Addressing food safety challenges in the African informal sector through innovative strategies & use cases

D5.10: Project Website

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foodsafety4africa.eu

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Reviewer(s)	Dr. Falade Titilayo (IITA)

Disclaimer

Copyright message

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FS4Africa Consortium			
Participant Nr.	**Participant organisation name**	**Short name**	**Country**
1	INTERNATIONAL INSTITUTE OF TROPICAL AGRICULTURE	IITA	NG
2	STICHTING WAGENINGEN RESEARCH	WR	NL
3	ITC - INOVACIJSKO TEHNOLOSKI GROZD MURSKA SOBOTA	ITC	SI
4	COUNCIL FOR SCIENTIFIC AND INDUSTRIAL RESEARCH	CSIR-GH	GH
5	FOODSCALE HUB GREECE ASSOCIATION FOR ENTREPREUNERSHIP AND INNOVATION ASTIKI MI KERDOSKOPIKI ETAIREIA	FSH	GR
6	UBUNTOO BV	Ubuntoo B.V.	NL
7	FOOD SYSTEMS TRANSFORMATION SOLUTIONS (PTY) LTD	FSTS	ZA
8	UNIVERSITY OF PRETORIA	UP	ZA
9	WAGENINGEN UNIVERSITY	WU	NL
10	KNOWLEDGE ECONOMY FOUNDATION FOR SOCIETY DEVELOPMENT	KEF	EG
11	AFRICAN UNION DEVELOPMENT AGENCY - NEW PARTNERSHIP FOR AFRICA'S DEVELOPMENT	NEPAD	ZA
12	EGERTON UNIVERSITY	EGE	KE
13	AGLOBE DEVELOPMENT CENTER	ADC	NG
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15	BAYER AKTIENGESELLSCHAFT	BAYER	DE
16	ROYAL INSTITUTION FOR THE ADVANCEMENT OF LEARNING MCGILL UNIVERSITY	McGill	CA

Executive Summary

This report outlines the set-up process of the FS4Africa website and elaborates on information that was taken into consideration during development. It outlines the website's architecture and describes its contents and features. Additionally, the report describes the adopted measures to safeguard data protection.

The FS4Africa website was developed to enhance the project's visual identity and communication strategy and acts as the core information source for the project's objectives, funding opportunities, updates, and results.

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Glossary of terms and abbreviations used

List of Abbreviations and Acronyms	
WP	Work Package
DEC	Dissemination, Exploitation and Communication
Del.	Deliverable
EU	European Union
GDPR	General Data Protection Regulation
HE	Horizon Europe
IP	Intellectual Property
IPR	Intellectual Property Rights
MS	Milestone
NGO	Non-Governmental Organisations
R&D	Research and Development

foodsafety4africa.eu

1 Introduction

The website of FS4Africa, available at https://foodsafety4africa.eu/, acts as the primary reference point for communication and dissemination purposes. It is designed to facilitate access for target groups and stakeholders, offering a comprehensive overview of the project's development and results. Visitors can explore the innovative strategies and use cases developed by FS4Africa.

The following sections outline the overall architecture of the website, given that FS4Africa website will be the primary platform for all communication activities related to the project. It will also facilitate the dissemination of all public materials produced during the project's implementation, including but not limited to, the project's basic information, deliverables that are characterized as appropriate for public viewing, project news and events etc. FS4Africa website will remain online throughout the project's duration and will continue to be accessible for at least three years after its completion, ensuring sustainability and enabling the dissemination of project's results beyond the project's lifetime.

FS4Africa website aligns with the overarching project identity. A unified brand image guarantees consistent messaging, promoting cohesion among partners and offering clarity regarding the project's identity and objectives. Maintaining a unified brand image builds trust and credibility within the project team and among external stakeholders, fostering confidence across the wider community. Consistency in branding facilitates recognition and recall, streamlining internal communication processes and supporting the project's visibility.

Through the website, visitors will also have access to all FS4Africa social media channels:

Facebook   Twitter (X)   LinkedIn   YouTube   SlideShare

FS4Africa website serves as the primary source of information for all aspects of the project, encompassing basic project details and specific elements such as Use Cases and the Knowledge Platform.

To cater to a diverse audience, the website will offer multilingual support. Specific partners have been tasked with translating the content into their respective languages, as follows:

Figure 1: Competent partners per language

Translations were made available using the Translation Editor tool, easily accessible via WordPress Admin Bar → Translate Site button.
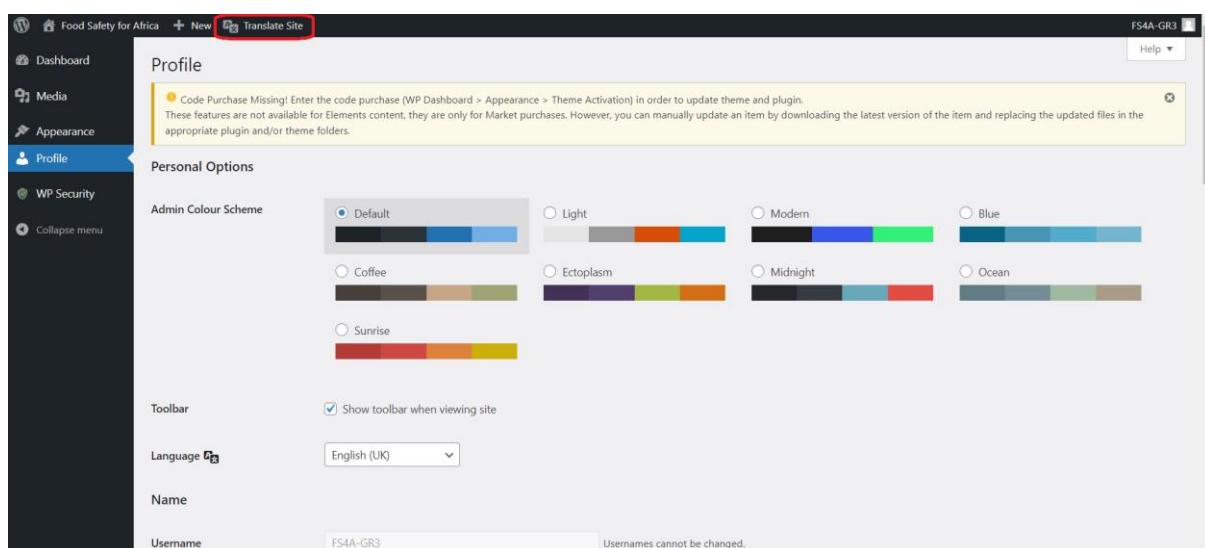
Figure 2: Access the Translation Editor Tool

To translate the text or edit an existing translation, competent partners had to:

A. choose the language:

Figure 3: Choose a new language

B. Hover over the text they want to translate and click the pencil icon
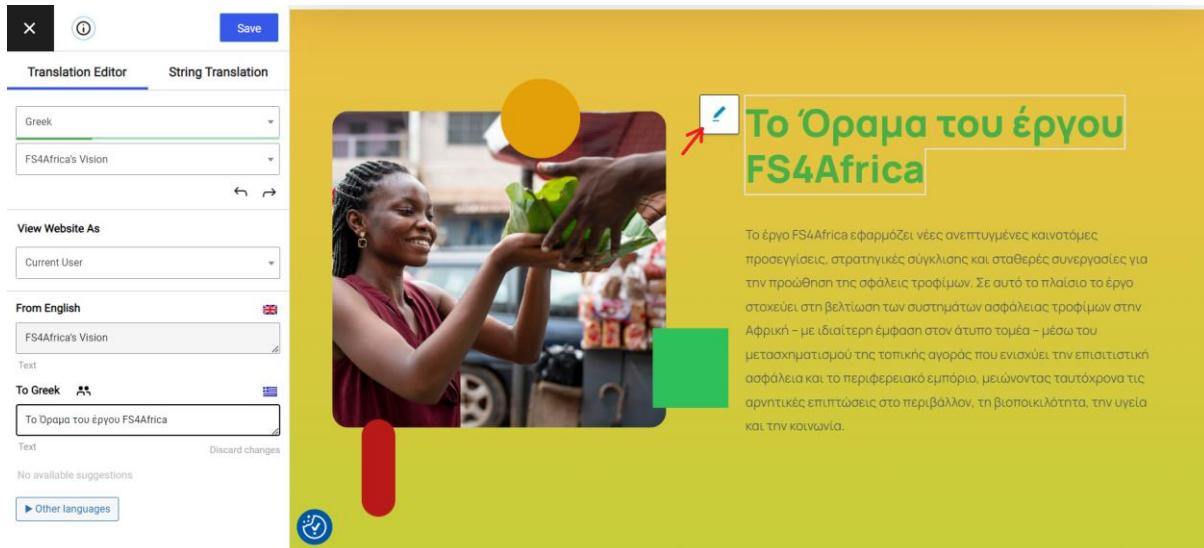
Figure 4: Edit visible text

or

Use the drop-down menu on the left to search for the content on the page.
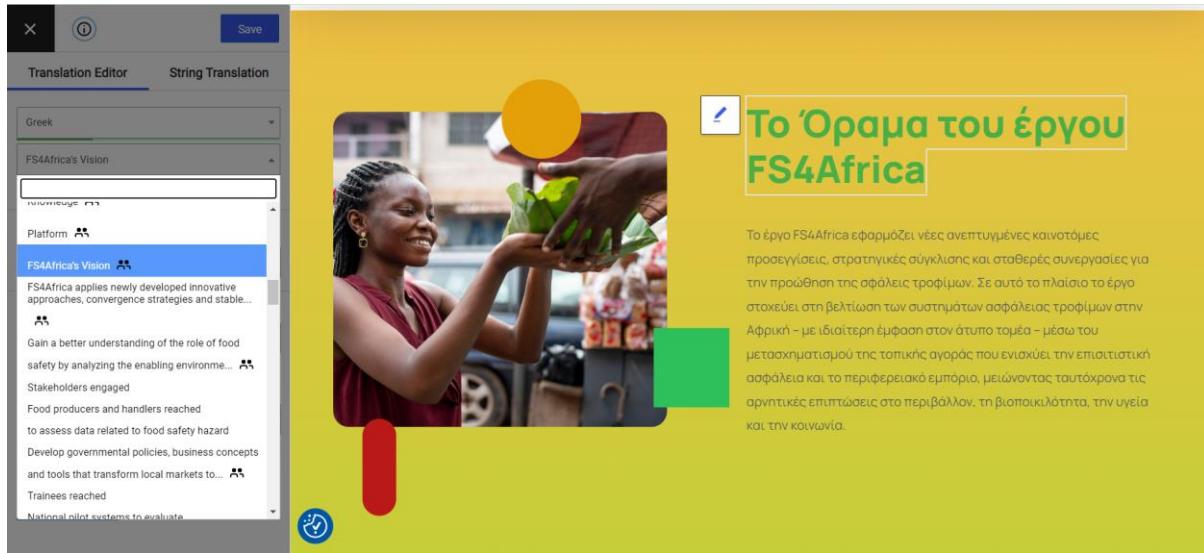
Figure 5: Search for a string

The same steps were followed by the competent partners for translating the whole website content, by browsing the site, page-by-page, using the visual translation editor.
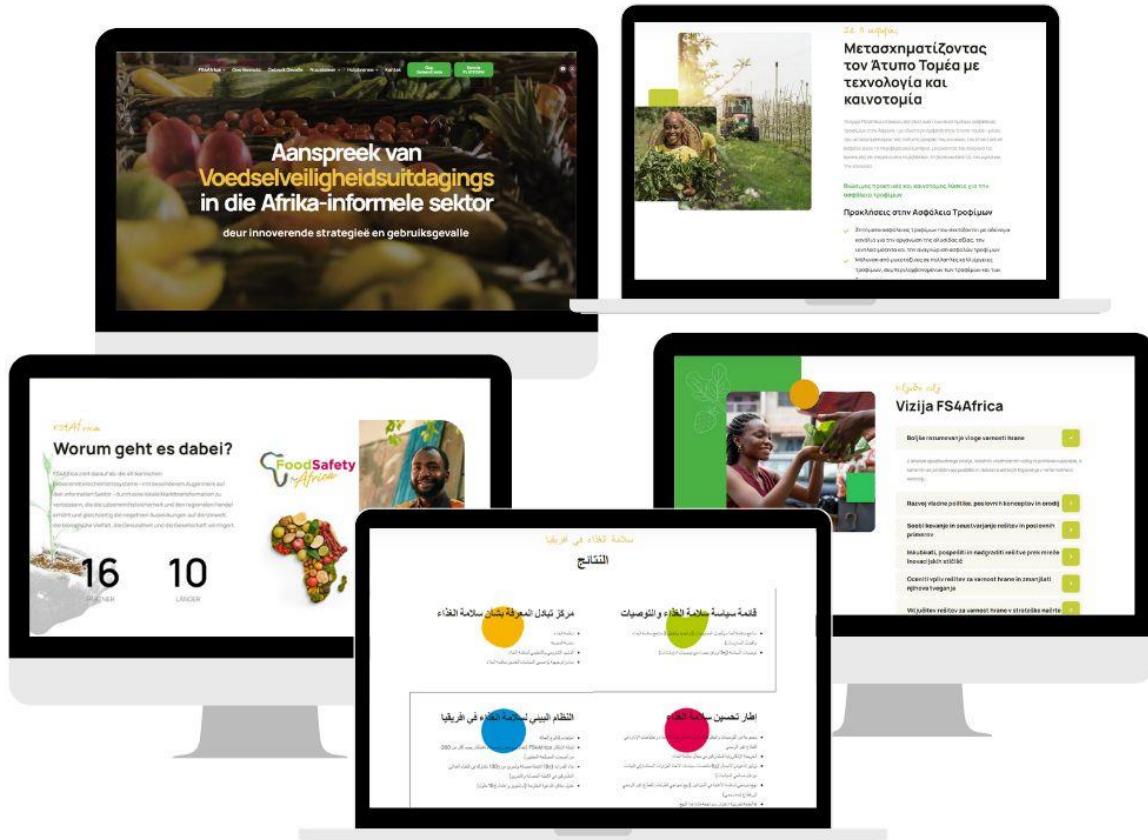
Figure 6: Website Multilingual feature / screenshots from website translated pages (1/2)
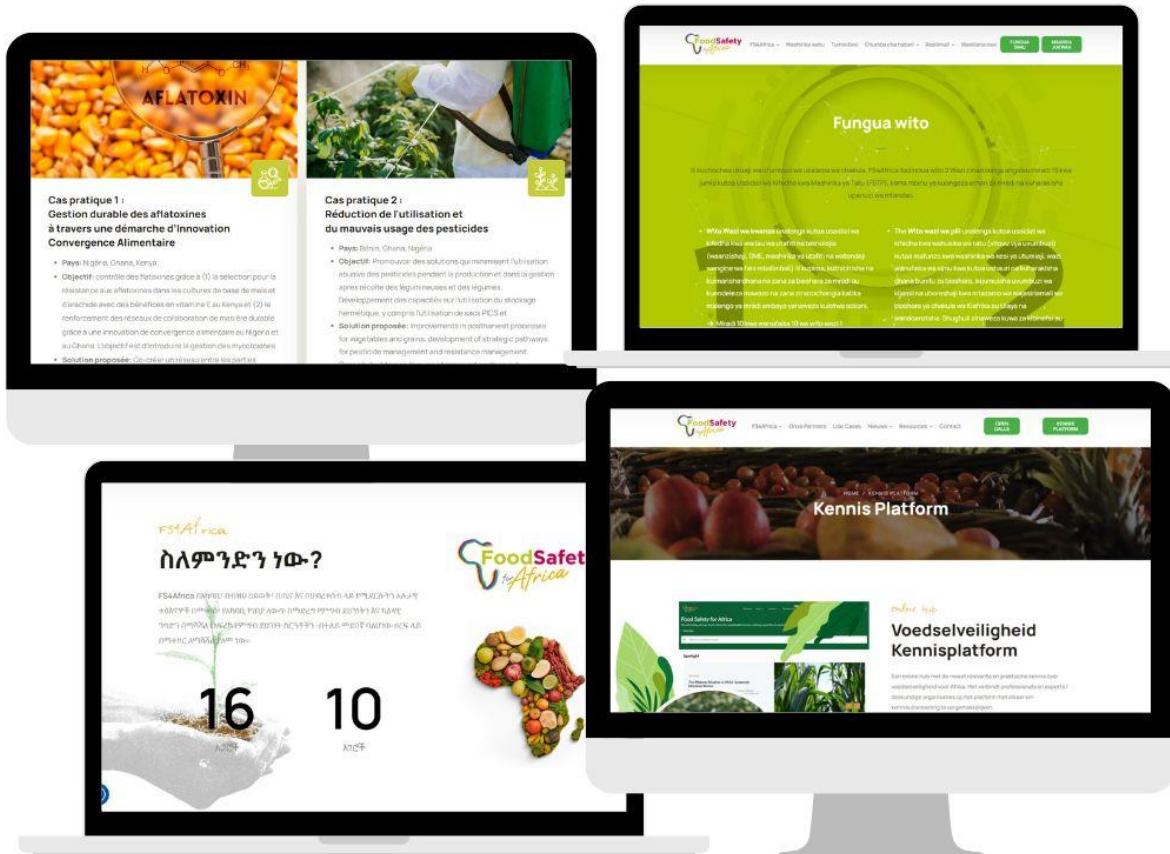
Figure 7: Website Multilingual feature / screenshots from website translated pages (2/2)

The website is optimised for browsing on various mobile devices and ensures compatibility across different platforms and browsers, featuring an intuitive interface for ease of navigation.

Furthermore, the website displays the official EU emblem and includes the necessary funding statement, adhering to all publicity regulations outlined by the European Research Executive Agency1. In order to protect user privacy, the website includes an extensive cookie and GDPR policy, offering users transparency and control over their personal information.

1.1 Site Map

The structure of FS4Africa website is designed with multiple tiers to ensure that relevant information is organised in a clear and easily accessible format.

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[1] Art. 17 of the HE MGA, available here

Figure 8: FS4Africa site - map

The actual content of each section of the website is exemplified in the chapters below.

1.2 Backend

FS4Africa website was developed with WordPress Content Management System[2]. WordPress stands out as an exemplary platform for developing the FS4AFRICA project's website, aligning seamlessly with the project's intricate requirements and ambitions.

Ease of Use and Flexibility: WordPress is renowned for its user-friendly interface, making it accessible for both novices and seasoned web developers. This flexibility is crucial for a project like FS4Africa, which requires a dynamic website to communicate and disseminate project developments, results, and impacts effectively. WordPress's intuitive dashboard allows for easy updates and management of content, ensuring that the website remains a vibrant and up-to-date resource for stakeholders. Moreover, its flexibility allows for the incorporation of various functionalities, from social media integration to multimedia galleries, facilitating a comprehensive presentation of the project's scope and achievements.

Customization and Scalability: With thousands of themes and plugins available, WordPress offers unparalleled customisation options, enabling the creation of a unique website that aligns with FS4Africa project identity and branding strategy. This ability to customise and scale is vital for maintaining a coherent brand image that fosters trust, credibility, and recognition among the project's target audience. As FS4Africa evolves, the website can easily be scaled and adapted to include new functionalities or content, ensuring it effectively supports the project's communication and dissemination activities throughout its lifecycle and beyond.

Search Engine Optimization (SEO) and Mobile Optimization: WordPress sites are designed with SEO in mind, which is essential for increasing visibility and attracting targeted traffic to the FS4Africa website. This built-in SEO capability ensures that the project's innovations and results are easily discoverable. Additionally, WordPress's responsive design guarantees that the website is optimised for browsing on all mobile devices, an essential feature given the increasing prevalence of mobile internet usage. This ensures that the

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[2] wordpress.com

website provides a seamless user experience, regardless of the device or browser used to access it.

Content Management and Quality Control: The FS4Africa project's need for a robust Content Quality Control scheme is well-supported by WordPress's user role management system. This system allows for the assignment of different roles and permissions to team members, facilitating a collaborative yet controlled environment for content creation, review, and publication.

Sustainability and Community Support: WordPress is supported by a vast community of developers and users who continuously contribute to its development, offering an extensive repository of resources, support forums, and updates. This community support ensures that the FS4Africa website remains secure, up-to-date, and innovative, even after the project's completion. The platform's widespread use and ongoing development guarantee long-term sustainability and support, ensuring that the project's results will continue to be disseminated effectively to a global audience.

In general, WordPress offers the ideal blend of ease of use, customization, and scalability, coupled with strong SEO and mobile optimization features. Its robust content management capabilities and the support of a vast community make it the perfect choice for developing and maintaining the FS4Africa project's website, ensuring that it effectively serves its purpose as the cornerstone of the project's communication and dissemination activities.

2 Section Contents

2.1 FS4Africa [Home menu]

The FS4Africa website is organised into five main sections: **FS4Africa, Our Partners, Use Cases, Newsroom, Resources and Contact**. Additionally, it features an **"Open Calls"** section with information on the two (2) Open Calls foreseen to provide financial support to third parties (FSTP) and a link to the **Knowledge Platform** for easy access to the most relevant and practical knowledge on food safety for Africa. In the next paragraphs, we provide a breakdown of each section with further descriptions.
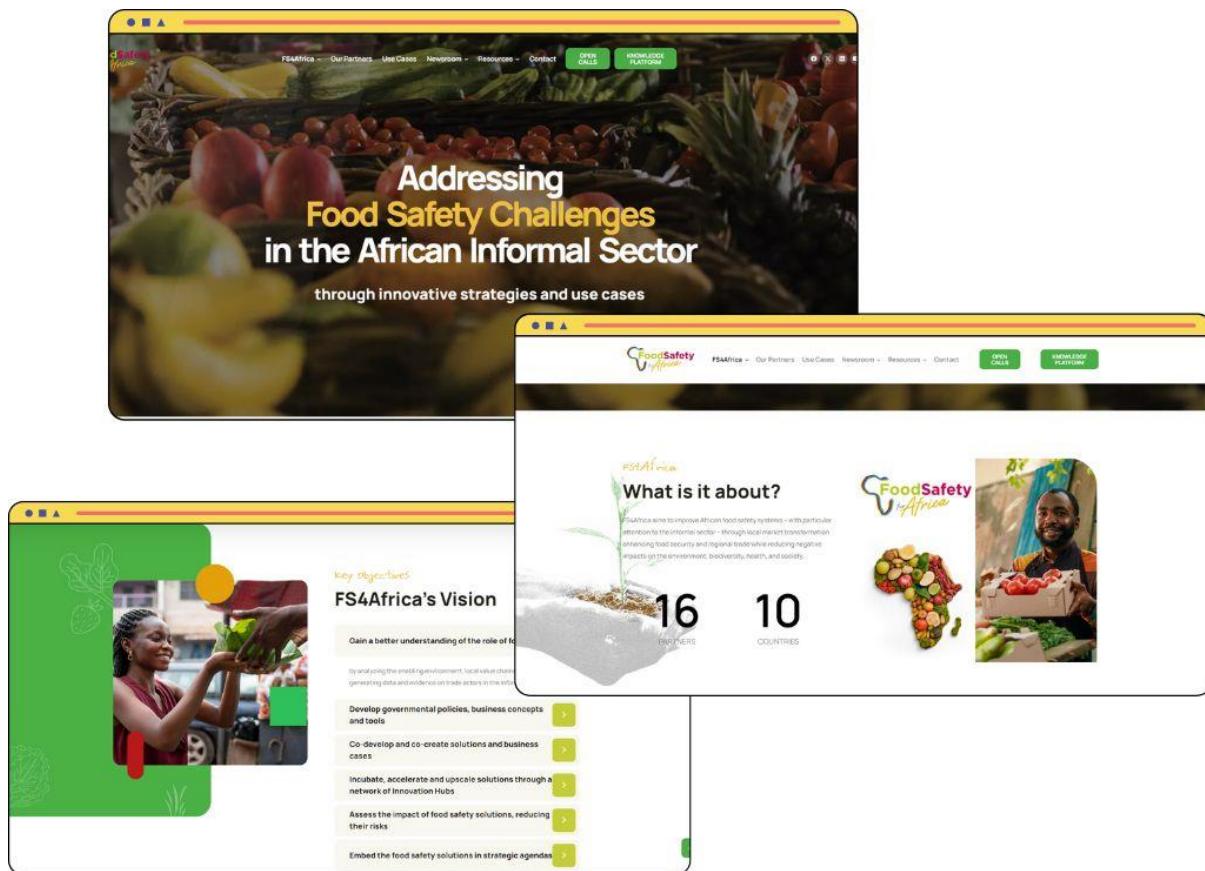
*Figure 9: FS4Africa Homepage - 1*
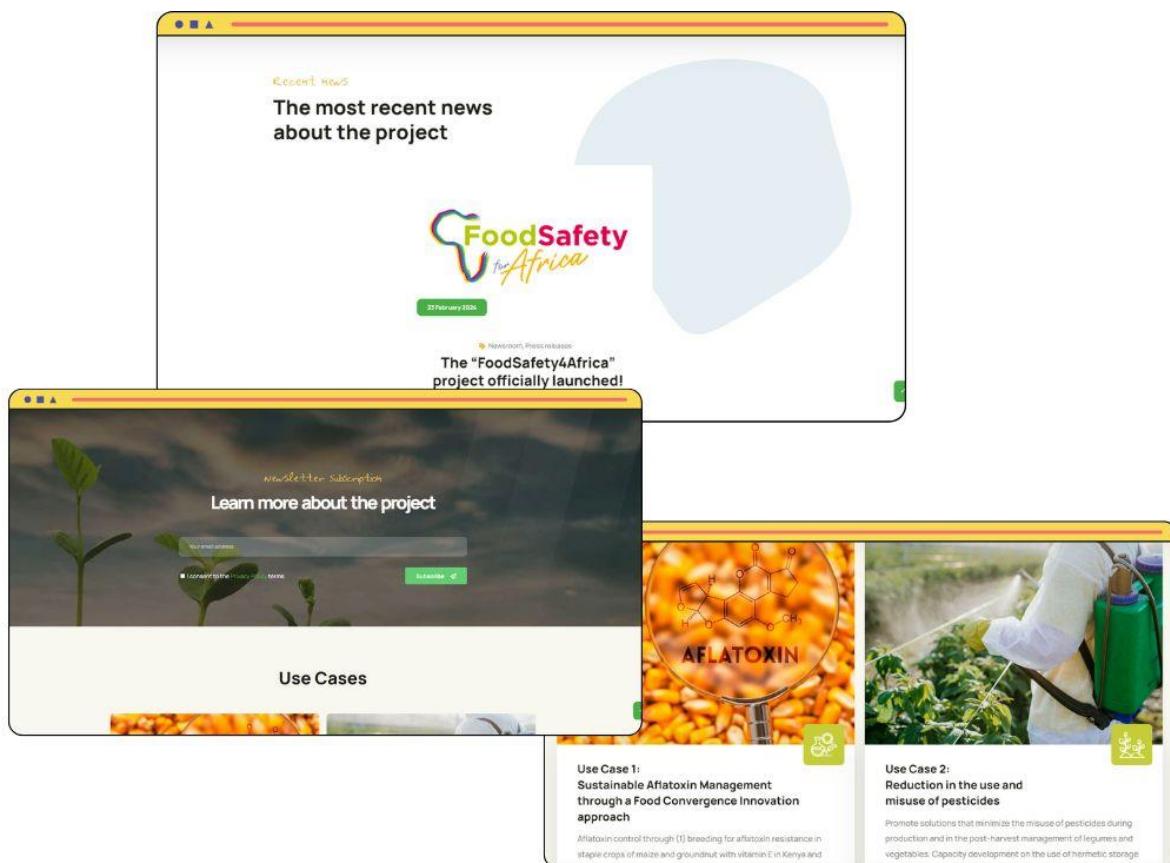
*Figure 10: FS4Africa Homepage - 2*
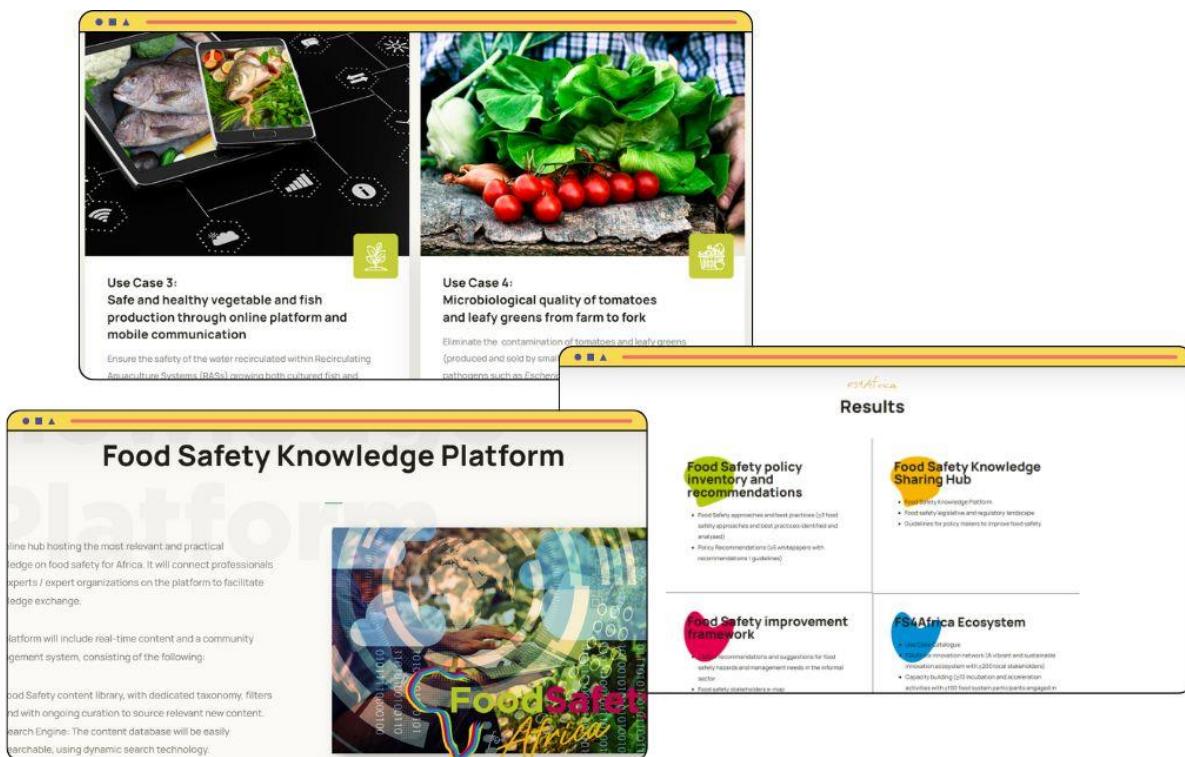


Figure 11: FS4Africa Homepage - 3

16
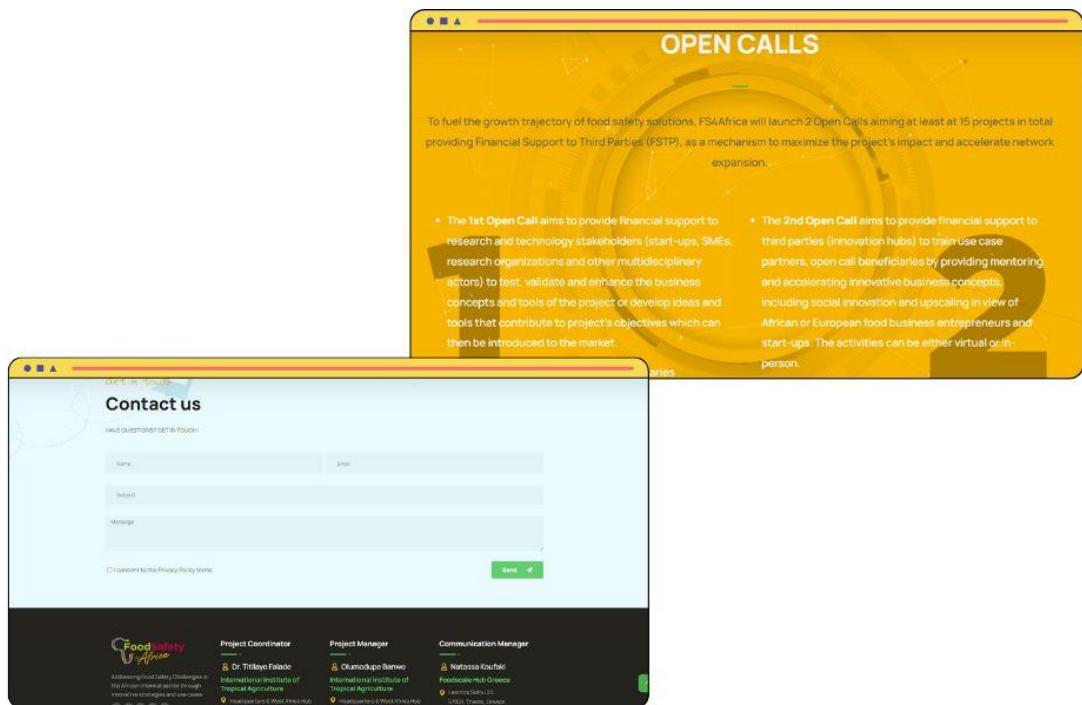
Figure 12: FS4Africa Homepage - 4

2.1.1 About [sub menu]

The "About" section provides a comprehensive overview of the project, delving into the core food safety challenges it aims to address, and project's vision.
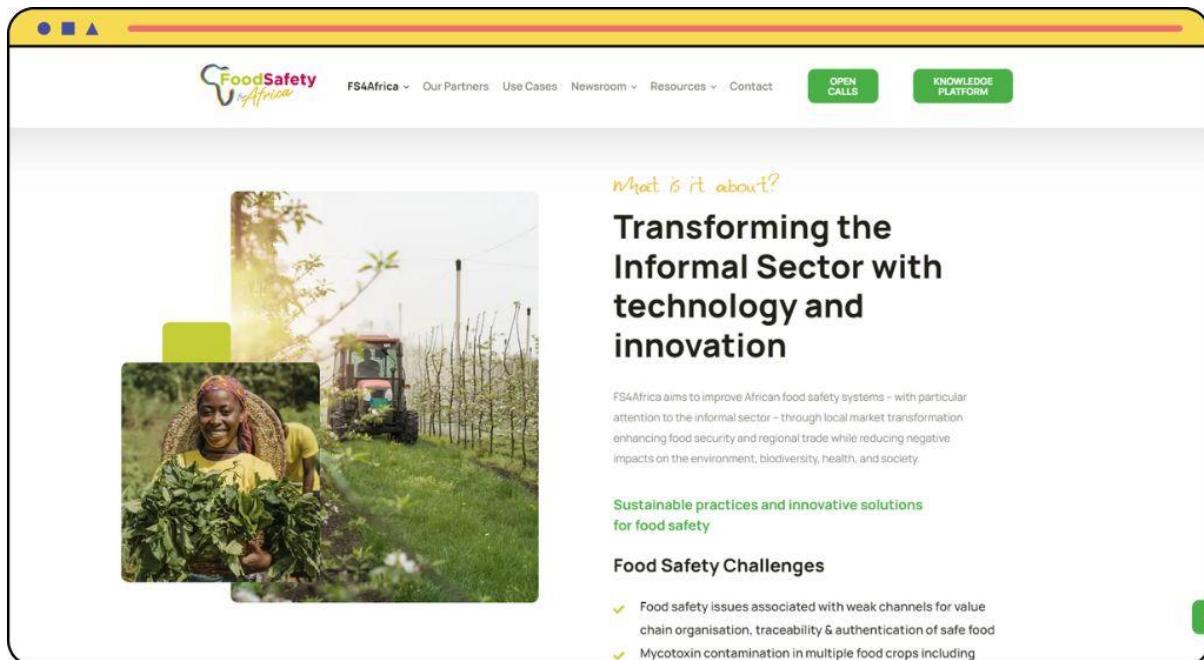

Figure 13: FS4Africa About [sub-menu]

2.1.2 Our Vision [sub menu]

The "Our Vision" sub-menu includes a detailed description of the project's aim accompanied with specific targets in order to improve African food safety systems. FS4Africa will achieve this through a variety of tasks with defined key performance indicators (KPIs):

→ Gain a better understanding of the role of food safety by analysing the enabling environment, local value chains and use cases generating data and evidence on trade actors in the informal sector

→ Develop governmental policies, business concepts and tools that transform local markets to improve food safety in the informal sector and possible integration into the formal food system

→ Co-develop and co-create solutions and business cases in a multi-actor-based approaches for food safety

→ Incubate, accelerate and upscale solutions through a network of Innovation Hubs involving and training local SMEs, start-ups and entrepreneurs in view of lower cost for certification and conformity assessment

→ Assess the impact of food safety solutions, reducing their risks, on food security, circularity, sustainability and biodiversity

→ Embed the food safety solutions in strategic agendas for policymaking and research by engagement with stakeholder and society
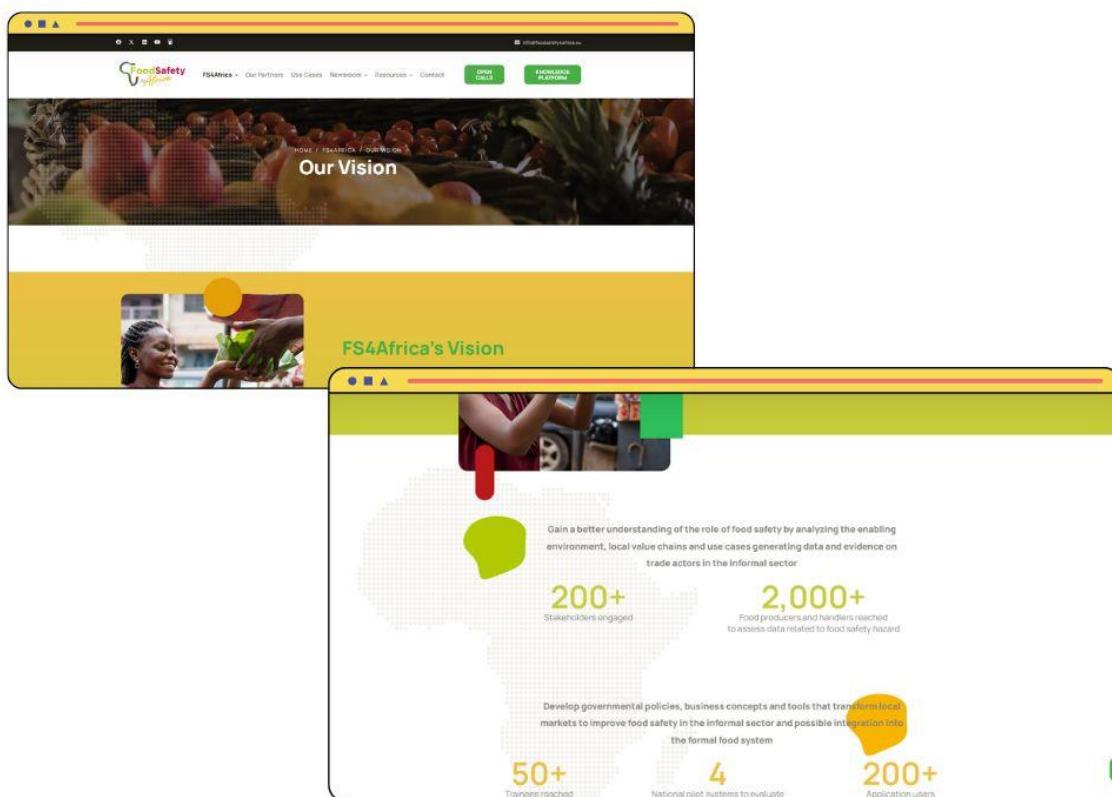
Figure 14: FS4Africa Our Vision [sub-menu]

2.1.3 Target Groups [sub menu]

The "Target Groups" sub-menu encompasses a broad spectrum of stakeholders crucial to its success and impact. From the informal food sector, including farmers, processors, street vendors, and retailers, to food system stakeholders like processors, distributors, and farm advisors, each group plays a vital role in shaping food safety practices and regulations. Policy makers and regulators, spanning local to national authorities and regulatory agencies such as

EFSA and FDA, contribute to the development and enforcement of essential guidelines. Academic and research organizations, alongside innovation hubs focusing on digital technologies and sustainability, provide valuable expertise and advancements. Additionally, food labs, both independent and regulatory, ensure compliance and safety standards. Lastly, the general public, comprising consumers, NGOs, and rural communities, holds significant sway in advocating for transparency and accountability within the food system. Together, these diverse stakeholders collaborate to enhance food safety, promote sustainability, and foster resilience within the broader food ecosystem.

Figure 15: FS4Africa Target Groups [sub-menu]

2.1.4 Results [sub menu]

The "Results" sub-menu outlines a comprehensive array of results aimed at enhancing food safety practices and policies across various sectors.
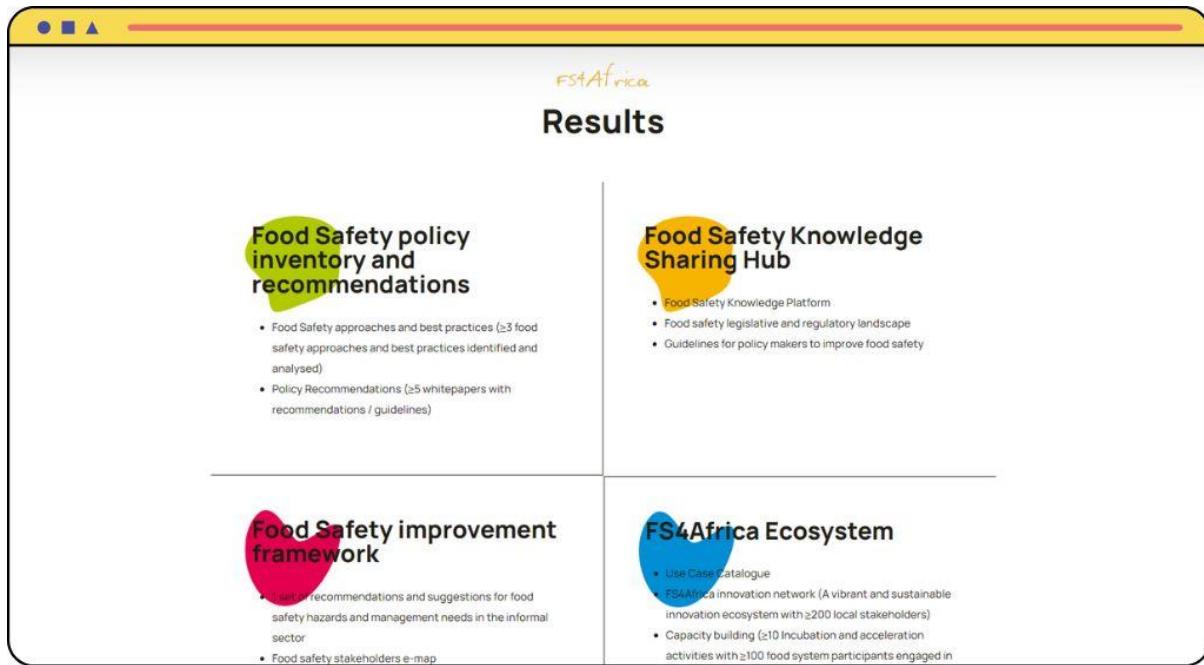
Figure 16: FS4Africa Results [sub-menu]

2.2 Our Partners [menu]

Under the "Our Partners" section, we highlight the esteemed consortium members collaborating on the FS4Africa project. Here, visitors will encounter a collection of logos representing each partner organization. These logos are linked to individual partner profiles, offering further insights into each organization's role, general info, and contact persons. This extensive showcase not only recognizes the invaluable contributions of our partners but also underscores the collaborative ethos and collective expertise fuelling the success of the FS4Africa project.
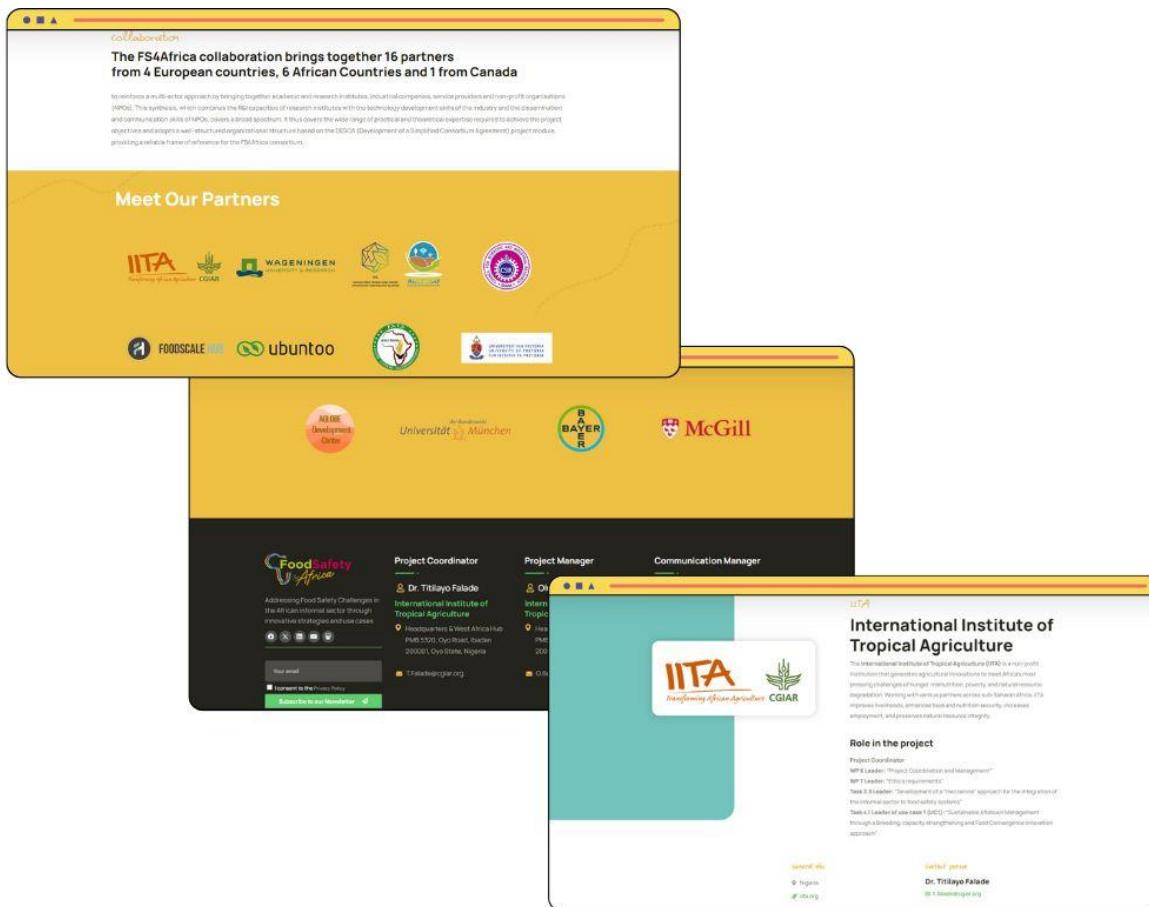
Figure 17: FS4Africa Our Partners [menu]

2.3 Use Cases [menu]

Under the "Use Cases" menu, visitors can explore the four use cases showcased. Here, they will find comprehensive information on each pilot, featuring the involved countries, the objective, the proposed solution, and involved actors within each pilot.
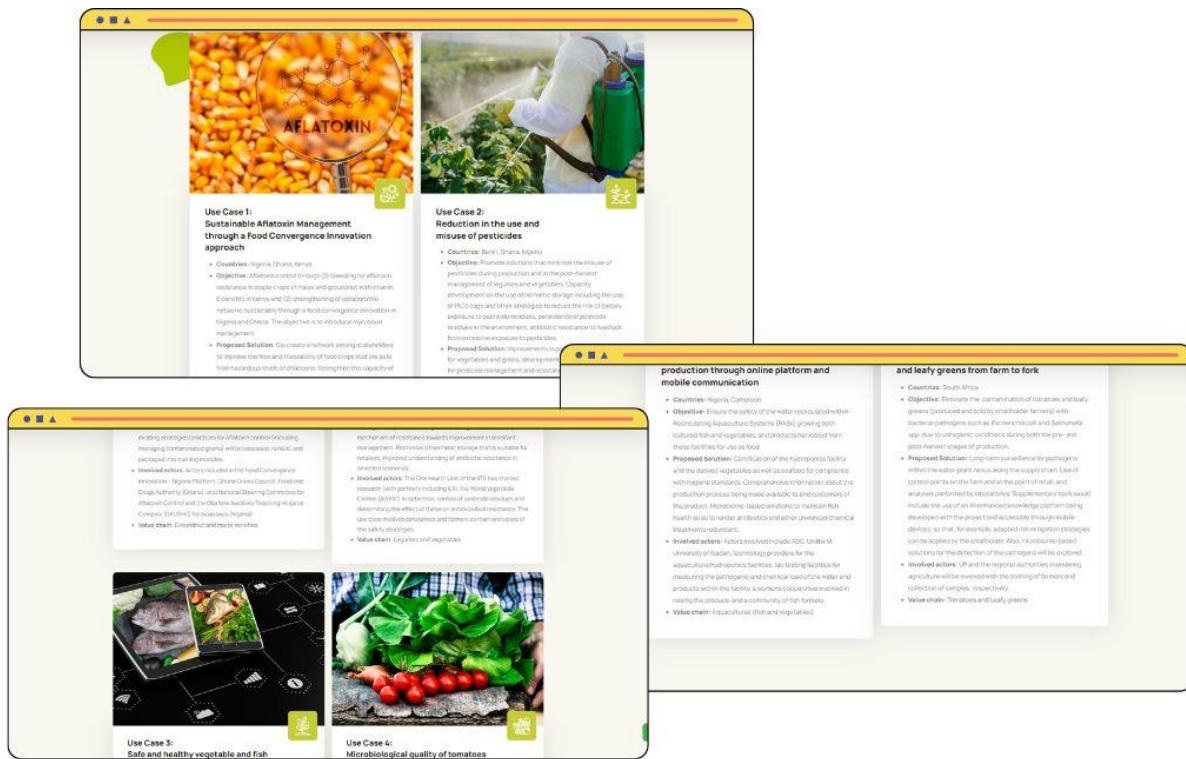
Figure 18: FS4Africa Use Cases [menu]

2.4 Newsroom [menu]

The Newsroom section serves as a reference point for engaging with our stakeholders and the broader community. Here, visitors can stay up to date with the latest project updates and developments.
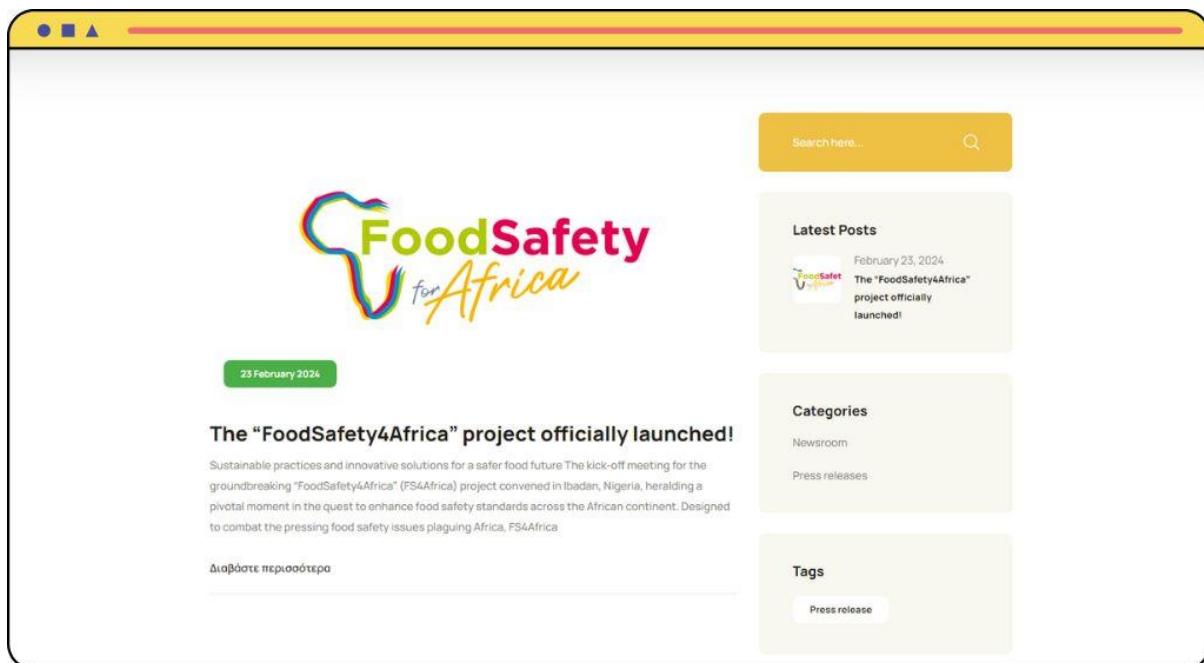
Figure 19: FS4Africa Newsroom [menu]

2.5 Resources [menu]

The 'Resources' menu acts as a comprehensive library containing a wealth of valuable materials relevant to the FS4Africa project. Here, visitors can find a diverse range of publicly available "Deliverables,". Additionally, "Presentations" showcasing the project's development will also be available. Moreover, the section includes the project's "Media kit," offering essential files and information for media representatives and communication efforts, such as FS4Africa logo and brand book, banners, flyers and factsheets.
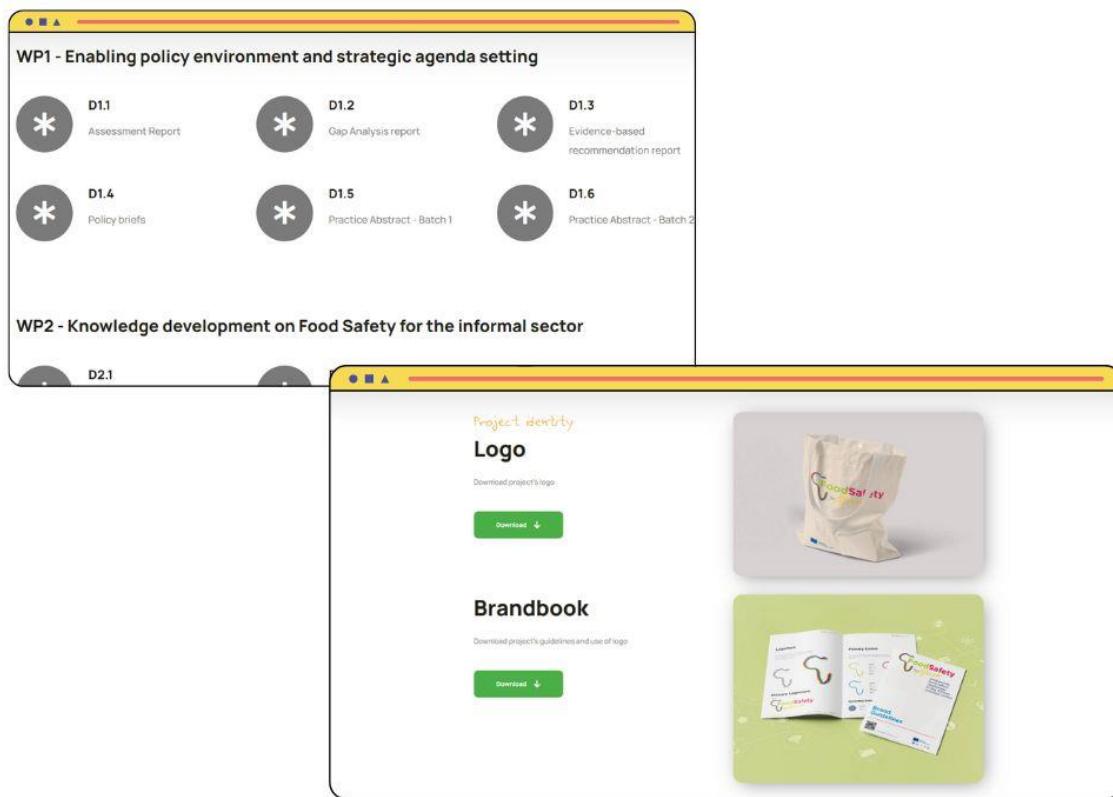
Figure 20: FS4Africa Resources [menu]

2.6 Contact [menu]

Under the "Contact" menu the visitor will have the opportunity to contact directly with the website administrator, the Coordinator, Project Manager and Communication Manager.

There are three active fields available (Name, Email & Message) and the option to consent to FS4Africa Privacy Policy Terms is provided by ticking the appropriate box.

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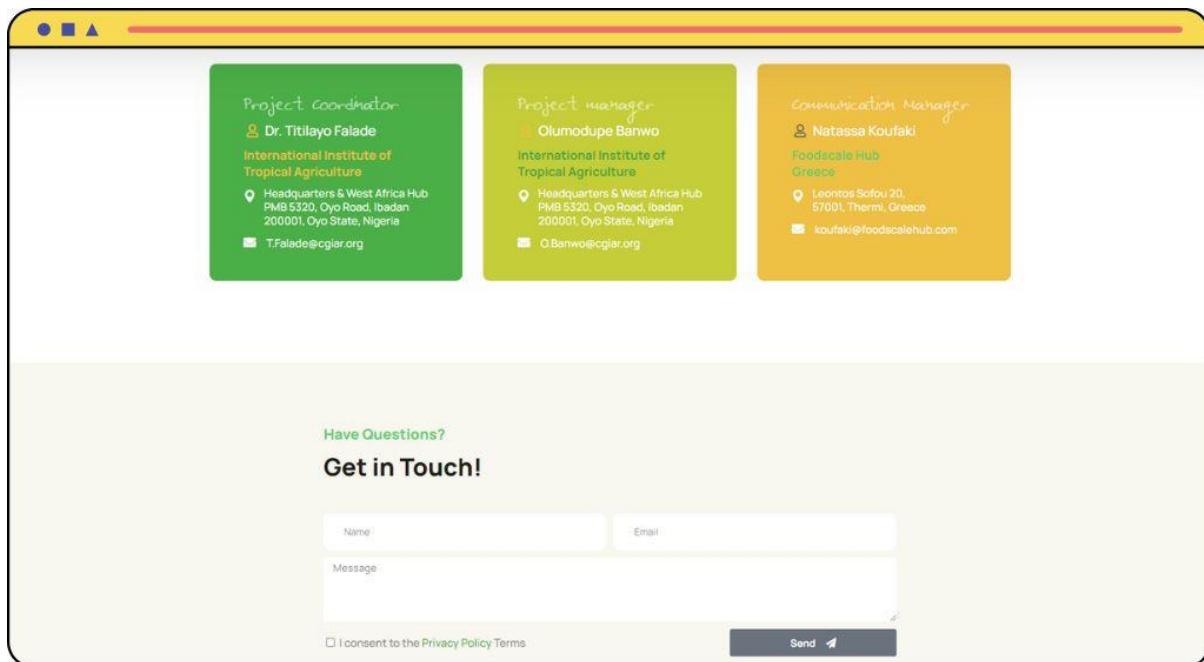
Figure 21: FS4Africa Contact [menu]

2.7 Open Calls [menu]

The OPEN CALLs menu is populated by information regarding the two (2) Open Calls foreseen during the project's lifetime followed by a message prompting the visitor to subscribe to the FS4Africa newsletter.

Figure 22: FS4Africa Open Calls [menu]

2.8 Knowledge Platform [menu]

Under the Knowledge Platform menu, visitors can find comprehensive information about the project's online hub hosting the most relevant and practical knowledge on food safety for Africa. It will connect professionals and experts / expert organizations on the platform to facilitate knowledge exchange. Close to the Knowledge Platform launch, a direct link to the platform will become available.
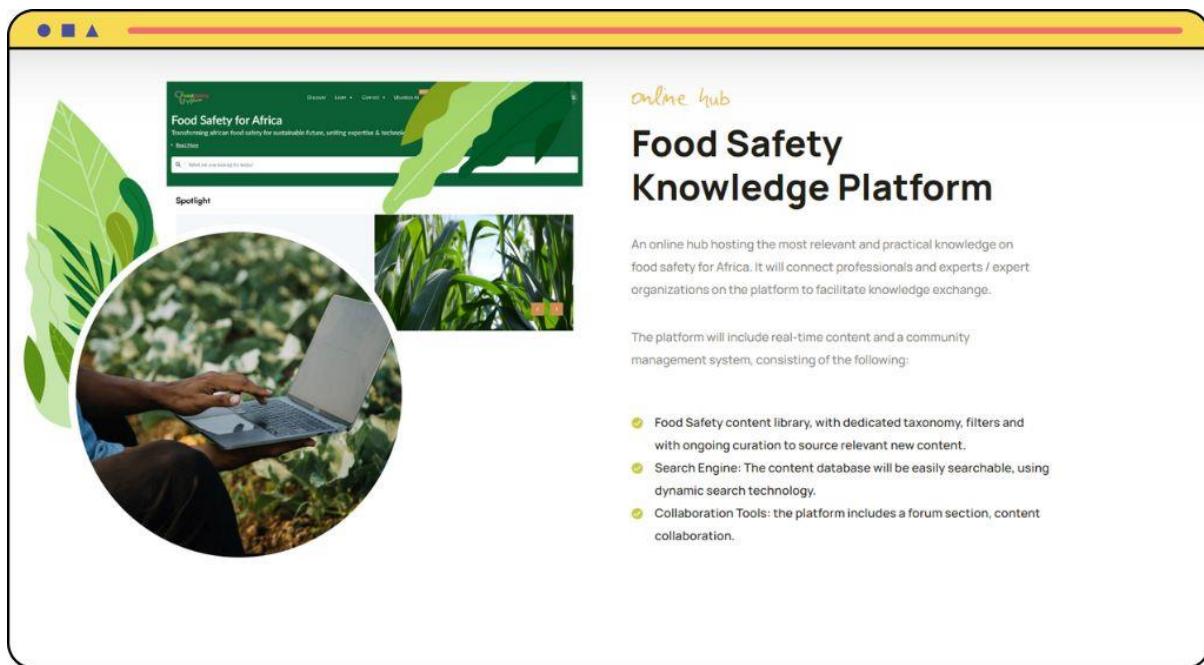
Figure 23: FS4Africa Knowledge Platform [menu]

3 Browsing

The website menu is available through all pages, allowing visitors to find information they are after, regardless of the page they are currently viewing or how they arrived on the website. Moreover, the menu remains visible at the top part of the website when the user scrolls again up (sticky menu).

The overall design and layout include the following graphical and textual elements:

→ Top
  o FS4Africa logo
  o The navigation menu
  o A search option depicted by a magnifying glass
  o Social Media Links (Facebook, X/Twitter, LinkedIn, YouTube, SlideShare)
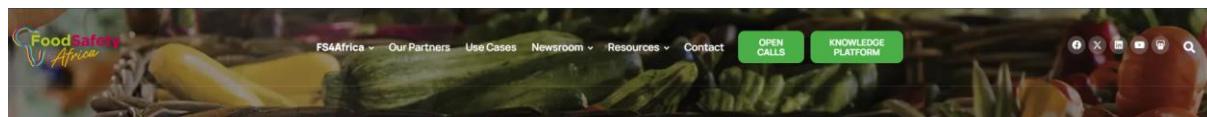
Figure 24: FS4Africa website / top graphical and textual elements

→ Bottom
  o FS4Africa logo
  o Project title
  o Social Media Links (Facebook, X/Twitter, LinkedIn, YouTube, SlideShare)
  o Contact information
  o Newsletter subscription prompt
  o EU emblem & funding statement
  o Customize Consent Preferences
  o Active links for FS4Africa Cookie and Privacy Policies (*refer to Annex I for the full text*)
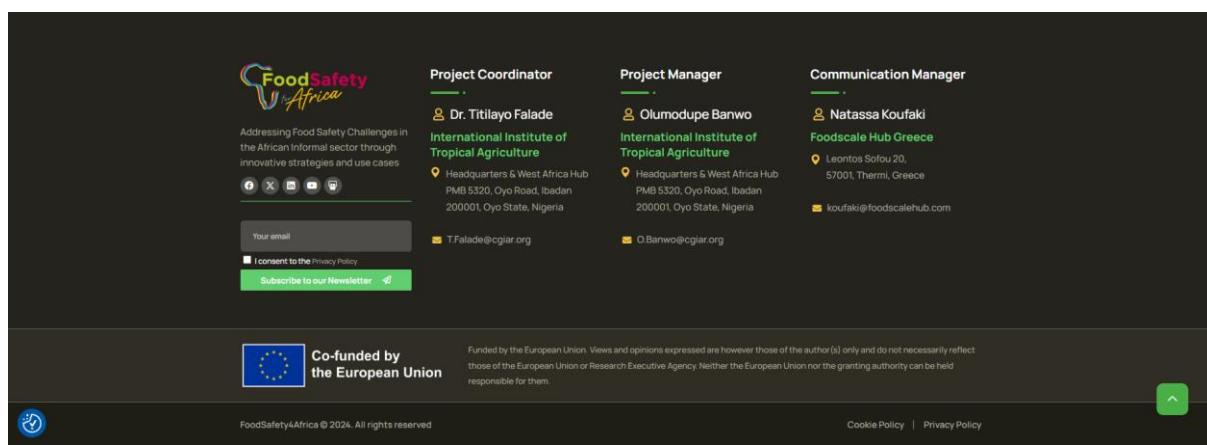
Figure 25: FS4Africa website / bottom graphical and textual elements

A "scroll to top" button also appears in the bottom right part of the website. This button is a graphical user interface element that allows the user to quickly navigate to the top of a page or a long list.

4 Conclusions

In summary, FS4Africa website embodies a modern and captivating design that strikes a balance between being informative and user-friendly. Its organized menus facilitate easy navigation, offering detailed insights into the project's scope and objectives for stakeholders, end-users, and the wider audience. Serving as the central hub for dissemination materials and deliverables, the website aims to enhance the project's value and dissemination efforts.

All content uploaded and displayed on the website strictly follows the project's messaging guidelines, guaranteeing uniformity across all materials. To uphold excellence and trustworthiness, a strong quality control system is in place. The Coordinator's team and the WP Leader collaborate to supervise content creation and uploading, ensuring that only authorized and precise information reaches the public. It's worth highlighting that the exact process for content approval by these parties will be thoroughly outlined in the DEC Plan, offering transparency and accountability in content management protocols.

Similarly to the previous statement, the monitoring and reporting procedure regarding the Key Performance Indicators (KPIs) will also be described in detail in the DEC Plan.

Lastly, it is noted here that information on the Project can also be found on the Community Research and Development Information Service (CORDIS), which is the European Commission's primary source of results, here.

foodsafety4africa.eu

5 Annex I: Cookie and Privacy Policy

Cookie Policy

1. What are Cookies?

"Cookies" are small text files that are stored on your computer through the Internet browser, only retaining information related to your preferences and therefore not including your personal data.

2. What are Cookies for?

Cookies help determine the usefulness, interest and number of uses of your websites, allowing for faster and more efficient browsing, eliminating the need to repeatedly enter the same information.

3. What type of Cookies do we use?
There are two groups of cookies that can be used:

Permanent Cookies: These are cookies that are stored in the browser in your access equipment (PC, mobile and tablet) and are used whenever you visit our website more than once. They are generally used to direct the browsing to the user's interests, allowing us to provide a more personalised service.

Session Cookies: These are temporary cookies that remain in your browser's cookie file until you leave the website. The information obtained by these cookies serves to analyse patterns of web traffic, allowing us to identify problems and provide a better browsing experience.

4. For what purposes do we use Cookies?
Strictly necessary Cookies

They allow you to browse the website and use its applications as well as to access secure areas of the website. Without these cookies, the services you have requested cannot be provided.

Functional Cookies

They store user preferences for site usage so that you do not need to reconfigure the site each time you visit it.

Advertising Cookies

They direct advertising according to the interests of each user so as to direct advertising campaigns, taking into account the tastes of users, and they also limit the number of times you see the ad, helping to measure the effectiveness of advertising and the success of the website organisation.

5. How can you manage Cookies?
Cookie Settings

You can change your cookie preferences any time by clicking the above button. This will let you revisit the cookie consent banner and change your preferences or withdraw your consent right away.

In addition to this, different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies. Listed below are the links to the support documents on how to manage and delete cookies from the major web browsers.

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Chrome: https://support.google.com/accounts/answer/32050

Safari: https://support.apple.com/en-in/guide/safari/sfri11471/mac

Firefox:https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US

Internet Explorer: https://support.microsoft.com/en-us/topic/how-to-delete-cookie-files-in-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc

If you are using any other web browser, please visit your browser's official support documents.

Note, however, that by disabling cookies you can prevent certain web services from functioning properly, partially or totally affecting browsing of the website.

6. What happens when Cookies are disabled?

Certain functions and services may stop working or behave unexpectedly, such as identifying the user on certain pages or receiving information that takes into account the location of the user, among others.

If you disable the cookies on this web page, you may not have access to certain areas, or the quality of your browsing experience may be considerably lower.

7. The Cookies used on this web page

We use tools like Google Analytics to better understand how visitors interact with our website. This provides us with important information to enable the site to work better. The information collected is not linked to your personal data.

For more information on the cookies set by Google Analytics, please visit: http://code.google.com/apis/analytics/docs/concepts/gaConceptsCookies.html

The following cookies are used:

Necessary

Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Cookie	Duration	Description
cookieyes-consent	1 year	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about the site visitors.

elementor	never	The website's WordPress theme uses this cookie. It allows the website owner to implement or change the website's content in real-time.

Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Cookie	Duration	Description
trx_addons_is_retina	1 day	ThemeREX sets this cookie to determine if the user has a retina display.

Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Cookie	Duration	Description
CONSENT	2 years	YouTube sets this cookie via embedded YouTube videos and registers anonymous statistical data.

Advertisement

Advertisement cookies are used to provide visitors with customized advertisements based on the pages you visited previously and to analyse the effectiveness of the ad campaigns.

Cookie	Duration	Description
YSC	session	YouTube sets this cookie to track the views of embedded videos on YouTube pages.

VISITOR_INFO1_LIVE	5 months 27 days	YouTube sets this cookie to measure bandwidth, determining whether the user gets the new or old player interface.
test_cookie	15 minutes	doubleclick.net sets this cookie to determine if the user's browser supports cookies.
yt-remote-device-id	never	YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.
yt.innertube::requests	never	YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.
yt-remote-connected-devices	never	YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.
yt.innertube::nextId	never	YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.

8. Additional guarantees and withdrawal of acceptance

FS4Africa project will not be held liable for the content and veracity of the privacy policies of third party components that may be included in this web page.

As an additional guarantee, the recording of cookies on this website may be subject to users accepting the cookies during their visit to the web page and the installation or update of the browser used. This acceptance may be revoked at any time in the content and privacy settings, as defined above in point 5 of this policy, or by using the link at the bottom of this page.

9. Cookie policy update

FS4Africa project may change this cookie policy in accordance with legal or regulatory requirements or adapt this policy to new instructions provided by law.

Whenever significant changes are made to this cookie policy, users of the web page will be notified.

10. More information on Cookies

More information about cookies can be found on this link: www.allaboutcookies.org

Privacy Policy

This privacy policy governs the use of your personal data by FS4Africa project – this project has received funding from the European Union's Horizon Europe Programme under grant agreement No 101136916; communicate with us via e-mail, telephone, the contact form available on the website and our social media channels; e.g. LinkedIn, Twitter, Facebook, YouTube (hereafter referred to as "Social Media Channels"); or interact with us at fairs and events.

NOTE: If you want information on how we process personal data via cookies on our Website, you are kindly referred to our Cookie Policy.

1. Who is responsible for the processing of your personal data?

1.1 Your personal data are processed by Foodscale Hub, dissemination and communication partner of the FS4Africa project – this project has received funding from the European Union's Horizon Europe Programme under grant agreement No 101136916. You can contact us via e-mail at info@FS4Africa.eu .

1.2 Foodscale Hub reserves the right to modify, change or amend this Privacy Policy at its own discretion and from time to time. Such modifications, changes or amendments shall be communicated via the Website. In case of questions or comments with regard to the modifications, changes or amendments, you can inform us by sending an e-mail to info@FS4Africa.eu .

2. What categories of personal data do we process?

2.1 When you fill out the contact form on our Website, or contact us via e-mail, telephone or Social Media Channels, we collect:

→ the basic identity information you provide us with, such as name, e-mail address, postal address, telephone number, the company you work for, your function;

→ the content of your communication and the technical details of the communication itself (with whom you correspond at our end, date and time, etc.);

→ your preferences regarding receiving our e-mail communications, such as newsletters, advertisements, etc;

→ electronic identification data, such as IP address;

→ publicly available information of your profile on Social Media Channels and any other personal data you choose to provide to us with.

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2.2 Whenever you leave us your business card or interact with us at fairs and events at which we are present, we may collect:

→ the basic identity information you provide us with, such as name, e-mail address, postal address, telephone number, the company you work for, your function (i.e. when such information is provided by you or shown on your business card);

→ your image.

3. For what purpose do we use your personal data?

3.1 Foodscale Hub processes your personal data to provide you in a personalized and efficient way with the information, products and/or services you request via the Website, e-mail, telephone, Social Media Channels and fairs and events.

3.2 Foodscale Hub processes your personal data to communicate with you as a result of our contact at a trade fair and/or event or as a result of your approach via the Website, e-mail, telephone or one of our Social Media Channels.

3.3 Foodscale Hub processes your personal data to perform statistical analyses so that we may improve our Website, our products and services or develop new products and services.

3.4 Foodscale Hub processes your personal data to comply with legal obligations or to comply with any reasonable request from competent law enforcement agents or representatives, judicial authorities, governmental agencies or bodies, including competent data protection authorities. Your personal data may be transferred upon Foodscale Hub's own initiative to the police or the judicial authorities as evidence or if there are justified suspicions of an unlawful act or crime committed by you through your registration with or use of the Website, our Social Media Channels or other communication with us.

3.5 Foodscale Hub may process your personal data for the preservation of the legitimate interests of FS4Africa project, its partners or a third party if and when your registration with, or use of, the Website, Social Media Channels or other communication channels can be considered (a) a violation of any applicable terms of use or the intellectual property rights or any other right of a third party, (b) a threat to the security or integrity of the Website, (c) a danger to the Website or any of FS4Africa project's or its subcontractors' underlying systems due to viruses, Trojan horses, spyware, malware or any other form of malicious code, or (d) in any way hateful, obscene, discriminating, racist, slanderous, spiteful, hurtful or in some other way inappropriate or illegal.

3.6 Foodscale Hub processes your personal data mentioned under clauses 2.1, 2.2 above for marketing purposes, i.e. to provide you with targeted communications, promotions, offerings and other advertisements of FS4Africa project and selected partners. FS4Africa project will only send you communications, promotions, offerings, newsletters and other advertisements via e-mail or other person-to-person electronic communications channels if you have explicitly consented to receiving such communications, newsletters and other advertisements.

4. Why is our processing of your personal data legitimate?

4.1 For the processing of your personal data for the purpose outlined in clause 3.1, we ask for your consent.

4.2 The processing of your personal data for the purpose outlined in clause 3.4 is necessary to allow FS4Africa project to comply with its legal obligations.

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4.3 The processing of your personal data for the purposes outlined in clauses 3.2, 3.3, and 3.6 is necessary for the purpose of the legitimate interests of FS4Africa project, which are:

→ being able to appropriately respond to your requests for information and other requests;

→ communicate your personal data to our partners in the FS4Africa project to provide you with adequate information;

→ allowing us to defend ourselves in legal proceedings;

→ continuous improvements to the Website, our Social Media Channels, products and services to ensure that you have the best experience possible;

→ keeping our Website, Social Media Channels, products and services safe from misuse and illegal activity;

→ safeguarding our commercial and business interests and needs in light of changing market conditions.

→ marketing and promotion of our products, services, brands an overall successful commercialization of our products and services.

4.4 For processing your personal data for the purposes outlined in clause 3.1, Foodscale Hub as the responsible party asks for your consent. By consenting to our processing of your personal data for sending you communications, promotions, offerings, newsletters and other advertisements via e-mail or other person-to-person electronic communications channels, you agree that we are allowed to process your personal data for this purpose in the manner and under the conditions outlined in this Privacy Policy.

5. What are our quality assurances?

5.1 Foodscale Hub does its utmost to process only those personal data which are necessary to achieve the purposes listed under the purpose for processing.

5.2 Your personal data is processed only for as long as necessary for the purposes listed above or up until such time where you withdraw your consent for processing them. Foodscale Hub will de-identify your personal data when they are no longer necessary for the purposes outlined in the purpose for processing, unless there is:

→ an overriding interest of FS4Africa project or any other third party in keeping your personal data identifiable;

→ a legal or regulatory obligation or a judicial or administrative order that prevents FS4Africa project from de-identifying them.

5.3 Foodscale Hub takes all the appropriate technical and organizational measures to keep your personal data safe from unauthorized access or theft as well as accidental loss, tampering or destruction. Access by personnel of Foodscale Hub or its third party processors will only be on a need-to-know basis and subject to strict confidentiality obligations.

6. What are your rights?

6.1 You have the right to request access to all personal data processed by Foodscale Hub pertaining to you. Foodscale Hub reserves the right to charge an administrative fee for multiple

subsequent requests for access that are clearly submitted for causing nuisance or harm to FS4Africa project.

6.2 You have the right to ask that any personal data pertaining to you that are inaccurate, are corrected free of charge. If a request for correction is submitted, such request shall be accompanied of proof of the flawed nature of the data for which correction is asked.

6.3 You have the right to withdraw your earlier given consent under clause 4.4 for processing your personal data.

6.4 You have the right to request that personal data pertaining to you will be deleted if they are no longer required in light of the purposes which are outlined above or if you withdraw your consent for processing them. However, you need to keep in mind that a request for deletion will be evaluated by Foodscale Hub against:

→ overriding interests of FS4Africa project or any other third party;

→ legal or regulatory obligations or administrative or judicial orders which may contradict such deletion.

Instead of deletion you can also ask that Foodscale Hub limits the processing of your personal data if and when (a) you contest the accuracy of that data, (b) the processing is illegitimate or (c) the data are no longer needed for the purposes which are outlined above, but you need them to defend yourself in judicial proceedings.

6.5 You have the right to oppose the processing of personal data if you are able to prove that there are serious and justified reasons connected with his particular circumstances that warrant such opposition. However, if the intended processing qualifies as direct marketing, you have the right to oppose such processing free of charge and without justification.

6.6 You have the right to receive from us in a structured, commonly used and machine-readable format all personal data you have provided to us with.

6.7 If you wish to submit a request to exercise one or more of the rights listed above, you can send an e-mail to info@FS4Africa.eu for all data subject rights matters. An e-mail requesting to exercise a right shall not be construed as consent with the processing of your personal data beyond what is required for handling your request. Such a request should clearly state and specify which right you wish to exercise and the reasons for it if such is required. It should also be dated and signed and accompanied by a digitally scanned copy of your valid identity card proving your identity.

FS4Africa project will promptly inform you of having received this request. If the request proves valid, FS4Africa project shall notify it as soon as reasonably possible and at the latest thirty (30) days after having received the request.

If you have any complaint regarding the processing of your personal data by Foodscale Hub, you may always contact FS4Africa project via the e-mail address mentioned in the first paragraph of this clause. If you remain unsatisfied with FS4Africa project's response, you are free to file a complaint with the competent data protection authority, i.e. the data protection authority of the country where you reside or the Hellenic Data Protection Authority (Αρχή Προστασίας Δεδομένων Προσωπικού Χαρακτήρα). For more information, visit https://www.dpa.gr/en.