

CCI4EU**Comprehensive Cancer Infrastructures 4 Europe****Deliverable number: D8.2****Deliverable title: Project website**

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1. Introduction

The present deliverable describes the process for identification and development of the CCI4EU project's visual identity through the website. Within WP8 and its task 8.1, the definition of the website structure is needed in order to support all dissemination and engagement activities of the project.

2. Website structure

The main objective of the website is to serve as a vehicle for the dissemination of the project activities and results. The project website has been developed in the early stage of the CSA to help the information sharing among the consortium members, the affiliated entities, the third Parties and between the consortium and the public. This document summarizes the design, creation and maintenance of the CCI4EU project website, available at <https://cci4eu.eu>

The website serves as an efficient and effective information and communication system for the consortium members and other project stakeholders. It is only structured as a public area.

The website hosts common website sections such as the home page (with basic introduction and a navigation menu), consortium description with a presentation of partners, sections for project communication and dissemination, such as for news, events, publications, a link to solutions and methodology.

The contents are provided by OECI in close collaboration with all partners, with relevant updates, new data to share and appealing stories to be shared such as the deep dive solutions and results.

The CCI4EU website features a modern, accessible, intuitive and responsive design that aims to ensure accessibility not only from a computer, but also from mobile devices such as tablets and smartphones.

According to modern aesthetics in web design, the site is fully responsive, fast, user-friendly, intuitive and SEO-optimized, with bright and clear style. The conceptual idea for the brand identity is inspired by the movement of a flag and is based on the project's logo, which was approved by the beneficiaries during the application phase, in order to maintain the coherence of the visual style and colors. It is represented by 3 key elements:

- the rectangle boxes for text and images, which recall the flag's movement by alternating sharp and soft angles;
- the star, which refers to the European Union and is used instead of a standard bullet point to add visual interest;
- the colors, each of which is determined by the user's experience studies. The main colors are blue, gradient blue and yellow.

The website includes the below elements:

- a landing page (home) with a key information about the project and contacts;
- 5 main sections: About CCI4EU, Who we are, Methodology, Solutions, and News and Events. Each section, contains its own drop-down menu, which allows the user to access a specific part of the webpage without having to scroll through the entire page. The News are displayed in cards or in a slideshow (or carousel) and accompanied by meaningful images. The News and events are shared in "to come" and "past" events.

A header for all pages containing menu tabs and CCI4EU logo and the link to the Resource Centre.

A footer for all pages containing: links to social media, partner logos, menu tabs, acknowledgement to the EU funding, and a link to the Cookies Policy.

The privacy management policy is stated by the data controller following the GDPR rules. GDPR compliant section, including all GDPR-related features, such as a cookie policy that is always accessible to users, explaining which technical cookies are used, and a form where users can give their consent to non-essential cookies.

The website is hosted for the duration of the project, plus three years after completion of the project. It is coordinated by OEI and developed in collaboration with the sub-contractor Healthropy, a spin-off of the Department of Bio-engineering of the University of Genoa.

The website pages are regularly updated (normally each week is specific modifications occurred).

Enter <http://cci4eu.eu> to check the actual development state and content of the CCI4EU website

3. Cookies and GDPR compliance

The CCI4EU website has been specifically designed and built not to collect any personal data, and therefore fully complies with Article 25 of the General Data Protection Regulation (GDPR), which addresses data protection by design and by default.

Following a comment received during the mid-term review videoconference, the website's cookie and privacy notice was reviewed and updated to ensure full alignment with EU data protection rules. To learn more: <https://cci4eu.eu/cookie-policy>

As the CCI4EU website has never collected or processed any personal data, there is no basis to claim a breach of the GDPR. According to Article 2 of the Regulation, the GDPR applies only to the processing of personal data as defined in Article 4. Since no such processing has taken place, the website remains outside the scope of the Regulation's enforcement provisions in this regard.

At: <https://cci4eu.eu/policy> more information on the modifications occurred to answer the comments received.

Information on the CCI4EU Gender Equality will be soon added.

4. Conclusions

From day one, CCI4EU's visual identity stands as the main 'face' of communication, dissemination and exploitation for the CSA. It is a vital tool to create awareness within target audiences and support a broad range of activities and objectives across the project. The website serves as a key tool in ensuring an Open Access (OA) policy, as all deliverables and main documents are uploaded there to facilitate access for both the scientific community and the general public. By providing a centralized platform for sharing research outputs, the website enhances transparency and promotes the dissemination of information, findings, fostering collaboration and knowledge exchange.

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