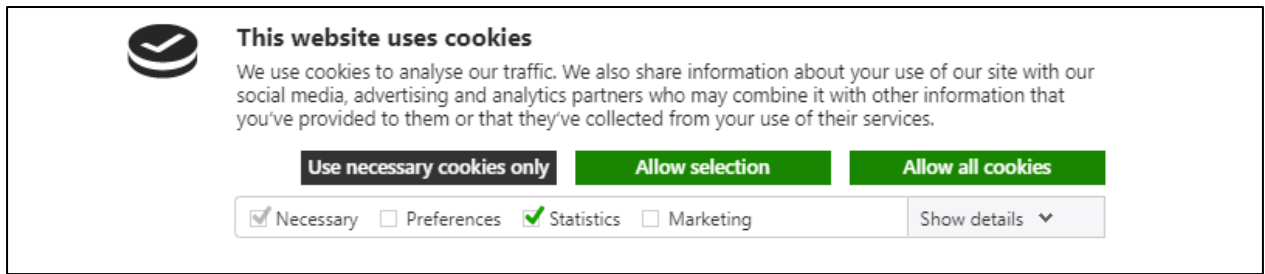


Figure 5: Cookies pop-up

The introduction part of the Home page provides a brief description of the project in a small paragraph to keep the audience engaged. An animated graphic is incorporated to engage the visitor and entice them to browse through the website.

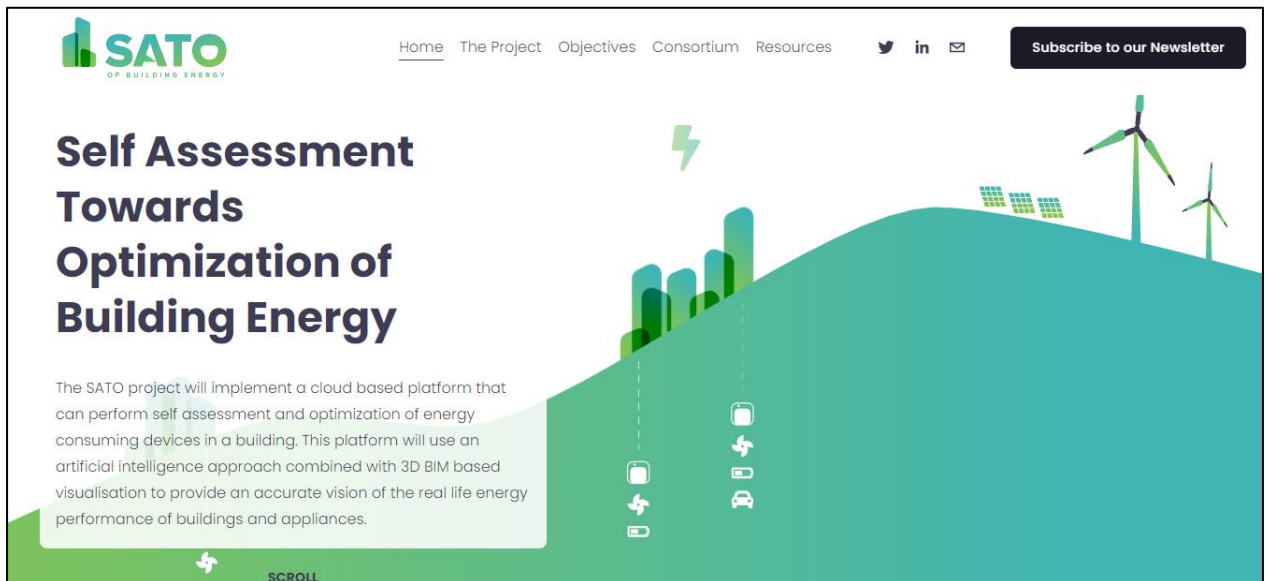


Figure 6: Homepage landing section


The next part of the Home page provides more information about what the project aims to develop: a state-of-the-art building energy assessment and optimization platform and solutions that, independently of the building type, can provide Internet-of-Things (IoT) capabilities to new and legacy energy devices which will increase the smartness of buildings, allowing them to provide energy services, energy efficiency, indoor comfort and energy flexibility. In this page, a button linking directly to “The Project” page allows the visitor to obtain more information about the project.

## The Project will develop


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[Twitter](#)
[LinkedIn](#)
[Email](#)


Learn More



A state-of-the-art **building energy assessment and optimization platform** with the integration of cloud-based data managing and computing resources with 3D Building Information Modelling (BIM) tools, IoT sensors and devices at the building level.



Solutions that, independently of the building type, can provide **Internet-of-Things (IoT) capabilities** to new and legacy energy devices that are integrated into the SATO management platform which will increase the smartness of buildings, allowing them to provide energy services, energy efficiency, indoor comfort and energy flexibility.



A **mobile application** that combines building equipment control and information services into user interaction services. These allow all users, regardless of their educational background, preferences, or income, to interact with their homes and service buildings.

Figure 7: Brief description

The last two sections provide information about the expected impacts of the project and its facts and figures, in a brief way, using monochromatic, minimal icons to facilitate effortless and swift comprehension of the subjects. This is one of the instances, where the use of a different background colour, gives emphasis to the content and compartmentalizes, with visual cues, the different sections of the page.

# Impact

The impacts of the project will be visible in the 10 demonstration pilots, in several areas:



A total of more than **2GWh** of Primary Energy savings per year of building operation.



Trigger more than **8M€** of investments in sustainable energy and smart building technologies.



Implement real time **BIM** based visualization of energy performance and energy consumption.



Continually update the Smart Readiness Indicator (**SRI**) of the buildings.



Reduction of **15%** in energy consumption and energy costs.

Figure 8: Impacts subsection



Figure 9: Facts & figures subsection

### 1.2.4. The Project

The introduction section of the “The Project” page presents in further detail the platform and the services that will be developed. For this purpose, two icons were designed to provide a visual comprehension aid making the main two features of the project more distinct (platform and services). If the user wants to learn more about the platform and the services, he can click the relevant icons trigger a pop up with additional information (see Figure 11).

The figure is a light blue rectangular box representing the introduction section. On the left, there is a large heading "The SATO Project" followed by a paragraph: "The SATO project relies on a **modular architecture** with a multi-layer structure. This architecture enables end-to-end interaction between actors, smart software services, building automation equipment and building energy consuming equipment with emphasis on **comprehensive energy monitoring, assessment and optimization** capabilities." In the center, there is a green icon of a building with a plus sign. To the right of this icon, there are two columns. The first column is titled "1. The SATO Platform" and contains the text: "A building self-assessment enabler that uses **IoT sensors** and actuators that seamlessly **integrate with traditional BMS systems and current smart home/smart device systems.**" Below this text is a dark blue button with the text "Learn More". The second column is titled "2. The SATO Services" and contains the text: "Translate the platform self-assessment capabilities of buildings into **AI enabled optimization** for improved building energy and flexibility management." Below this text is a dark blue button with the text "Learn More". On the far right, there is a smartphone icon displaying a green landscape.

Figure 10: Introduction section

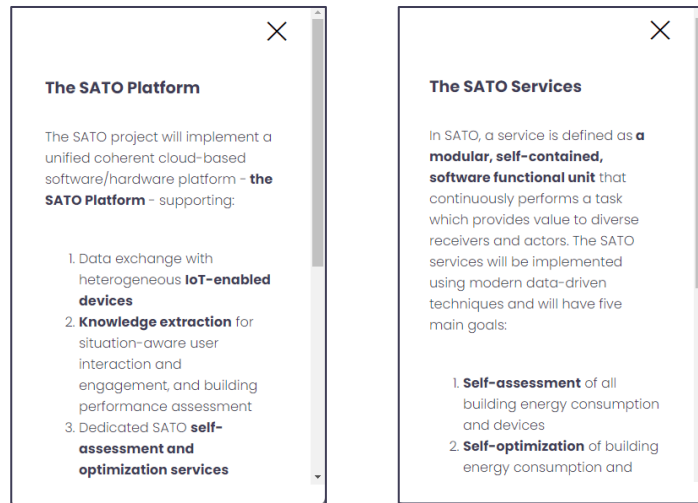


Figure 11: Platform and services pop-up

For the next section, an illustration was designed that showcases the modular architecture of the project and its multi-layered structure in a single illustrative, diagrammatic image. On hover, the user can see more information on each icon of the architecture. A button underneath allows a pop-up pane to display a more detailed diagram of the architecture and the implemented technologies. The pop-up helps avoid adding to the length of this page, keeping all content as brief as possible, allowing the visitor to maintain a mental map of their navigation through the site (see Figure 13).

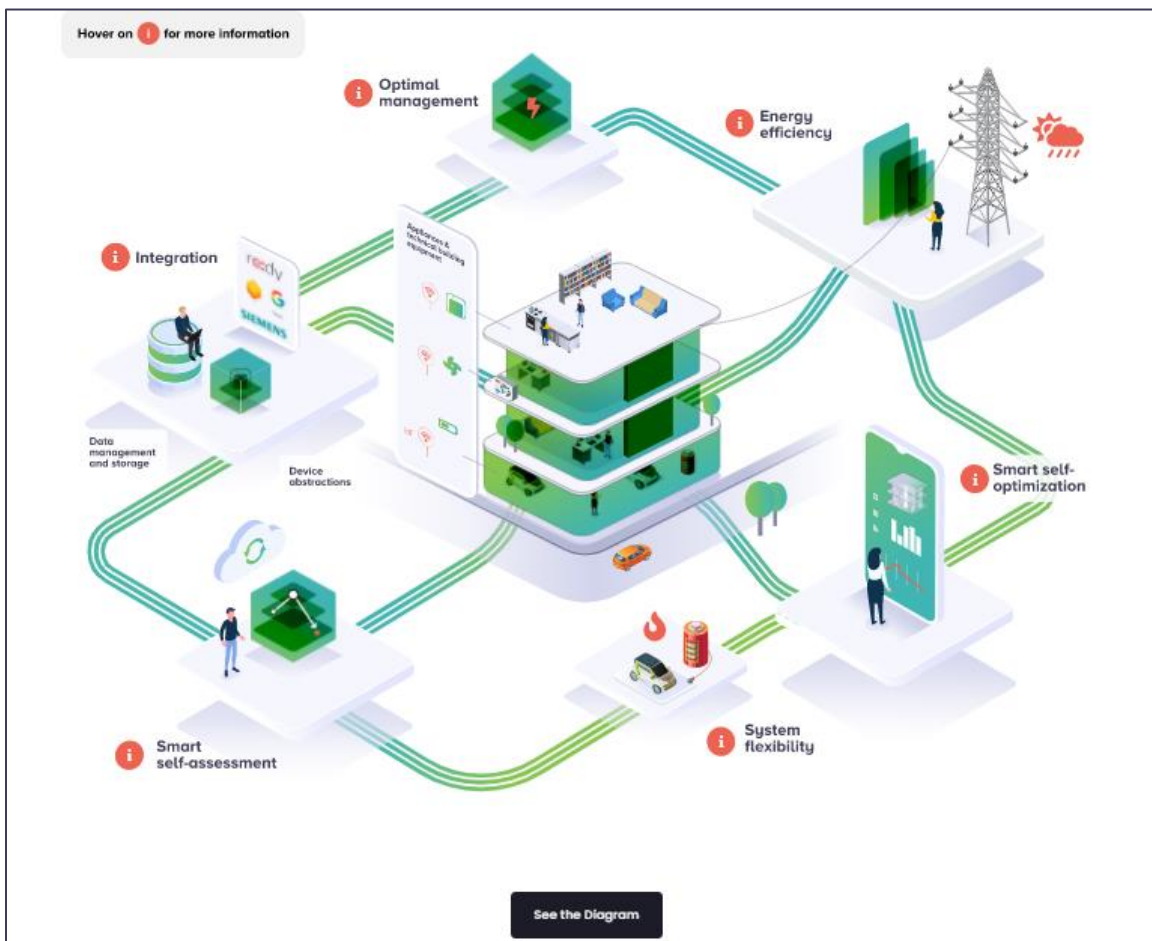


Figure 12: Architecture of the project

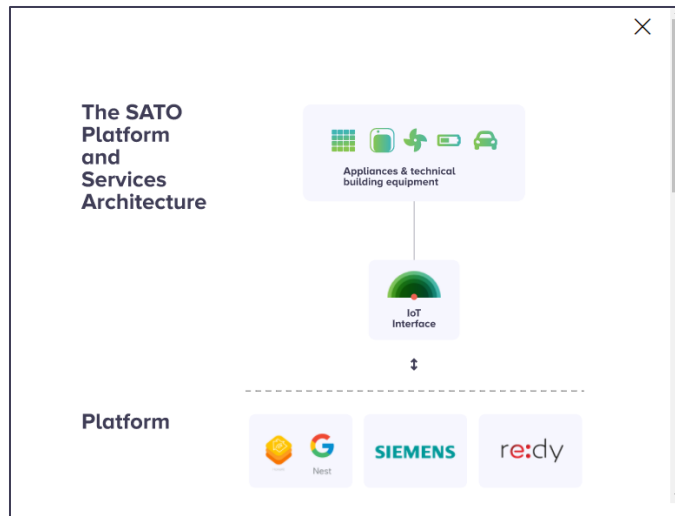


Figure 13: Diagram pop-up

The final section showcases the eight pilots, where the SATO platform will be deployed and tested. They are displayed as a table, to facilitate an overview of the different aspects and challenges of each test case.

**Pilots**

The project includes eight pilots in **three climate regions** (Mediterranean, central and northern Europe), where The SATO platform will be deployed and tested.

Pilots involve control, assessment and optimisation of systems with **long (SATO-BMS) and shorter lifecycles (SATO-APL)**, testing several types of operating modes and user settings and user types (**residential, services and retail**).

The demonstrators aim at showcasing the seamless integration of the developed SATO solutions in **diverse building typologies** while various types of **domestic appliances** will be part of the demonstration activities.

[View Map](#)

COUNTRY/ REGION	CITY	TYPE	CLIMATE	SATO-APL	SATO-BMS	BIM MODEL	BAB STORAGE	NATURAL VENTILATION	COMPARE BIDDOS / APTS.
Denmark	Aalborg	Residential Multi Apt.	Cold	•		•	•		•
Italy	Milan	Residential Multi Apt.	Interm.	•		•	•		•
Portugal	Seival	Residential Multi Apt.	Warm	•		•	•		•
Denmark	Aalborg	Municipality Office	Cold		•	•			
Austria	Aspern	Office Building	Interm.		•	•			
Portugal	Seival	Municipality Office	Warm		•	•		•	
Portugal	Lisbon	Public Library	Warm		•	•		•	
Iberia	Lisbon, Madrid	Four Storos	Warm	•	•	•		•	•

Figure 14: Pilots subsection

By clicking the “view map” button, a map appears which will demonstrate images from the pilots per region on a later stage of the project (see Figure 15).

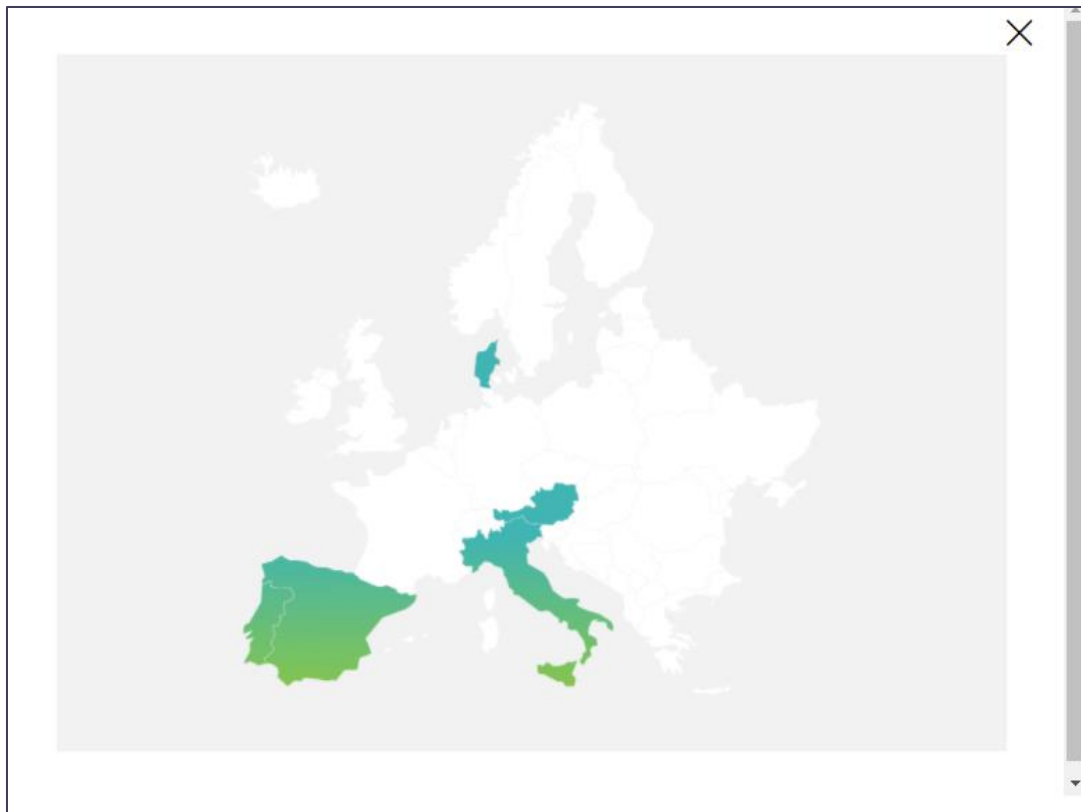


Figure 15: Pop-up map

### 1.2.5. Objectives

The first section of the page summarizes the project's main objectives in four categories: Assess, Optimize, Interface and Test.

1. **Assess:** Implement and test a cost-effective solution to assess the real-life energy performance of a building and its energy consuming equipment.
2. **Optimize:** Development of user-centred self-optimized energy management services
3. **Interface:** Develop BIM and WEB-based interfaces for the SATO platform. A 3D CAD tool BIM interface will be used for large buildings.
4. **Test:** Implement a set of diverse building pilots to test and demonstrate the SATO platform, SAF and services.

A brief presentation of each objective is accompanied by its respective icon, designed in accordance with the project's visual identity. The category title and the icon work as tabs indicators and by clicking on them the space below changes in order to present more information about each one.



Figure 16: The objectives intro subsection

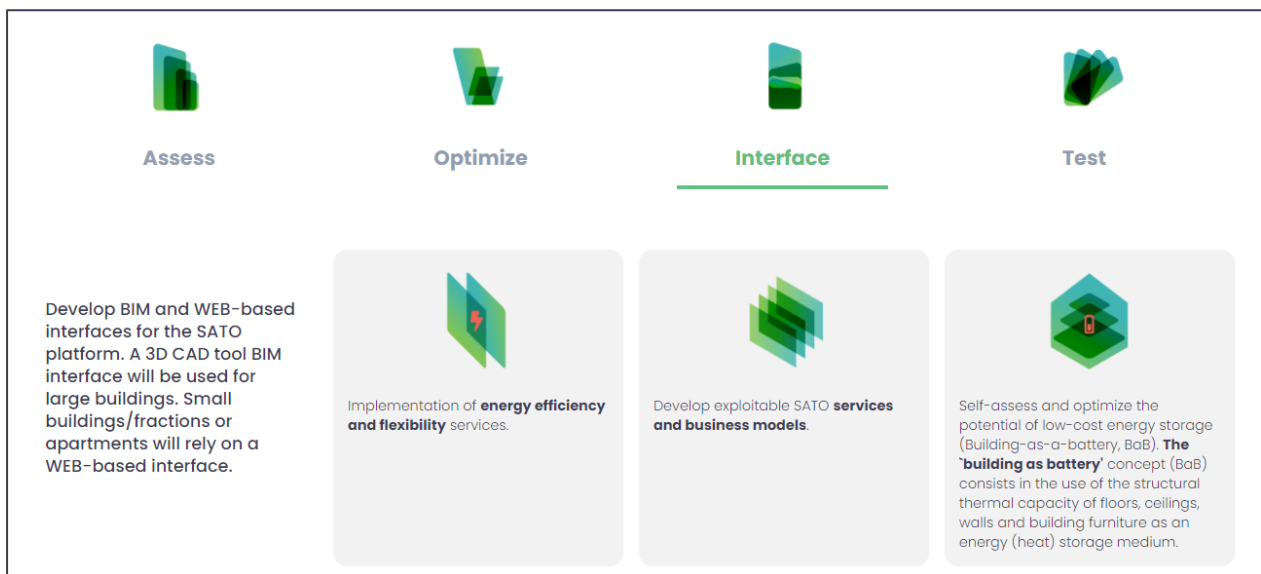


Figure 17: The "Objectives" pop-up pane example (in this case "Interface")

The final section of the page displays a conclusive list of the innovations that the project will develop in the form of a grid. The project will be characterized by a unique interplay of human-centred automation, cloud-based ICT platforms and adaptive computational control techniques. Minimal, monochromatic icons provide visual aid, keeping the visitor engaged.



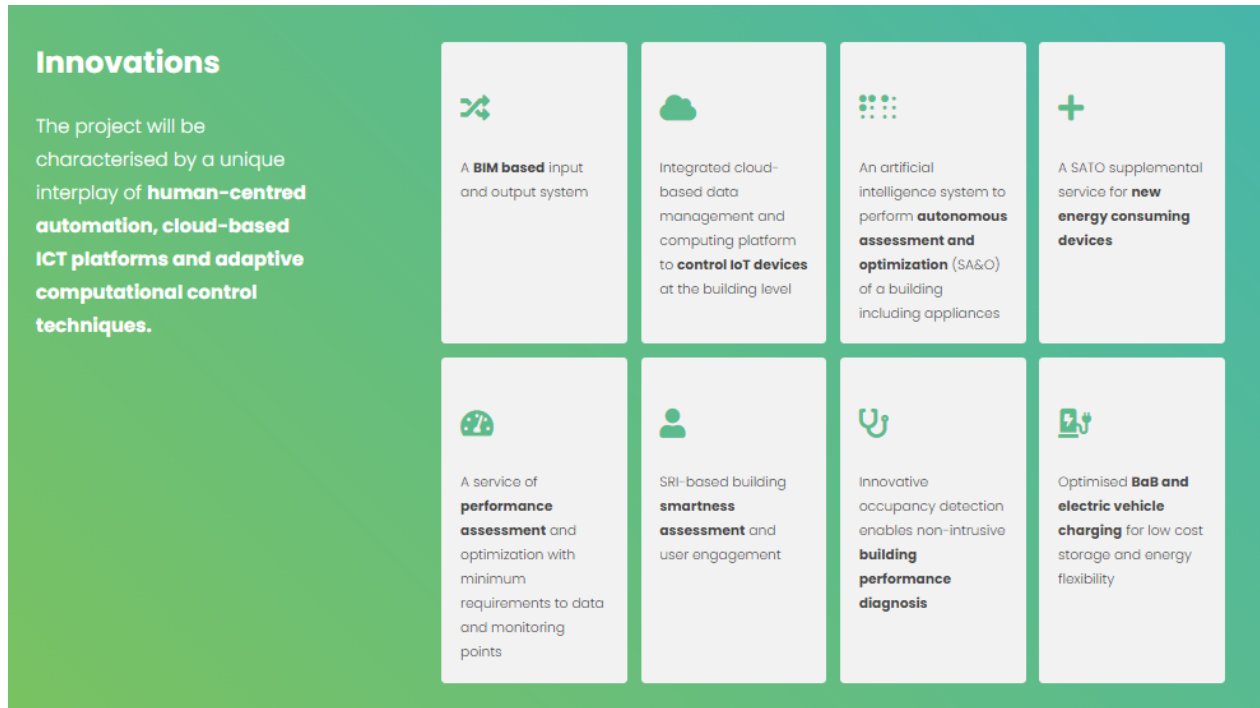


Figure 18: Innovations display grid

### 1.2.6. Consortium

This page is dedicated to the presentation of the companies that comprise the project’s consortium in the form of a simple grid of the partners’ logos. On the event of a click on a logo a pop-up window offers a short description of the company, accompanied by a link to the company’s website for further information.



Figure 19: Consortium grid



Figure 20: Partners pop-up pane example (in this case CORE)

Underneath the Consortium grid, four more boxes appear which demonstrate the four third parties of the project, in the same way as partners are presented (see Figure 21).

### Third Parties



Figure 21: Third parties grid

### 1.2.7. Resources

The resources webpage operates as a hub of up-to-date information. It comprises of the Latest News, Useful Links, Communication Material and Project Deliverables subpages. At this moment only the “News & Press Releases” subpage is live since there is no material for the other subpages.

#### News & Press Releases

As the project will progress and the respective dissemination and communication activities increase, this page will display network events, fairs, workshops, conferences, and exhibitions. In this way, the audience will be updated about the industry and the whole sector actions and progresses. This section operates as a hub to connect with the audience and communicate the project’s up-to-date information. A calendar displaying future and past events and the project’s Twitter feed are followed by subscription options to the different communication channels that the project will use (Newsletters, social media etc).

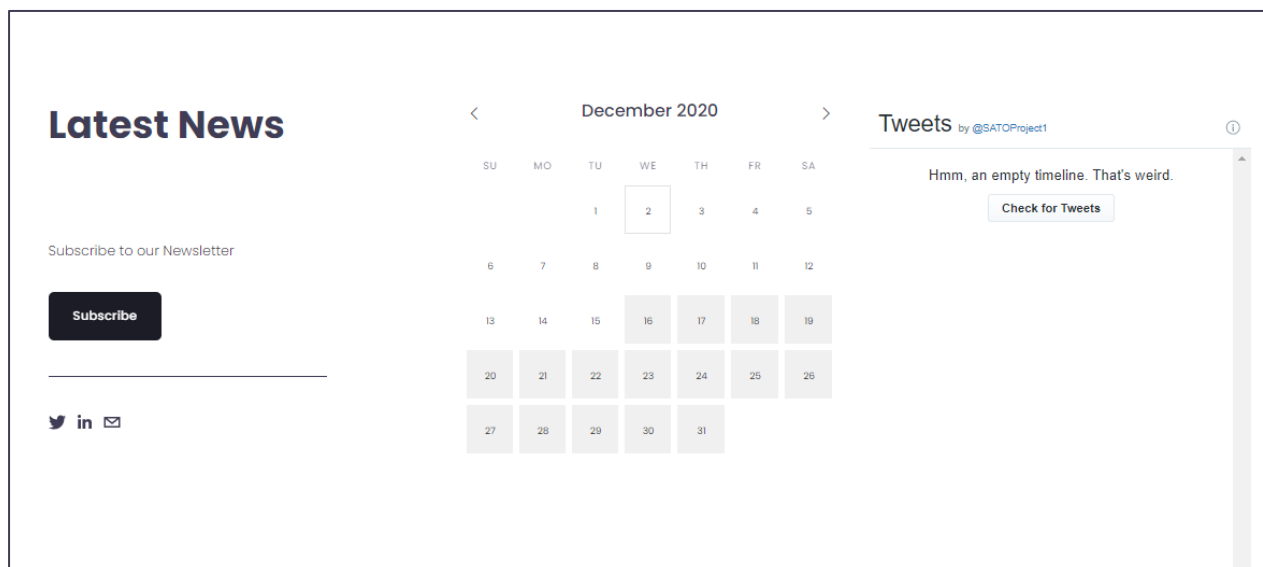


Figure 22: News & press releases

#### Communication Material

On this subpage the visitors will have access to the Communication Material of the project. This material comprises of files of the project’s logo, of the electronic and physical versions of the leaflet, poster and banner as well as an e-brochure and the project presentation.

## Project Deliverables

In this subsection, all public submitted deliverables will be available for downloading, in .pdf format.

## 2. Social Media

Social media accounts have already been created to raise awareness among interested stakeholders and maintain public engagement. Different social media profiles and online communities will be targeted according to SATO project topics: energy consumption, performance of buildings, energy consuming equipment, Internet of Things (IoT), 3D Building Information Modelling (BIM) etc. The CORE team will be responsible to oversee project's social media activities, managing social media accounts and their performance, including replying to direct messages. Social media communication will follow "*H2020 Guidance - Social media guide for EU funded R&I projects: v1.0-06.04.2018*". Social networks will be updated daily, by joining groups and profiles under the project topics, re-tweeting or sharing relevant information from EC and/or from other projects.

The website's digital potential will be boosted by an intense social media strategy, making use of different social networks (LinkedIn, Twitter and YouTube).

**We will use each media potentials and characteristics to reach different SATO audiences.**

The existing social network channels of the consortium partners will be widely exploited to enhance the dissemination of project activities and results towards the target audiences.

CORE's approach to social media has been developed to support SATO's position as a Horizon 2020 Innovation Action programme. Social media is an ideal channel to communicate this position due to its collaborative nature, offering a medium to build on and share this European experience. Our social media strategy will be based on the following principles:

- Managing trust and knowledge through quality of content
- Added-value content that is original and of quality
- An integrated approach to communication actions

Analysing how and where our audience is naturally holding digital conversations as well as finding channels where the audience interacts the most is the major step to find platforms and select the best mediums. The role of the website is to house official information about the project in its full form. LinkedIn is a great way to connect with the research community and build a narrative around the evolution of the project. Twitter is perfect for engaging with others in the field and releasing bite-sized project updates, for example a new publication, event, or SATO progress. When referring to project news the social media activity should refer to full versions redirecting on the website.

Further, certain hashtags can be used in posts to allow resharing easily. A hashtag is a metadata tag that is prefaced by the hash symbol, #. Hashtags are widely used on microblogging and photo-sharing services such as Twitter and Instagram as a form of user-generated tagging that enables cross-referencing of content sharing a subject or theme<sup>1</sup>. For example, hashtag #H2020 will be used in all our posts, along with other hashtags which will be defined according to the context of each post.

The use of these two platforms in combination will increase the digital footprint of project and help maximise its online presence and awareness.

### 2.1. LinkedIn

A [LinkedIn account](#) was created in M2 of the project and will be used to reach a more professional audience, the academic and scientific community, the industry actors and other interested stakeholders

<sup>1</sup> <https://www.sasalio.com/blog/glossary/hashtag/>

(Figure 23). LinkedIn will be used as a complementary tool to the website, with regular updates. The members of the consortium have already been invited to connect with the SATO LinkedIn account. The next step is to reach the individuals identified as stakeholders. Posts on LinkedIn will reflect the gradual increase of project activities.

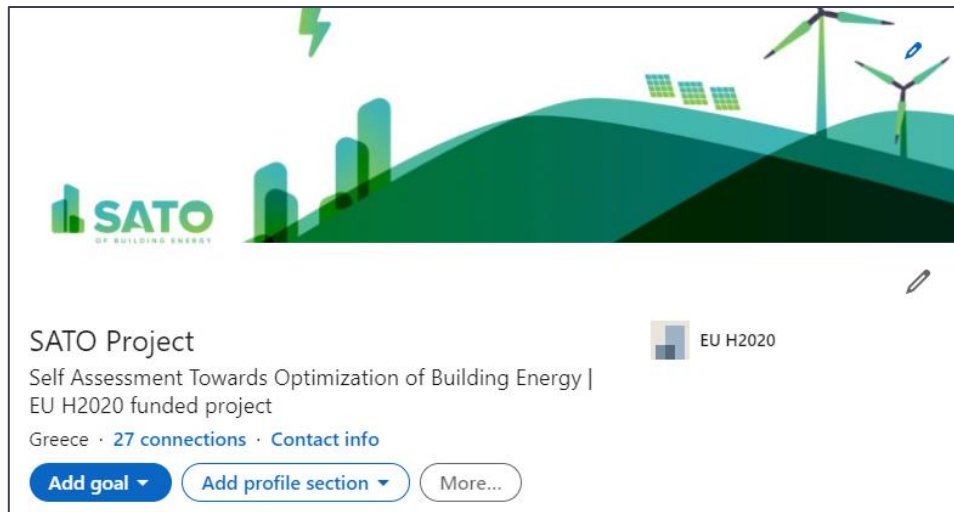


Figure 23: SATO LinkedIn Account

## 2.2. Twitter

A [Twitter account](#), was created on M2. This account will be actively sharing content, articles, and news from the project (Figure 24). It targets to a wider audience, to policy makers, to other projects and organisations, as well as the general audience. Twitter has a wider audience than LinkedIn, that will let SATO engage with a diverse mosaic of different people and projects.



Figure 24: SATO Twitter Account

### 2.3. Other Accounts

A **YouTube account** will be launched once the first project video is created. Video and moving images undoubtedly engage more people with the project. CORE will create at least four video productions such as interviews from process industry actors and other interesting actions to promote the project in general.

A **Google account** ([sato.project.eu@gmail.com](mailto:sato.project.eu@gmail.com)) has been created to manage the social media of the project. At the same point, this account can be used for future project communication, if such need appears.

## 3. Annex I

# Privacy Policy

Last updated: December 08, 2020

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service and tells You about Your privacy rights and how the law protects You.

We use Your Personal data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

## Interpretation and Definitions

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### Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

### Definitions

For the purposes of this Privacy Policy:

**Account** means a unique account created for You to access our Service or parts of our Service.

**Company** (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to CORE INNOVATION AND TECHNOLOGY OE, KALLIRROIS 85, 11745, ATHENS, GREECE.

For the purpose of the GDPR, the Company is the Data Controller.

**Cookies** are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.

**Country** refers to: Greece

**Data Controller**, for the purposes of the GDPR (General Data Protection Regulation), refers to the Company as the legal person which alone or jointly with others determines the purposes and means of the processing of Personal Data.

**Device** means any device that can access the Service such as a computer, a cell phone or a digital tablet.

**Personal Data** is any information that relates to an identified or identifiable individual.

For the purposes for GDPR, Personal Data means any information relating to You such as a name, an identification number, location data, online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity.

**Service** refers to the Website.

**Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analysing how the Service is used. For the purpose of the GDPR, Service Providers are considered Data Processors.

**Third-party Social Media Service** refers to any website or any social network website through which a User can log in or create an account to use the Service.

**Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

**Website** refers to SATO Project, accessible from [www.sato-project.eu](http://www.sato-project.eu)

**You** means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

Under GDPR (General Data Protection Regulation), You can be referred to as the Data Subject or as the User as you are the individual using the Service.

## Collecting and Using Your Personal Data

---

### Types of Data Collected

#### Personal Data

While using Our Service, We may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You. Personally identifiable information may include, but is not limited to:

- Usage Data

#### Usage Data

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit our Service or when You access the Service by or through a mobile device.

#### Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyse Our Service. The technologies We use may include:

- **Cookies or Browser Cookies.** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Service. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Service may use Cookies.
- **Flash Cookies.** Certain features of our Service may use local stored objects (or Flash Cookies) to collect and store information about Your preferences or Your activity on our Service. Flash Cookies are not managed by the same browser settings as those used for Browser Cookies. For more information on how You can delete Flash Cookies, please read "Where can I change the settings for disabling, or deleting local shared objects?" available at <https://helpx.adobe.com/flash-player/kb/disable-local-shared-objects->



flash.html#main\_Where\_can\_I\_change\_the\_settings\_for\_disabling\_\_or\_deleting\_local\_shared\_objects\_

- **Web Beacons.** Certain sections of our Service and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser. You can learn more about cookies here: [All About Cookies by TermsFeed](#).

We use both Session and Persistent Cookies for the purposes set out below:

#### Necessary / Essential Cookies

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide You with services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.

#### Cookies Policy / Notice Acceptance Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify if users have accepted the use of cookies on the Website.

#### Functionality Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow us to remember choices You make when You use the Website, such as remembering your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to re-enter your preferences every time You use the Website.

#### Tracking and Performance Cookies

Type: Persistent Cookies

Administered by: Third-Parties

Purpose: These Cookies are used to track information about traffic to the Website and how users use the Website. The information gathered via these Cookies may directly or indirectly identify you as an individual visitor. This is because the information collected is typically linked to a pseudonymous identifier associated with the device you use to access the Website. We may also use these Cookies to test new pages, features or new functionality of the Website to see how our users react to them.

For more information about the cookies we use and your choices regarding cookies, please visit our [Cookies Policy](#) or the [Cookies](#) section of our [Privacy Policy](#).

## Use of Your Personal Data

The Company may use Personal Data for the following purposes:

**To provide and maintain our Service,** including to monitor the usage of our Service.

**To manage Your Account:** to manage Your registration as a user of the Service. The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.

**For the performance of a contract:** the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.

**To contact You:** To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.

**To provide You** with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.

**To manage Your requests:** To attend and manage Your requests to Us.

**For business transfers:** We may use Your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by Us about our Service users is among the assets transferred.

**For other purposes:** We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, services, marketing and your experience.

We may share Your personal information in the following situations:

- **With Service Providers:** We may share Your personal information with Service Providers to monitor and analyse the use of our Service, to contact You.
- **For business transfers:** We may share or transfer Your personal information in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of Our business to another company.
- **With Affiliates:** We may share Your information with Our affiliates, in which case we will require those affiliates to honour this Privacy Policy. Affiliates include Our parent company and any other subsidiaries, joint venture partners or other companies that We control or that are under common control with Us.
- **With business partners:** We may share Your information with Our business partners to offer You certain products, services or promotions.
- **With other users:** when You share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside. If You interact with other users or register through a Third-Party Social Media Service, Your contacts on the Third-Party Social Media Service may see Your name, profile, pictures and description of Your activity. Similarly, other users will be able to view descriptions of Your activity, communicate with You and view Your profile.
- **With Your consent:** We may disclose Your personal information for any other purpose with Your consent.

## Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Service, or We are legally obligated to retain this data for longer time periods.

## Transfer of Your Personal Data

Your information, including Personal Data, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to — and maintained on — computers located outside of Your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from Your jurisdiction.

Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other personal information.

## Disclosure of Your Personal Data

### Business Transactions

If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.

### Law enforcement

Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

## Other legal requirements

The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of the Company
- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of Users of the Service or the public
- Protect against legal liability

## Security of Your Personal Data

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

# Detailed Information on the Processing of Your Personal Data

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The Service Providers We use may have access to Your Personal Data. These third-party vendors collect, store, use, process and transfer information about Your activity on Our Service in accordance with their Privacy Policies.

## **Analytics**

We may use third-party Service providers to monitor and analyse the use of our Service.

### **Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy>

## **GDPR Privacy**

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### **Legal Basis for Processing Personal Data under GDPR**

We may process Personal Data under the following conditions:

- **Consent:** You have given Your consent for processing Personal Data for one or more specific purposes.
- **Performance of a contract:** Provision of Personal Data is necessary for the performance of an agreement with You and/or for any pre-contractual obligations thereof.
- **Legal obligations:** Processing Personal Data is necessary for compliance with a legal obligation to which the Company is subject.
- **Vital interests:** Processing Personal Data is necessary in order to protect Your vital interests or of another natural person.
- **Public interests:** Processing Personal Data is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Company.
- **Legitimate interests:** Processing Personal Data is necessary for the purposes of the legitimate interests pursued by the Company.

In any case, the Company will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

## Your Rights under the GDPR

The Company undertakes to respect the confidentiality of Your Personal Data and to guarantee You can exercise Your rights.

You have the right under this Privacy Policy, and by law if You are within the EU, to:

- **Request access to Your Personal Data.** The right to access, update or delete the information We have on You. Whenever made possible, you can access, update or request deletion of Your Personal Data directly within Your account settings section. If you are unable to perform these actions yourself, please contact Us to assist You. This also enables You to receive a copy of the Personal Data We hold about You.
- **Request correction of the Personal Data that We hold about You.** You have the right to have any incomplete or inaccurate information We hold about You corrected.
- **Object to processing of Your Personal Data.** This right exists where We are relying on a legitimate interest as the legal basis for Our processing and there is something about Your particular situation, which makes You want to object to our processing of Your Personal Data on this ground. You also have the right to object where We are processing Your Personal Data for direct marketing purposes.
- **Request erasure of Your Personal Data.** You have the right to ask Us to delete or remove Personal Data when there is no good reason for Us to continue processing it.
- **Request the transfer of Your Personal Data.** We will provide to You, or to a third-party You have chosen, Your Personal Data in a structured, commonly used, machine-readable format. Please note that this right only applies to automated information which You initially provided consent for Us to use or where We used the information to perform a contract with You.
- **Withdraw Your consent.** You have the right to withdraw Your consent on using your Personal Data. If You withdraw Your consent, We may not be able to provide You with access to certain specific functionalities of the Service.

## Exercising of Your GDPR Data Protection Rights

You may exercise Your rights of access, rectification, cancellation and opposition by contacting Us. Please note that we may ask You to verify Your identity before responding to such requests. If You make a request, We will try our best to respond to You as soon as possible.

You have the right to complain to a Data Protection Authority about Our collection and use of Your Personal Data. For more information, if You are in the European Economic Area (EEA), please contact Your local data protection authority in the EEA.

## Links to Other Websites

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Our Service may contain links to other websites that are not operated by Us. If You click on a third party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.

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

## Changes to this Privacy Policy

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We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

We will let You know via email and/or a prominent notice on Our Service, prior to the change becoming effective and update the "Last updated" date at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

## Contact Us

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If you have any questions about this Privacy Policy, You can contact us:

- By email: [sato.project.eu@gmail.com](mailto:sato.project.eu@gmail.com)