



TEALHELIX

SMART LABELS
INCLUSIVE SOLUTIONS

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DELIVERABLE 8.5

Project website

White Research

28 / 02 / 2025



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PU	Public, fully open	X
SEN	Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	
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ABBREVIATIONS

DCP	Dissemination and Communication Plan
D&C	Dissemination and Communication
CMS	Content Management System
GDPR	General Data Protection Regulation
KPIs	Key Performance Indicators
SEO	Search Engine Optimisation
SMA	Social Media Accounts
SSL	Secure Sockets Layer
GDPR	General Data Protection Regulation
SEO	Search Engine Optimisation

Executive Summary

This document introduces the TealHelix project website, accessible at <https://www.tealhelix.eu/>. It details the website's conceptual framework, key content, and its expected contribution to the project and its target audiences.

As the principal digital communication tool identified in the project's Dissemination and Communication Plan (DCP), the TealHelix website aims to boost visibility, foster stakeholder engagement, and advance the project's overarching objectives, which include empowering consumers with personalised, inclusive, and sustainable labelling solutions.

Functioning as the project's central digital platform, the website is integral to the success and long-term impact of TealHelix. It offers extensive information, resources, and interactive features and tools, positioning itself as a hub for stakeholders, media representatives, and the general public. To maximise its reach, the website is supported by a blend of online and offline dissemination and communication initiatives, designed to drive engagement and contribute to the achievement of project goals. Consequently, the design, management, and maintenance of the website are critical components of the project's communication strategy.

1. Introduction

The TealHelix project website, launched in February 2025, functions as the central platform for all external project-related information communication and results' dissemination. Serving as both a comprehensive content sharing system for consortium partners and the primary communication channel for stakeholders, the media, and the general public, the website plays a vital role in facilitating the flow of information between the project and its audiences.

Designed to effectively disseminate project results and achievements, the website offers a wide range of pages, including:

- **About**
 - **Our vision:** A project overview featuring comprehensive details about the project's objectives, aims, and vision.
 - **Consortium:** Profiles of all consortium member organisations.
 - **Stakeholder board:** Information on the individuals involved in this advisory group (e.g., full name, job title, expertise).
- **Objectives & Methodology:** Insights into the project's goals, work package activities, and anticipated impact.
- **Pilots:** Information on TealHelix's pilot testing locations, featuring an interactive map.
- **News & Events**
 - **Latest News & Events:** Updates on project milestones, as well as announcements about conferences, workshops, and seminars.
 - **Newsletters:** Access to project newsletters providing regular updates.
 - **Press Room:** Access to press releases, media coverage, and official announcements.
- **Results & Resources:**
 - **Deliverables:** Public documents and deliverables produced during the project.
 - **Publications:** Reports and analyses detailing the outcomes and impact of project initiatives.
 - **Promotional material:** High-quality downloadable assets, including the TealHelix logo, leaflet, poster, and presentation.
- **Synergies:** A form inviting other EU initiatives to collaborate with TealHelix, along with profiles of relevant EU initiatives with which TealHelix has established synergies. **Contact us:** Information for reaching out to the project team for further details or potential partnerships featuring a contact form to directly contact the D&C team.

The website also features an acknowledgment section for the Horizon Europe Framework Programme funding, along with direct links to the project's social media platforms (Facebook, LinkedIn, YouTube, X, Bluesky, and Instagram). Additionally, a newsletter pop-up will appear upon entry, inviting visitors to subscribe for updates.

Additionally, an "**Apps & Tools**" section may be included in the future, providing access to **Claims Buster app**, **BetterMe app** and **Sustainable Food Compass** that support the project's objectives and enhance stakeholder engagement.

The following sections of this document provide an in-depth overview of the TealHelix project website, covering its digital presence, technical features, and its critical role in supporting the project's objectives and activities.

2. Dissemination & Communication

Objectives

The TealHelix project website has a central role in the project's Dissemination and Communication (D&C) efforts, forming a key element of the digital and online strategy outlined in the DCP. As highlighted in the DCP, combining digital and traditional communication approaches is crucial to effectively engage all target audiences. These methods are designed to complement and strengthen each other, creating a balanced strategy that supports the project's goals and maximises its impact.

The website has been developed with the following objectives:

- **Main communication platform:** The TealHelix website serves as a core channel for sharing project updates, including news, events, and partnerships. Its content is also disseminated via social media and highlighted in a biannual newsletter, which directs readers to the website and is easily accessible through a dedicated section. Collaborations with synergy projects' websites and relevant stakeholders further expand its reach by an interconnected online network.
- **Regularly updated content:** The website offers information about the project's concept, methodology, and consortium, along with access to public deliverables and scientific publications. To keep the platform engaging and relevant, content such as videos, news, and event updates is regularly refreshed. This approach not only improves search engine visibility but also ensures audiences stay informed. Updates are strengthened through social media and newsletters to attract visitors and broaden the project's outreach.
- **Consistent visual identity:** The website reflects the essence of the TealHelix project through a cohesive visual design that aligns with its themes and objectives. This consistent branding reinforces the project's messaging and recognisability.
- **Ease of use:** Designed with a user-friendly interface, the website ensures that stakeholders can easily navigate and interact with the content, facilitating engagement and accessibility.

3. Technical Characteristics

The TealHelix project website incorporates specific technical features to effectively address the project's communication and dissemination requirements. Table 1 provides an overview of the technologies employed in its development, with further details on its main characteristics outlined below.

Table 1. Overview of the technologies used for website development

Technical characteristics overview	
Content Management System	WordPress
Programming language	PHP
Database	MYSQL 5.7
WordPress theme	DIVI
Integrations	Google webmaster search console and analytics; Mailchimp; Metricool

3.1 Content Management System (CMS)

The TealHelix project website is built on WordPress, a versatile and widely-used content management system (CMS) known for its robust functionality and user-friendly design. WordPress, an open-source platform developed in PHP, is recognised as one of the most accessible and powerful tools for website management. Below are the key features and advantages of using WordPress for the TealHelix project website:

- **Intuitive interface and ease of learning:** WordPress offers an easy-to-use interface, allowing team members with limited technical skills to efficiently manage and update website content, ensuring it remains current and relevant. The platform's straightforward design ensures new users can quickly become proficient in managing content, a vital feature for a dynamic initiative like TealHelix.
- **Customisation:** The TealHelix website uses the DIVI theme, a flexible and highly customisable design tool that supports a unique and professional visual identity while accommodating evolving project needs.
- **Extensive plugin options:** With access to over 58,000 plugins, WordPress enables the addition of a wide range of functionalities without requiring custom programming. Plugins for SEO, social media integration, analytics, and other features enhance the website's performance and user experience.

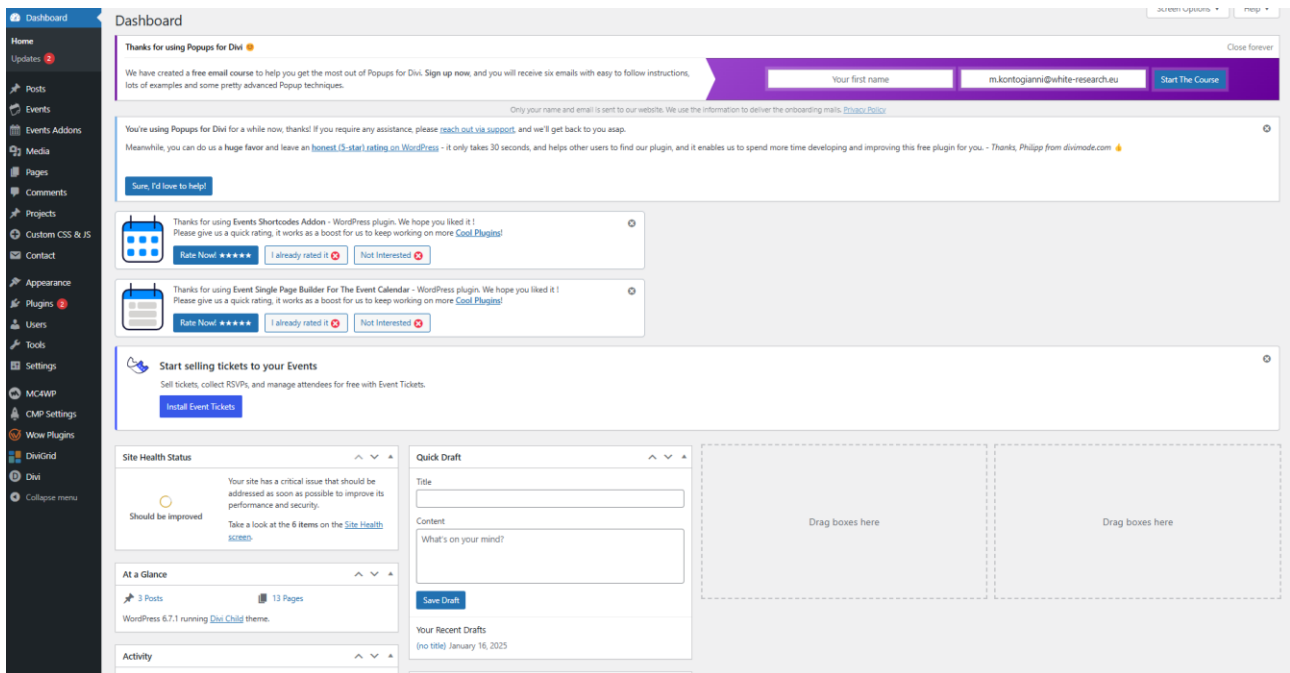


Figure 1. WordPress Dashboard

3.2 Responsiveness and Performance Optimisation

The website features a responsive and multi-device-compatible design, ensuring seamless accessibility and functionality across desktops, tablets, and smartphones. This adaptive design adjusts to various screen sizes, offering an optimal viewing experience for all users.

Additionally, the website's images are optimised to reduce file sizes while maintaining high quality, which contributes to faster page load times and better overall performance. The implementation of "lazy loading" for images and videos ensures that non-essential resources are only loaded when needed, further improving initial page load time and enhancing the user experience.

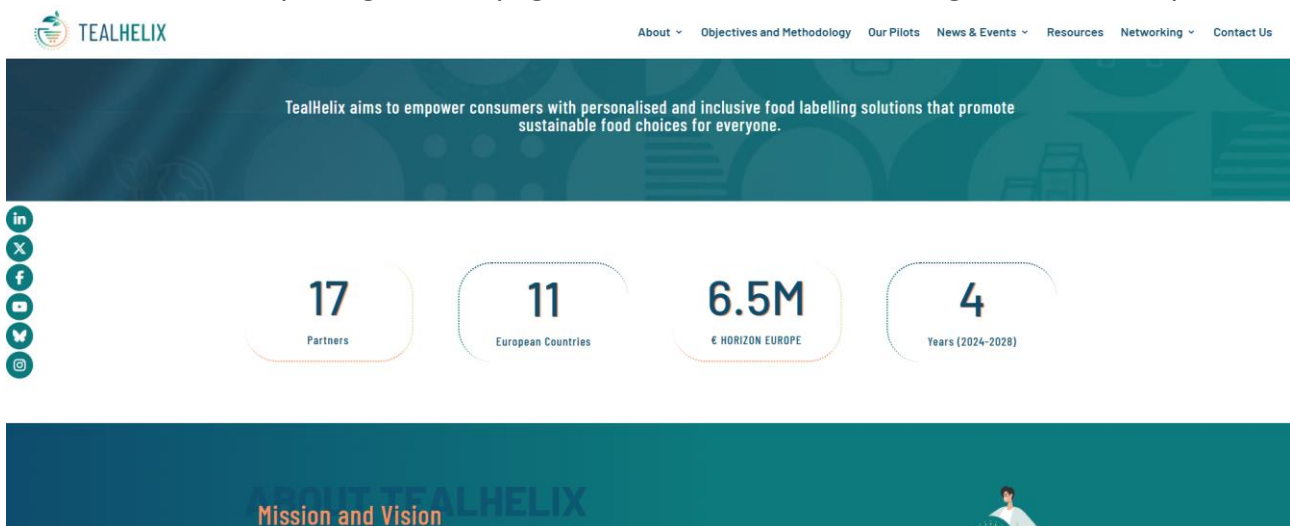


Figure 2. TealHelix website desktop version



Figure 3. TealHelix website tablet version

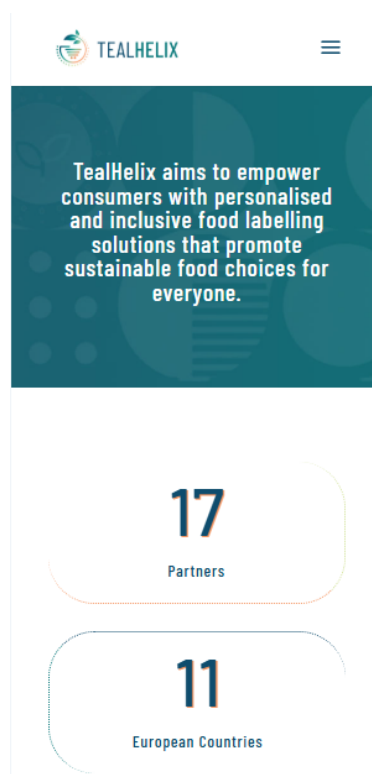


Figure 4. TealHelix website mobile version

3.3 Search Engine Optimisation (SEO)

WordPress is inherently SEO-friendly, offering built-in features and plugins that enhance the website's search engine visibility. Effective SEO plugins enable optimisation of keywords, meta descriptions, and image alt attributes, all of which contribute to improved search engine rankings. The website is specifically optimised for search engines by using relevant keywords, meta descriptions, alt text for images, and internal linking, which boosts its visibility on search engine results pages and attracts organic traffic. Additionally, the CMS structure supports regular updates and the addition of fresh content, which search engines like Google prioritise, helping to maintain and enhance the site's ranking over time.

3.4 Security and Encryption

The website employs Secure Sockets Layer (SSL) encryption to safeguard data exchanged between the site and its users, ensuring sensitive information remains secure and the site is trusted. Additionally, WordPress frequently releases updates to address security issues and enhance performance. The platform's extensive user base ensures that any vulnerabilities are swiftly identified and resolved.

4. TealHelix website sitemap

The TealHelix website's sitemap is designed to ensure smooth navigation and easy access to all relevant project information and tools. It outlines the website's structure, which includes key sections such as the homepage, about, objectives & methodology, pilots, news & events, resources, networking, and contact us. This clear structure is intended to enhance usability for all visitors, including stakeholders, researchers, and the general public. However, the website's structure and design may be updated during the project's lifespan to accommodate evolving needs and developments.

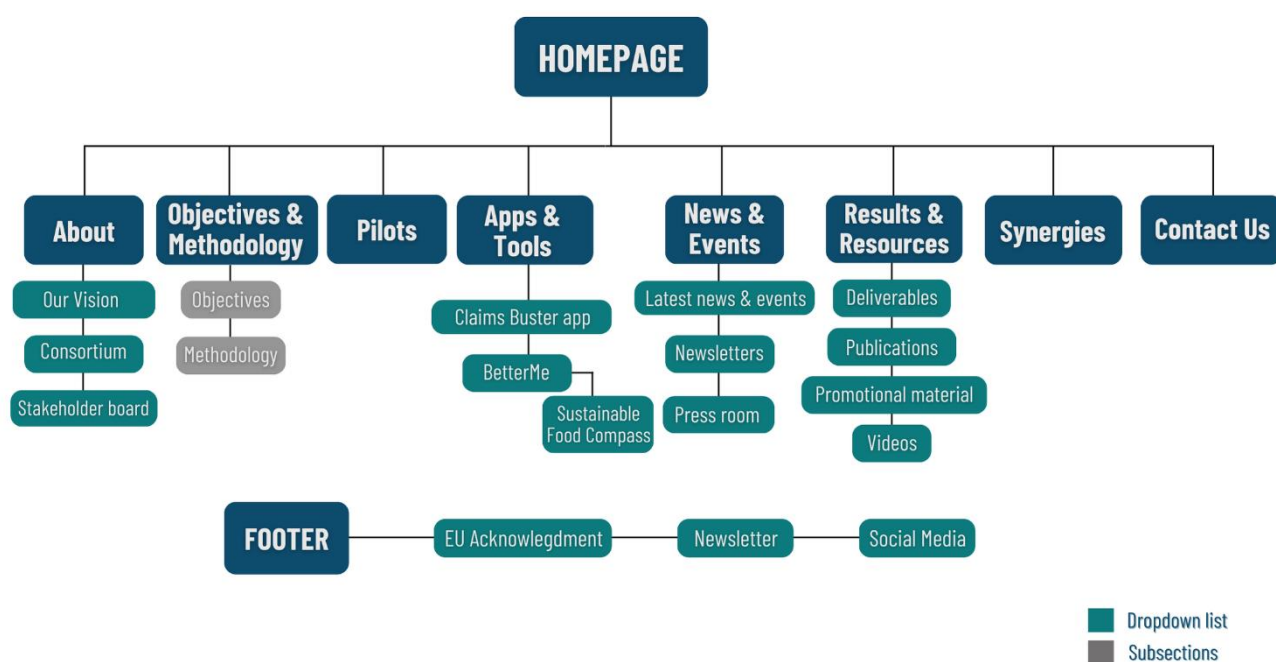


Figure 5. TealHelix site map

4.1 Homepage

The “Homepage” of the TealHelix website serves as the central hub for visitors, offering a clear and engaging overview of the project’s vision, objectives, and the latest updates. Designed with user experience in mind, it is both informative and easy to navigate.

- **Slogan banner:** The first visual element visitors encounter is the slogan banner, strategically placed to capture attention. It succinctly communicates the project’s core message: “TealHelix aims to empower consumers with personalised and inclusive food labelling solutions that promote sustainable food choices for everyone.”
- **Live counter:** Below the slogan, a dynamic live counter displays key project metrics, including the number of partners, participating countries, EU contribution, and the project’s duration, offering real-time insight into the project's scope.
- **Project information:** A brief section follows, providing an overview of the project's mission and vision, setting the stage for deeper engagement.
- **Objectives & vision:** The next section highlights the project's objectives and vision to empower consumers with personalised, inclusive, and sustainable labelling solutions.
- **Map of partners and pilot areas:** An interactive map that showcases the partners and the pilot areas for implementing the TealHelix project.



Figure 6. Partners and pilots map

- **Consortium carousel:** A carousel showcasing the consortium partners follows, giving visitors an overview of all the organisations involved.
- **Project coordinator’s quote:** A dedicated space features a quote from the project coordinator, offering a personal touch and reinforcing the project's commitment to its mission.
- **Latest news & events:** Finally, another carousel displays the latest news and upcoming events, keeping stakeholders informed and engaged with the project’s ongoing activities.

- **Footer:** At the bottom of the homepage, the footer is designed to provide additional navigation options and essential information. It includes:
 - **Newsletter signup:** A form for visitors to subscribe to the project's newsletter, ensuring they receive regular updates.
 - **EU acknowledgment:** A statement recognizing the European Union's Horizon Europe Framework Program funding, accompanied by the EU logo.
 - **Social media links:** Icons linking to the project's social media profiles on platforms like LinkedIn, X, Facebook, Bluesky, Instagram, and YouTube.

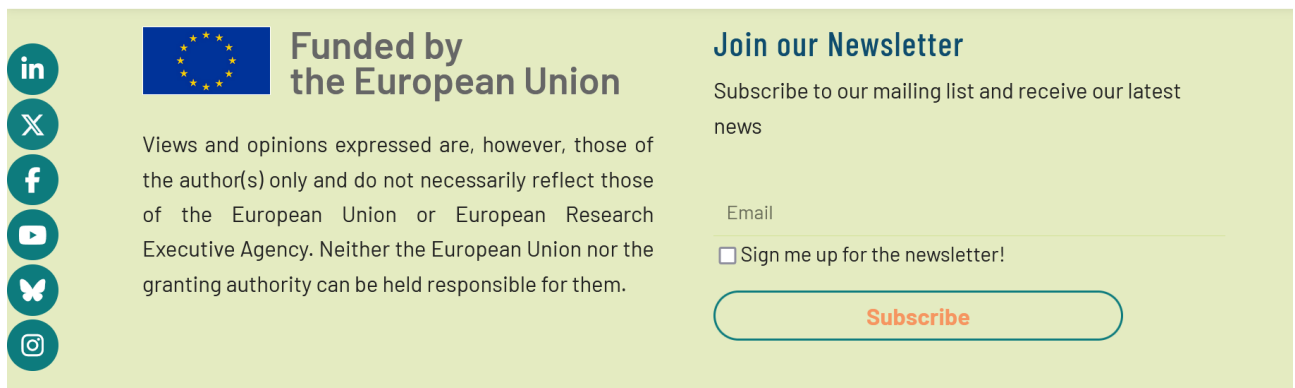


Figure 7. TealHelix footer

4.2 About

4.2.1 Our Vision

The "Our Vision" section of the website provides a concise description of the TealHelix project and its significance. It highlights the project's aims and importance in the context of sustainability and consumer empowerment.



Figure 8. TealHelix's "Our Vision" section

Following this introduction, detailed project information is presented, including:

- **Project Acronym**
- **GA ID**
- **Funding Scheme**
- **Start and End Date**
- **Duration**
- **Cluster**
- **Programme**
- **Topic**

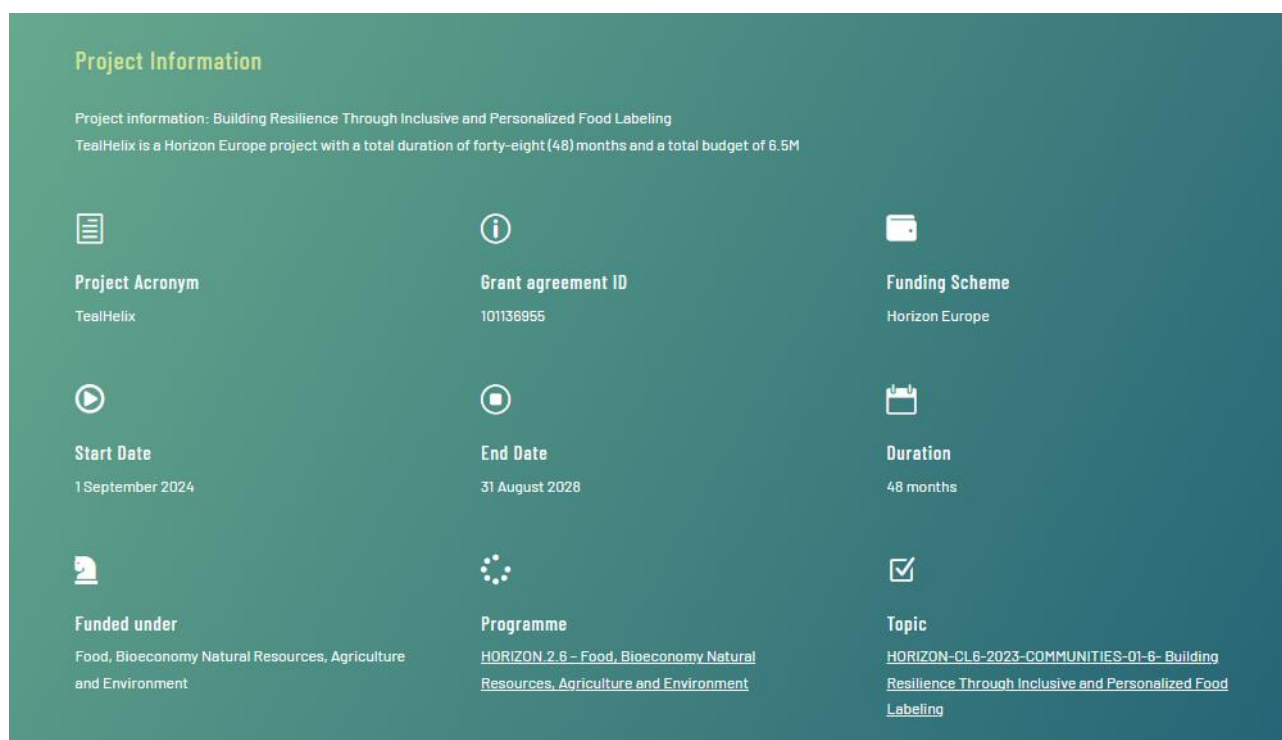


Figure 9. TealHelix project information

4.2.2 Consortium



Figure 10. TealHelix consortium partners

4.2.3 Stakeholder Board

The “*Stakeholder Board*” section will be featured on the website at a later stage. It will be published once we have gathered the necessary information and materials from our board members, along with their permission to display their personal data in compliance with relevant data protection regulations.

4.3 Objectives & Methodology

Objectives & Methodology

TealHelix Objectives

TealHelix is dedicated to offer new perspectives around sustainable food labelling, targeting multiple consumer groups, including resistant and vulnerable consumers. The objectives of the project are designed to support a transition to a transparent and inclusive food systems.

Here is what TealHelix aims to achieve:

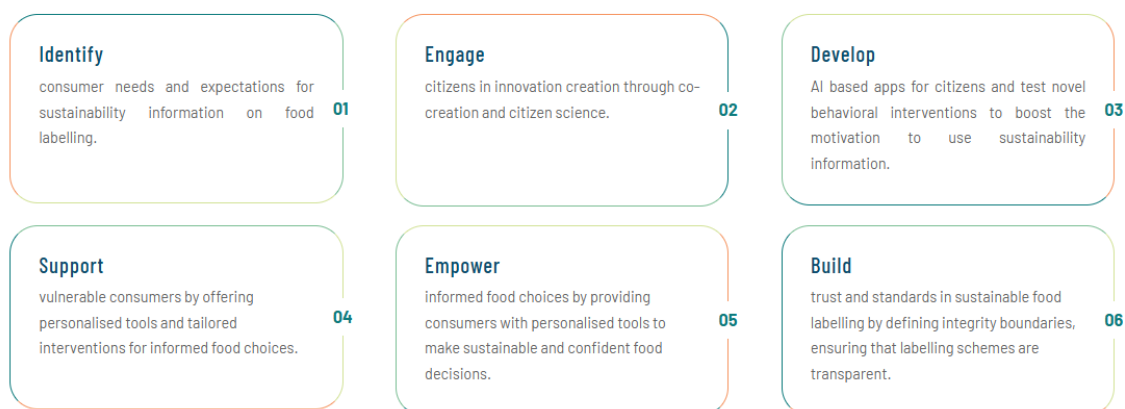


Figure 11. TealHelix objectives

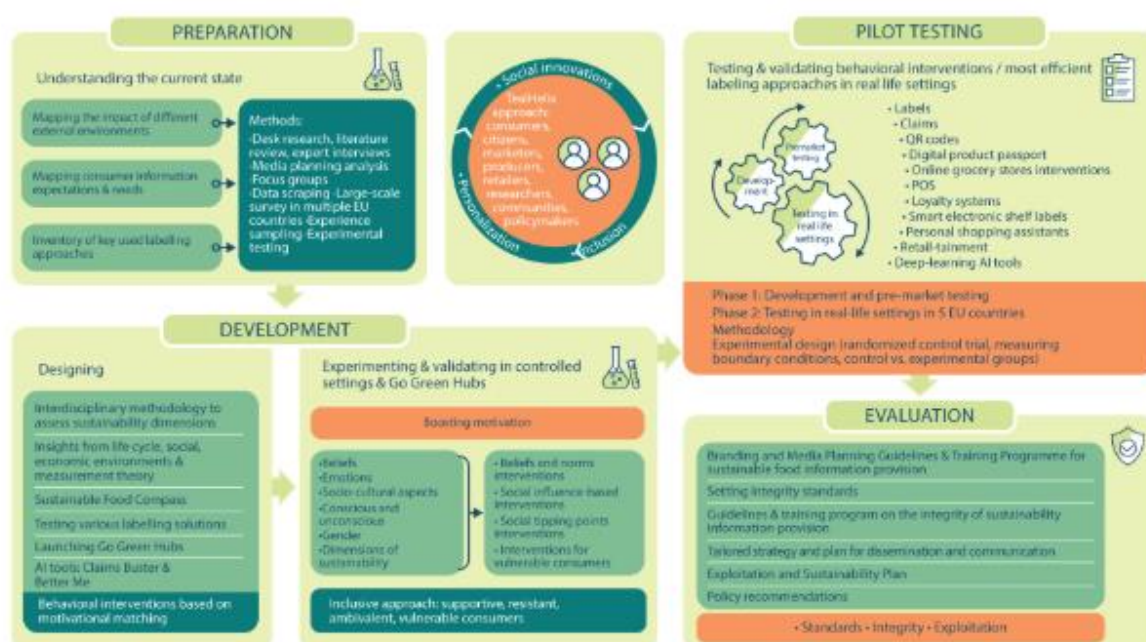


Figure 12. TealHelix methodology

4.4 Pilots

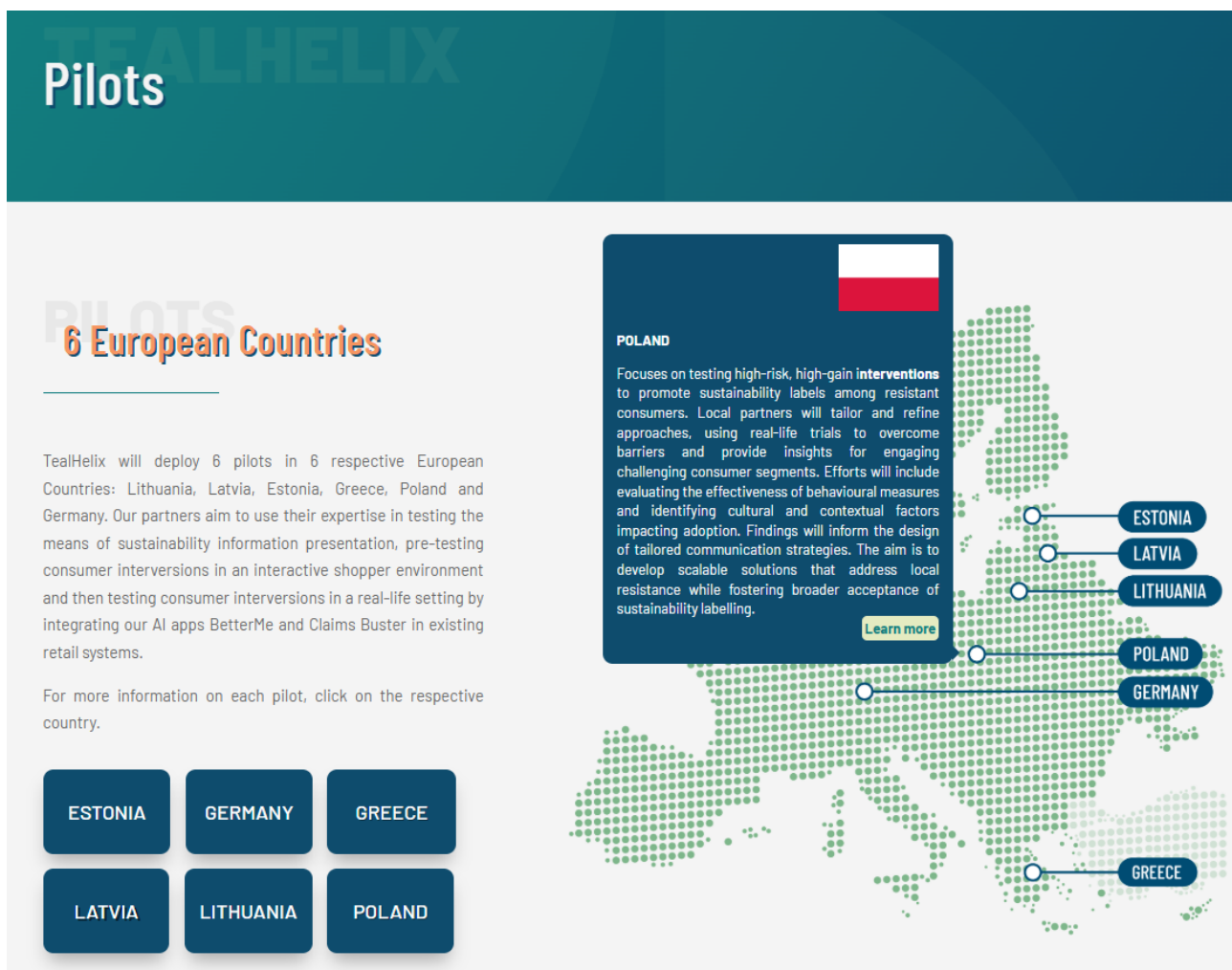


Figure 13. Interactive map with TealHelix pilots

4.5 News & Events

4.5.1 Latest News & Events

The "News and Events" section of the TealHelix project website is designed to keep visitors informed about the latest developments, upcoming activities, and significant milestones within the project. This section ensures continuous engagement with stakeholders by providing timely updates and detailed information on various project-related happenings

4.5.2 Newsletters

The "Newsletter" section serves as a key communication channel for disseminating project updates, achievements, and insights to stakeholders. Regularly published newsletters provide a concise summary of ongoing activities, research findings, upcoming events, and relevant industry trends. By

subscribing to the newsletter, stakeholders can stay informed about TealHelix's progress and contributions.

4.5.3 Pressroom

The “*Pressroom*” serves as a dedicated hub for TealHelix press releases, offering official statements and announcements about the project's objectives, milestones, and achievements. This section ensures accurate and timely communication with journalists, policymakers, and the public, supporting broader dissemination efforts by making key project updates accessible to media outlets.

4.6 Results & Resources

The “*Results & Resources*” section of the TealHelix website offers a comprehensive collection of materials designed to disseminate the project's findings and achievements. Organised into distinct sub-sections, this area includes:

- **Deliverables:** This sub-section includes a complete list of all public deliverables produced by the TealHelix project. Each deliverable includes a downloadable PDF, offering detailed insights into the project's progress, methodologies, and outcomes. Additionally, we take into account the Dissemination Level (e.g., public or restricted) to ensure the appropriate accessibility for the concerned reader.
- **Publications:** Dedicated to the scientific outputs of the TealHelix consortium, this sub-section features research papers and articles. Links to downloadable PDFs or external sources will be provided for easy access to published works.
- **Promotional material:** This sub-section contains downloadable promotional tools, such as the TealHelix leaflet and poster, and a project concept presentation. These materials are tailored to communicate the project's core objectives, key messages, and findings to a wide audience.
- **Videos:** This sub-section will host the TealHelix promotional video (M18) along with other videos produced throughout the project's implementation. These may include short interviews with consortium members, insights into project activities, and highlights of key milestones, providing a dynamic and engaging view of TealHelix's progress and impact.

4.7 Synergies

The “*Synergies*” section provides a platform for other EU initiatives to express their interest in collaborating with TealHelix. It features a Google Form where interested projects can submit basic information about their initiative and potential areas of synergy. Submitted entries will be reviewed by the TealHelix D&C team, who will assess opportunities for collaboration and follow up accordingly. It also features EU initiatives collaborating with TealHelix, providing their logos along with essential project details and contact information.

Networking

Synergies

The TealHelix project aims to broaden its impact by fostering synergies with relevant EU initiatives through joint actions, knowledge sharing, and strategic partnerships. To explore potential collaborations, please use this form to get in touch with the TealHelix's Dissemination and Communication team.

[Collaboration Form](#)



CUES

Consumers' Understanding of Eating Sustainably

CUES addresses the urgent need for a more sustainable food system that benefits the environment, society, and the economy. The project aims to foster a Triple Change in the food system concerning culture, food value chain, and policy. To this end, CUES will pilot nine food system interventions and policy dialogues, actively involving consumers, food value chain actors and policymakers. A learning community and toolkits for behavioural change and communication will be developed to motivate 3 million consumers to make sustainable food

Figure 14. Established synergies section



Acronym: CUES
Call: HORIZON-CL6-2023-COMMUNITIES-01
Programme: HORIZON
DG/Agency: REA
Current Status: Ongoing
End year: 2028
Coordinator: Erasmus University Rotterdam
Contact email: info@cuesproject.eu

Figure 15. Hoovering effect for more info

4.8 Contact Us

The “*Contact Us*” section is designed to foster effective communication between visitors and the TealHelix team. It provides stakeholders, researchers, and other interested parties with direct access to key team members, including the Project Coordinator and the Dissemination and Communication Manager. This section ensures that inquiries, collaboration opportunities, and information requests are directed to the appropriate contacts efficiently. Additionally, a contact form is included, allowing visitors to send messages directly to the Dissemination and Communication team, ensuring a streamlined and prompt response process.

5. Website management and responsibilities

5.1 Website Management

The structure and content of the TealHelix project website were thoughtfully designed by the Dissemination Manager, White Research (WR), with technical implementation carried out by the web design team at Infoscope Hellas. The website officially launched on 27 February 2025.

WR acts as the primary coordinator for the website, ensuring its effective operation through the following key responsibilities:

1. **Content management:** WR is responsible for editing and updating website content as necessary to ensure it remains accurate, engaging, and relevant throughout the project lifecycle.
2. **Quality assurance:** All materials uploaded to the website are reviewed by WR to uphold high-quality standards, ensuring consistency and professionalism.
3. **Performance monitoring:** WR actively tracks the website’s Key Performance Indicators (KPIs) using tools such as Google Analytics and Metricool. These insights inform updates to the D&C strategy and guide the consortium with targeted advice to achieve the project’s outreach and impact goals.

5.2 Responsibilities

While WR is primarily responsible for the smooth operation of the TealHelix project website, all project partners are expected to actively contribute content. This collaborative approach ensures the website remains dynamic, engaging, and relevant to stakeholders and the wider public throughout the project. Partner contributions include:

1. **Network dissemination:** Promoting the website within their networks to maximise visibility and reach.
2. **Event identification:** Suggesting relevant events in the sector to be highlighted on the platform.
3. **News content creation:** Contributing articles for the News and Events section, including updates on sector developments and project-specific activities such as events, workshops, and key outcomes.
4. **Content provision:** Providing supplementary materials, such as photographs or other requested content, to enhance the website’s offerings.

5. **Dissemination opportunities:** Identifying new avenues for promoting the project and its objectives.

All website content is published in English, ensuring accessibility to a broad audience. Additionally, materials such as reports and articles are freely available to all visitors, supporting open access and transparency.

6. Privacy and data protection

The TealHelix project website is committed to ensuring transparency and safeguarding users' personal data in compliance with GDPR regulations. The website's privacy policy governs the collection and use of personal data and includes the following key aspects:

- **Data collection:** Explains how personal data is collected.
- **Types of data:** Describes the specific types of personal data collected.
- **Lawful processing:** Outlines the legal basis for processing personal data.
- **Data usage:** Details how personal data is used within the project framework.
- **Data security:** Highlights measures in place to protect personal data and circumstances for processing.
- **Third-party sharing:** Specifies conditions for sharing personal data with third parties.
- **Data transfer:** Provides information on the transfer of personal data outside the European Economic Area (EEA).
- **Cookies:** Explains the use of cookies and similar tracking technologies.
- **User rights:** Details users' rights concerning their personal data, including access, correction, and deletion.
- **Data Retention:** States how long personal data is retained and the rationale for retention periods.
- **Third-party websites:** Includes a disclaimer regarding liability for external websites linked from the TealHelix site.
- **Children's data:** Outlines policies regarding the collection of personal data from children.

The privacy policy is regularly reviewed and updated to reflect the latest regulatory requirements and project practices. The most current version is always accessible on the website, with the effective date clearly displayed.

The full Privacy Policy can be found in the [Annex I](#).

7. Analytics and performance tracking

The TealHelix project will employ Google Analytics and Metricool to monitor and evaluate the website's performance. These tools provide critical insights into user behaviour, enabling data-driven decisions to enhance the website's effectiveness and maximise stakeholder engagement.

7.1 Key Performance Indicators (KPIs)

KPIs are essential metrics for measuring the success of the TealHelix website. Insights derived from these indicators will inform adjustments to the dissemination and communication strategy, ensuring project targets are met.

Table 2. TealHelix website – related KPIs.

Indicator	Target
Number of unique visits to the TealHelix web-portal	≥ 5,000

7.2 Tools and Insights

Google Analytics and Metricool will track and analyse website performance, offering detailed insights, including:

- **Real-time data:** Tracks current activity, such as active users and interactions.
- **Audience insights:** Provides demographic, interest-based, and geographic information about visitors.
- **Acquisition channels:** Identifies how visitors arrive at the website (e.g., search engines, direct visits, social media).
- **Behaviour flow:** Analyses visitor navigation paths, highlighting popular pages and potential drop-off points.
- **Conversion tracking:** Measures specific user actions, such as newsletter sign-ups and content downloads, to assess the effectiveness of calls to action.

This combination of tools and metrics will ensure the website's continuous optimisation, strengthening its role as a central hub for communication and dissemination throughout the TealHelix project.

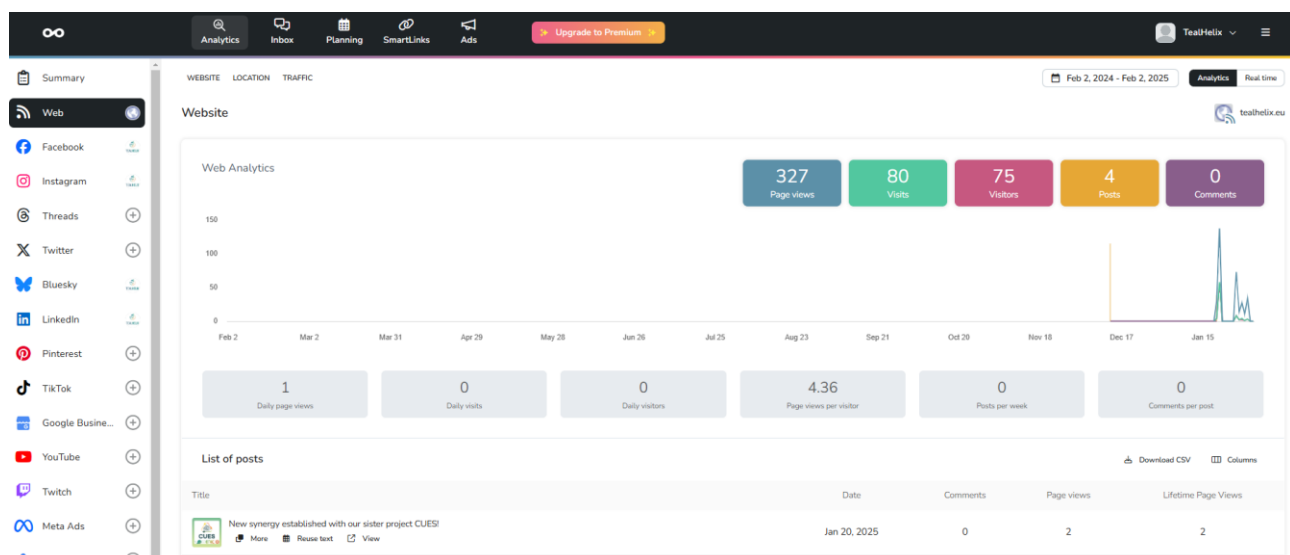


Figure 16. Metricool Dashboard

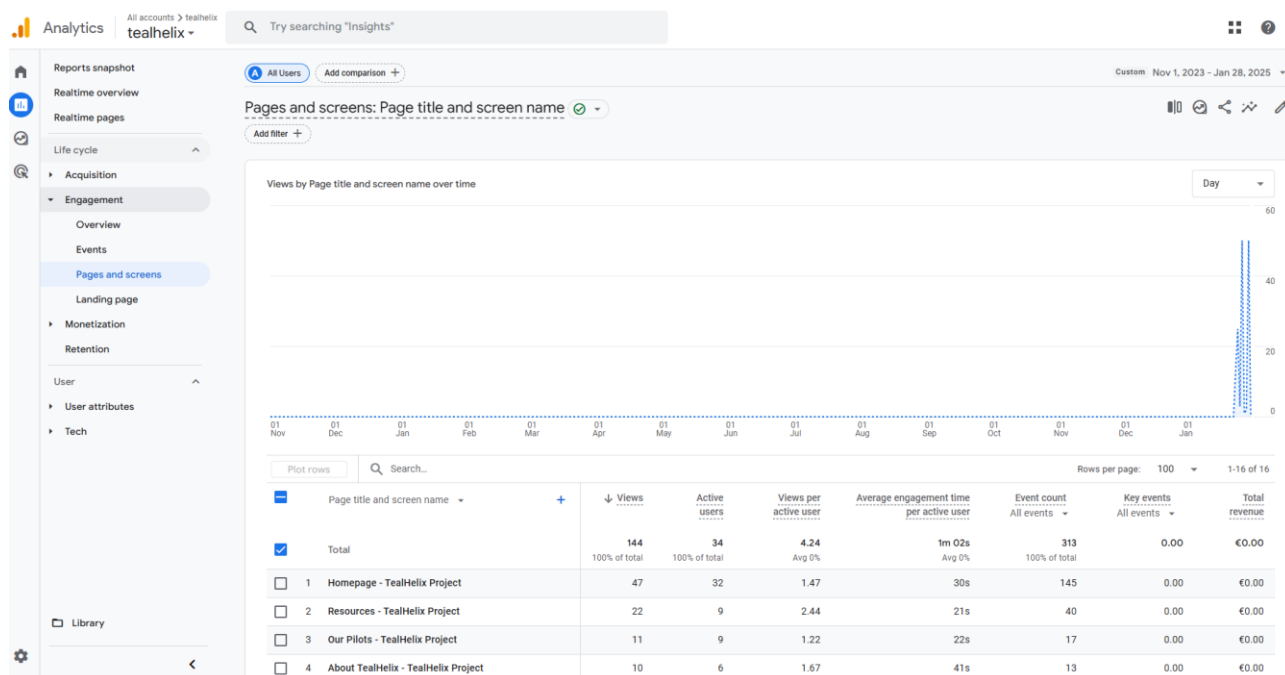


Figure 17. Google Analytics Dashboard

7.3 Reporting and Analysis

Data collected through Google Analytics will be systematically compiled into regular reports, providing comprehensive analyses of the TealHelix website's performance. These reports will serve as a foundation for strategic decision-making, supporting the project's communication and dissemination objectives. The Dissemination and Communication Manager (WR) will be responsible for processing these reports, ensuring that insights are effectively leveraged to enhance outreach and engagement.

Key uses of these reports include:

- **Evaluating engagement:** Measuring how effectively the website captures and retains visitors' attention while meeting their informational needs.
- **Identifying trends:** Recognising patterns in visitor behaviour, such as traffic spikes following events, campaigns, or content updates.
- **Content optimisation:** Leveraging insights to refine and enhance website content, ensuring it remains relevant, engaging, and user-centric.
- **Strategic adjustments:** Refining dissemination and communication strategies to improve outreach, increase stakeholder engagement, and achieve project targets.

Through continuous updates, rigorous quality control, and detailed performance monitoring, the TealHelix website aims to serve as a dynamic and impactful platform for communication. It will effectively engage diverse audiences, disseminate project findings, and support the overarching goals of the TealHelix initiative.

8. Conclusion

The TealHelix website serves as a dynamic platform, designed not only to provide information but also to facilitate collaboration, innovation, and active engagement among project partners and stakeholders. By delivering regularly updated and comprehensive content, the TealHelix consortium seeks to keep its community informed and engaged, while advancing its mission to empower consumers with tailored, inclusive, and sustainable labelling solutions.

Annex

Annex I – Website privacy policy

TealHelix Project website: <https://tealhelix.eu>.

This Privacy Policy applies to TealHelix project website and governs personal data collection and use by the website only. TealHelix project is committed to being transparent and to ensuring your privacy is protected. By using our website, you consent to personal data practices described below. TealHelix project Privacy Policy is effective from 27.02.2025. We reserve the right to update or change the policy at any time, therefore you may want to review it periodically.

1. How we collect your personal data

We collect personal data both directly and indirectly:

Directly. We obtain personal data directly from individuals in a variety of ways, including but not limited to the following cases:

- an individual subscribes to our newsletter/s;
- an individual registers to attend in meetings and/or events (e.g. conferences, webinars, etc.) we host and during attendance at such events;
- we establish cooperative relationships with an individual;
- we provide professional services pursuant to our contract with the European Commission;
- an individual participates in an interview or survey organised and performed by us.

Indirectly. We obtain personal data indirectly about individuals from a variety of sources, including:

- our research partners;
- our networks and contacts;
- public and open data sources such as public registers, news articles and internet searches;
- social and professional networking sites (e.g. LinkedIn).

2. What types of data we collect?

We only collect the data that are necessary for the smooth implementation of our project. These data fall into the following categories:

- **contact details** (name/ surname, e-mail address, street address, mobile phone number, land line phone number);
- **professional information** (job title, organisation, field of expertise);
- **demographics** (e.g. age, gender, nationality);
- **information about what a person knows or believes.**
- **videos and photos** (from people that attend our events).

3. Bases of lawful processing

We process personal data on the following legal bases:

Legal obligations – for processing activities required for compliance both with applicable national and European legislation, as well as with the specific legal and regulatory framework of the Horizon Europe Framework Programme for Research and Innovation of the European Union.

Consent – for processing activities such as organisation of surveys and interviews, completing of questionnaires and dissemination of project's results.

Contractual obligations – for processing activities such as reporting to the European Commission and complying with project's publicity obligations.

4. What we do with your personal data

We process your personal data with the purpose of:

- Conducting research (e.g., interviews, surveys);
- Disseminating our project's results to different types of stakeholders;
- Sending invitations and providing access to guests attending our events and webinars;
- Administering, maintaining, and ensuring the security of our information systems, applications, and websites;
- Processing online requests or queries, including responding to communications from individuals;
- Complying with contractual, legal, and regulatory obligations.

5. How we secure your personal data when we process it

We continuously apply a personal data risk assessment process to identify, analyse, and evaluate the security risks that may threaten your personal data. Based on the results of this risk assessment, we define and apply a set of both technical and organisational measures to mitigate the above security risks, including but not limited to:

- Data Protection Policies to guide our personnel when processing your data;
- Written contracts with organisations that process personal data on our behalf;
- Non-Disclosure Agreements with our personnel;
- Back up process, antimalware protection, access control mechanisms, etc.
- Some of/ all our partners have appointed a Data Protection Officer.

6. Do we share personal data with third parties?

We may occasionally share personal data with trusted third parties to help us deliver efficient and quality services. When we do so, we ensure that recipients are contractually bound to safeguard the data we entrust to them before we share the data. We may engage with several or all the following categories of recipients:

- Parties that support us as we provide our services (e.g., cloud-based software services such as Dropbox, Microsoft Teams, Google Drive);
- Our professional advisers, including lawyers, auditors, and insurers;
- Dissemination services providers (e.g., MailChimp);
- Law enforcement or other government and regulatory agencies or other third parties as required by, and in accordance with applicable law or regulation;
- The European Commission, according to our relevant contractual obligations.

7. Do we transfer your personal data outside the European Economic Area?

We do not own file servers located outside the European Economic Area (EEA). However, some partners may use cloud and/or marketing services from reputable providers such as SharePoint, DropBox, MailChimp, Google, etc., situated both inside and outside the EEA. We always check that such providers comply with the relevant GDPR requirements before start using their services.

8. Do we use cookies?

Our website uses cookies. A statement will be sent to your browser explaining the use of cookies. Cookies are small text files which are saved on your computer, mobile phone or tablet. They allow the website to remember your actions and preferences (such as login, language, font size and other display preferences) so you don't have to keep re-entering them whenever you come back to the site. You can control and/ or delete cookies as you wish. If you do this, however, you may need to manually adjust your preferences every time you visit a site. For more information on how to manage cookies, please visit: <http://www.aboutcookies.org/>

We use tools like Google Analytics and Metricool 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.

The following cookies are used by Google Analytics:

Name	Typical content	Cookie expires after
_ga	Used to distinguish users	2 years
_gat	Used to throttle request rate	1 minute
_gid	Used to distinguish users	24 hours

9. Your rights

You have the following rights regarding our processing of your personal data:

- **Right to withdraw consent** – You can withdraw consent that you have previously given to one or more specified purposes to process your personal data. This will not affect the lawfulness of any processing carried out before you withdraw your consent.
- **Right of access** – You can ask us to verify whether we are processing personal data about you and, if so, to have access to a copy of such data.
- **Right to rectification and erasure** – You can ask us to correct our records if you believe they contain incorrect or incomplete information about you or ask us to erase your personal data after you withdraw your consent to processing or when we no longer need it for the purpose it was originally collected.
- **Right to restriction of processing** – You can ask us to temporarily restrict our processing of your personal data if you contest the accuracy of your personal data, prefer to restrict its use rather than having us erase it, or need us to preserve it for you to establish, exercise or defend a legal claim. A temporary restriction may apply while verifying whether we have overriding legitimate grounds to process it. You can ask us to inform you before we lift that temporary processing restriction.

- **Right to data portability** – In some circumstances, where you have provided personal data to us, you can ask us to transmit that personal data (in a structured, commonly used, and machine-readable format) directly to another entity.
- **Right to object** – You can object to our use of your personal data for direct marketing purposes, including profiling or where processing has taken the form of automated decision-making. However, we may need to keep some minimal information (e.g., e-mail address) to comply with your request to cease marketing to you.
- **Right to make a complaint to your local Data Protection Authority (DPA)** (see https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm) regarding any concerns you may have about our data handling practices.

To ask us to do anything of the above, you can contact us by e-mail info@tealhelix.eu. We will promptly examine your request against the relevant requirements of the laws and regulations governing privacy and personal data protection, and we will answer the latest within 30 days after receiving your request. We will ask you for some kind of identification (e.g. photocopy of your identity card or passport) to avoid non-authorised revealing your personal data. If, due to the complexity of the request or a multitude of requests, we are unable to respond promptly, we will notify you within 30 days of any delay, which in no case may exceed two months from the expiration of the 30-day deadline.

10. How long do we retain personal data?

We retain personal data to provide our services, stay in contact with you and to comply with applicable laws, regulations, and contractual obligations to which we are subject. Please note that we are obliged to retain data concerning projects funded by the Horizon Europe Framework Programme for Research and Innovation of the European Union for up to five years after the project's end (unless auditors request further retention). After the expiry of the retention period, and unless further legitimate grounds for retention arise, we will dispose of personal data securely.

11. Disclaimer of liability for third party websites

Although our site may contain links to third-party sites, including the sites of the consortium partners, we are not responsible for the privacy practices or content of these sites and we expressly disclaim any liability for any loss or damage that may be caused by the use of these links. We do not monitor the privacy practices or the content of these sites. If you have any questions about the privacy practices of another site, you should contact the site's responsible personnel. We suggest you read the privacy policy of each website you interact with, before allowing the collection and use of your personal data.

We may also provide social media features that allow you to share information on your social networks and interact with our project on various social media sites. The use of these social media features may result in the collection or sharing of information about you. We recommend that you check the privacy policies and regulations of the social networking sites you interact with, so that you can be sure that you understand what information may be collected, used and disclosed by these sites.

12. Children

We do not knowingly collect, use, or disclose information from children under the age of 16. If we learn that we have collected the personal information of a child under 16 we will take steps to delete the information as soon as possible. Please immediately contact us if you become aware that a child under 16 has provided us with personal information.

13. Revisions of this Privacy Policy

This Privacy Policy is valid from 27.02.2025 and replaces any other previous notifications that we had issued in the past regarding our personal data management practices. We reserve the right to revise this Policy at any time. The current version will always be uploaded to our website indicating the date of entry into force, so you know when the most recent revision took place. If there are critical changes in this Policy or our personal data practices change significantly in the future, we will notify you by posting the changes on our website.