

# NIGHTINGALE

## Project Website

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**D6.1**

31/12/2021



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## DOCUMENT SUMMARY INFORMATION

<b>Grant Agreement No</b>	101021957	<b>Acronym</b>	NIGHTINGALE
<b>Full Title</b>	Novel InteGrated toolkit for enhanced pre-Hospital life support and Triage IN challenGing And Large Emergencies		
<b>Start Date</b>	01/10/2021	<b>Duration</b>	36 months
<b>Project URL</b>	<a href="https://www.nightingale-triage.eu">https://www.nightingale-triage.eu</a>		
<b>Deliverable</b>	NIGHTINGALE Project Website		
<b>Work Package</b>	6		
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## HISTORY OF CHANGES

Version	Date	Changes
0.1	09/11/2021	Table of contents was created
0.2	19/11/2021	Initial version was drafted
0.3	29/11/2021	Version submitted for peer review
0.4	17/12/2021	Version revised after the internal review
1.0	31/12/2021	Final version created

## PROJECT PARTNERS

No.	Logo	Partner	Short name	Country
1		INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS	ICCS	Greece
2		TOTALFORSVARETS FORSKNING SINSTITUT	FOI	Sweden
3		LEONARDO – SOCIETA PER AZIONI	LDO	Italy
4		C4CONTROLS LTD [TERMINATED]	C4C [TERMINATED]	UK [TERMINATED]
5		INTRASOFT INTERNATIONAL SA	INTRA	Luxembourg
6		INOV INSTITUTO DE ENGENHARIA DE SISTEMAS E COMPUTADORES, INOVACAO	INOV	Portugal
7		EXUS SOFTWARE MONOPROSOPI ETAIRIA PERIORISMENIS EVTHINIS	EXUS	Greece
8		UNIVERSITAT POLITECNICA DE VALENCIA	UPV	Spain
9		ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	CERTH	Greece
10		DEVERYWARE	DW	France
11		PARTICLE SUMMARY	PARTICLE	Portugal
12		TREE TECHNOLOGY SA	TREE	Spain
13		EUROPAISCHE GESENLLSCHAFT FUR TRAUMA -UND AKUTCHIRURGIE - ESTES	ESTES	Austria
14		INTERNATIONAL MR MID ASSOSIATION	MR MID	Sweden
15		UNIVERSITA DEGLI STUDI DEL PIEMONTE ORIENTALE AMEDEO AVOGADRO	UPO	Italy
16		ASSISTANCE PUBLIQUE HOPITAUX DE PARIS	APHP-SAMU	France
17		UNIVERSITA CATTOLICA DEL SACRO CUORE	UCSC	Italy
18		MINISTERO DELL' INTERNO	MININT	Italy
19		AZIENDA SANITARIA LOCALE N 2 SAVONESE	ASL2	Italy
20		MAGEN DAVID ADOM IN ISRAEL	MDA	Israel
21		CARR COMMUNICATIONS LIMITED	CCL	Ireland
22		ASSOCIAZIONE CITTADINANZATTIVA ONLUS	CA	Italy
23		INTERDISCIPLINARY CENTER (IDC) HERZLIYA	IDC	Israel
24		ASTRIAL GmbH	ASTRIAL	Germany

## LIST OF ABBREVIATIONS

Abbreviation	Definition
API	Application Programming Interface
CA	Consortium Agreement
CJEU	European Court of Justice
D	Deliverable
DG	Directorate-General
DoA	Description of Action
EC	European Commission
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
H2020	Horizon 2020
WP	Work Package

## Executive Summary

This deliverable presents the NIGHTINGALE Project Website, which has been set up in the fulfilment of *Task 6.1 – Brand strategy and creation of first-class communication collateral* within the Work Package 6, as specified in the Description of Action. The deliverable explains the conceptual choices that were made in designing the project website. It also outlines the work that has been done in creating an impactful visual identity of NIGHTINGALE, which guided the website design.

The report includes a detailed description of the landing page, which welcomes visitors to the project website. It also presents an overview of future developments and planned updates as the project advances to next stages. The current version of the landing page has been developed with the following goals in mind: i) to introduce NIGHTINGALE as a brand-new research and innovation H2020 project to the general audience and research communities specialising in civil protection and emergency medicine and ii) to establish the NIGHTINGALE visual identity, so the project becomes searchable, recognisable and informative, motivating visitors to use the website as a valuable information resource.

The deliverable includes useful information on the sections and navigations on the website. It highlights the integrated principles of data privacy and data protection in the website design. Most importantly, it highlights the opportunities for visitors to get in touch with the NIGHTINGALE project and to subscribe to the project updates by signing up for the NIGHTINGALE Newsletter.

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# 1 Introduction

Establishing digital identity of a brand is a key component of an effective communication and dissemination strategy. It starts with a dedicated website. The website becomes the main public medium through which external stakeholders and interested parties are introduced to the NIGHTINGALE project. It is of utmost importance to design the website having the user in mind.

Improved technologies optimising website performance has shifted the paradigm of web design to the user-centred approach. It values the user experience and guides the decision of what the website should look like. The best modern websites are simple and easy to navigate. They contain all relevant information in the homepage or within a single click of it. Another trend, which shows a steady growth in the EU, is the active use of the internet while on the move, using mobile and portable devices. [1] These trends indicate that websites need to have an impactful visual identity, a coherent structure, streamlined navigation compatible with multiple devices (i.e., a responsive design), and well-presented content, which is accessible for diverse audiences.

The NIGHTINGALE brand name, typeface, layout, logo, and colour palette have been developed in conjunction with project partners and were initially presented at the project kick-off meeting. The colour palette is one of the most important visual elements of the NIGHTINGALE brand: it helps to highlight the content and creates a seamless scrolling experience between different sections of the website. In addition, the NIGHTINGALE Twitter and LinkedIn accounts were established to coincide and support the project website. All these products have components of the NIGHTINGALE brand, indicating that brand identity of NIGHTINGALE has been developed and is being put into practice.

The layout of the NIGHTINGALE website, its structure, and the information included were developed in cooperation with project partners. All partners provided the initial content for the website at launch. As project activities start to take place over the coming months, partners will be encouraged to contribute further to the development of the NIGHTINGALE website through blogposts, research notes, and updates on the status of their work within the project. The website will continue to evolve over the project's lifetime with regular updates, uploads of publications, and research materials and interactive content, such as social media feeds and explanatory videos.

## 1.1 Document summary and outline

This deliverable describes the development of the NIGHTINGALE project website, which includes its core structure, layout, the initial content at the time of the website launch, and the plan for future updates. In this report, each section of the project website will be identified with its purpose, content to date, and future use. The report underlines the importance of the NIGHTINGALE project website as an all-encompassing public platform for communication, dissemination, and exploitation activities envisioned within the NIGHTINGALE Project.

## 1.2 Addressing the NIGHTINGALE Description of Action

The following table presents the connection of the contents of the present deliverable with the NIGHTINGALE Grant Agreement requirements in the Work Package 6:

*Table 1: Description of Action: Task 6.1*

NIGHTINGALE Description of Action requirements	Deliverable addressing the requirements	Brief description
Task 6.1 Brand Strategy & creation of first-class communications collateral	D6.1 NIGHTINGALE Project Website	The action is part of the NIGHTINGALE Brand strategy, which aims to develop NIGHTINGALE as a recognised brand among the emergency medical community. The objective is to set out a firm communication strategy and to produce professional-grade communication material by establishing the appropriate dissemination channels and developing communication means, such as the project website. The NIGHTINGALE website will serve as a hub for all project communication and as a repository for project information, research outputs and deliverables.

## 1.3 Intended Readership

The NIGHTINGALE project website includes information and updates of all future project activities. It serves as an essential communication tool, which helps to increase visibility of research activities of the consortium members and outcomes of the project. As such, this report is important for all members of the project consortium. All external communication and dissemination activities will be displayed on the website as they are carried out by the partners.

The report is also of interest to the European Research Executive Agency and the European Commission, European, and international organisations and national authorities with the interest in civil protection, disaster management and emergency medical services. The website will include

updates and events with cluster H2020 projects in crisis response and technologies for first responders, so it will be beneficial for other research projects operating in the same domain as NIGHTINGALE.

This report is intended for the general public. It will provide insights into the structure and the overview of the NIGHTINGALE project website as well as the conceptual foundation behind its development.

## **1.4 Relationship with other NIGHTINGALE Deliverables and Tasks**

The NIGHTINGALE project website will play a central role in communicating all major project developments, research activities and outcomes. The website serves as a hub for all project external communications and features regular updates on the project. The website will be an essential communication tool in exploiting the project's end-results and marketing the NIGHTINGALE technology as the first response tools for managing mass casualty incidents. The website ensures that NIGHTINGALE is recognised as an EU-wide brand of emergency response technologies.

The website will also play a significant role in knowledge sharing of innovation and technological developments in the field of emergency technologies and civil protection. All the project deliverables, after being approved by the Project Officer, will be uploaded to the website for the purpose of transparency and information-sharing. These uploads will include public deliverable reports in their entirety, and executive summaries of confidential deliverables. This follows best practices of other H2020 research and innovation projects.

## 2 NIGHTINGALE Website Structure

### 2.1 Landing page

The NIGHTINGALE website is available at <https://www.nightingale-triage.eu>.

The landing page welcomes visitors to the NIGHTINGALE website with a bright, uncluttered layout including the project title and a specially designed background. Drop-down menus have been integrated. In the future iterations of the website, they will allow easy navigation away from the landing page to find the information most relevant to visitors. Crucially, it will be possible to reach every page of the current website in just one click from the landing page as the website continues to be developed with simplicity and ease of access in mind.

The landing page in its presentation is structured to capture visitors' attention and provide them with all the information they need to continue browsing. The 'About NIGHTINGALE', 'Project Partners' and 'Contact NIGHTINGALE' sections have been identified as being of most immediate relevance to the majority of visitors, Dynamic elements have been introduced positioning these pages at the front of the project website and they have taken priority in this website development stage.

### 2.2 About the project

Visitors entering the website will see the welcoming message, as it is shown in *Figure 1*. As visitors scroll down the landing page, they will find a brief, high-level description of the NIGHTINGALE project, its goals and research objectives. The description helps to locate the project in the European research context and identify its main contribution in the field of civil protection and emergency medicine. This section is kept deliberately short as it serves just to very briefly answer some important questions that first-time visitors will have, e.g., What is NIGHTINGALE? What does NIGHTINGALE hope to achieve? What is its added value to the field? Why is NIGHTINGALE important?



*Figure 1 Welcome to NIGHTINGALE*

The section “About NIGHTINGALE”, as displayed in *Figure 2*, includes the following description of the NIGHTINGALE project, its core objectives, and the toolkit:

### NIGHTINGALE – advancing pre-hospital life support and triage

Major emergencies have increased in complexities and scale. They have become more severe in magnitude and societal repercussions. They cross borders and affect the livelihoods of local and global communities. To increase resilience and disaster protection in the European Union, it is imperative to use the most advanced technology and up-to-date civil protection systems.

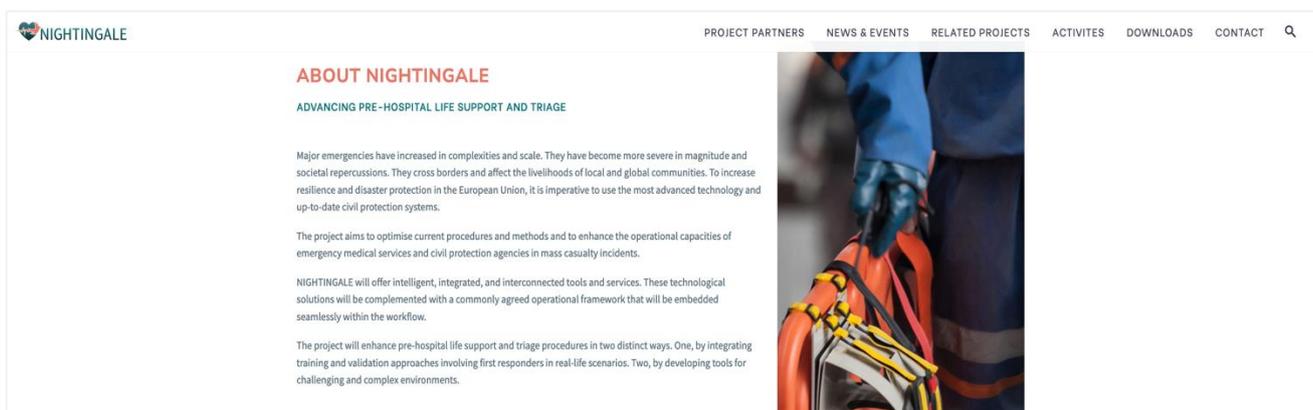
The project aims to optimise current procedures and methods and to enhance the operational capacities of emergency medical services and civil protection agencies in mass casualty incidents.

NIGHTINGALE will offer intelligent, integrated, and interconnected tools and services. These technological solutions will be complemented with a commonly agreed operational framework that will be embedded seamlessly within the workflow.

The project will enhance pre-hospital life support and triage procedures in two distinct ways. One, by integrating training and validation approaches involving first responders in real-life scenarios. Two, by developing tools for challenging and complex environments.

### NIGHTINGALE's Core Objectives

- » Upgrade evaluation of injured and affected population (triage) using digital identification, traceability, fast diagnosis, continuous monitoring, and accurate classification of medical conditions
- » Optimise pre-hospital life support and damage control and enhance utilisation of assets, resources and capacities using AI-based solutions
- » Enable shared response across emergency services and communication between emergency teams and with victims by developing augmented reality tools for first responders



*Figure 2 About NIGHTINGALE*

## 2.3 Project partners

The next section focuses on the NIGHTINGALE project partners, as presented in *Figure 3*. NIGHTINGALE is a large-scale research and innovation project, which includes 23 partners from EU member states and associated countries. The consortium brings together experts in technology and research, medical practitioners, and leading organisations in Europe specialising in emergency medicine and handling mass casualty incidents. This section is an important element of the website, as it maps all the partners involved in the project.



*Figure 3 NIGHTINGALE Consortium*

The NIGHTINGALE partners will use their existing networks to establish new opportunities for communication and dissemination activities by linking and referring to the NIGHTINGALE website during presentations, reports, and publications. Each project partner brings their own expertise and networks, which helps to position NIGHTINGALE in the ongoing debates and technological developments in the field.

Visitors to the website can see the partners' names and logos, as presented in *Figure 3*, so they can create meaningful associations with the partners and their research. It enhances trustworthiness of the NIGHTINGALE website for first-time website visitors and those who have been directed to the website by project partners, associated members, and cluster projects.

The project partners have provided content describing their role in the NIGHTINGALE project, a brief overview of their organisation and the background and expertise of their team. This information has been used to develop individual pages for each partner organisation, which include a brief description of the partner, their role in NIGHTINGALE projects, and links to the official website and social media accounts.

## 2.4 NIGHTINGALE Newsletter

One of the core ambitions of the project is to reach our target audience with the updates and information on the project activities and events. Therefore, the landing page will include a section, which allows visitors to sign up for the NIGHTINGALE Newsletter. The section, as shown in *Figure 4*, integrates a brief contact form (First Name, Last Name, Email Address) and the information on compliance with the General Data Protection Regulation (GDPR).

The project will use the newsletter management service, Mailchimp, which is compliant with GDPR and enables double opt-in settings for visitors, who choose to subscribe to the NIGHTINGALE Newsletter. Personal data will not be used for any other purpose, nor will it be stored on the NIGHTINGALE project website server. The information and the link to the Mailchimp privacy policy is provided next to the Newsletter sign-up section.

**NIGHTINGALE** PROJECT PARTNERS NEWS & EVENTS RELATED PROJECTS ACTIVITES DOWNLOADS CONTACT

### THE NEWSLETTER

Stay informed and sign up to our newsletter to receive the latest news and updates on the NIGHTINGALE project.

If you wish to unsubscribe at any time, a link to do so will be provided in each issue of the newsletter.

**A note on your privacy and GDPR compliance**

We use MailChimp (the newsletter management service) to store your name and email address and to send out newsletters. Your data will not be used for any other purpose, nor is it stored on the NIGHTINGALE project's web server. Please see the MailChimp privacy policy for more information: <https://mailchimp.com/legal/privacy/>

First Name \*  
E.g. John

Last Name \*  
E.g. Doe

Email Address \*  
E.g. john@doe.com

Subscribe

Figure 4 NIGHTINGALE Newsletter

## 2.5 Disclaimer and Grant Information

The bottom of the landing page includes a disclaimer (please see *Figure 5*), as specified in Article 38.1.3 of the Grant Agreement. The disclaimer states that the materials and views expressed on the NIGHTINGALE website are the responsibility of the author(s) only. The European Research Executive Agency and the European Commission are not responsible for any use that may be made of the information.

The landing page also explicitly acknowledges that the NIGHTINGALE project has received EU funding, as specified in Article 38.1.2 of the Grant Agreement.

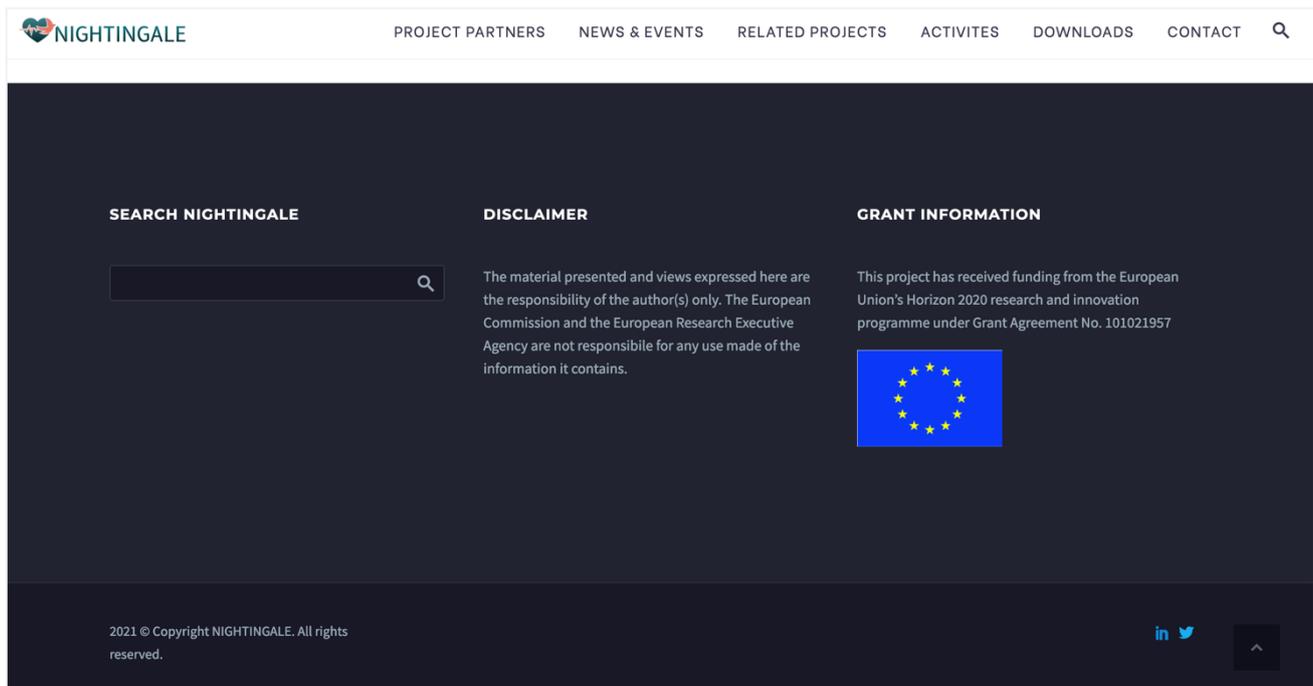


Figure 5 Disclaimer and Grant Information

## 2.6 Privacy Policy

The NIGHTINGALE project is committed to a high standard of protection for personal data that has been set up in the EU. The Privacy Policy has been integrated into the project website. It establishes that processing of personal data will be done responsibly, securely, and proportionally and in full compliance with the EU General Data Protection Regulation (GDPR) 2016/679 [2]. The full text of the Privacy Policy is presented in the *Appendix 1* of this deliverable.

The project website also integrates the concept of “privacy by design”, whereby visitors can make a choice on a lower or higher level of privacy. The cookie management tool allows visitors to grant their consent before any cookies are stored, and to specify their preferences for cookies which are not strictly necessary for the functioning of the website. The full description of the cookie policy is included in the Appendix 1.

## 2.7 Contact

The website also features a contact page, as presented in *Figure 6*, which simplifies communication between external stakeholders and interested parties and the NIGHTINGALE project. The website offers an option to send a message using the contact form provided on the website. For technical and project related enquiries, the contact information of the Project Coordinator (ICCS), Project Management (ICCS), and Technical Management (ASTRIAL) is provided. The Dissemination Manager, CCL, is responsible for all external communication and media enquiries. The contact information of the Dissemination Manager is also included in the contact page.

**NIGHTINGALE** PROJECT PARTNERS NEWS & EVENTS RELATED PROJECTS ACTIVITES DOWNLOADS CONTACT

## CONTACT NIGHTINGALE

**TECHNICAL ENQUIRIES:**

**PROJECT COORDINATOR**  
Dr Angelos Amditis  
ICCS  
email: [a.amditis@iccs.gr](mailto:a.amditis@iccs.gr)

**PROJECT MANAGEMENT**  
Dr Dimitra Dionysiou  
ICCS  
email: [dimitra.dionysiou@iccs.gr](mailto:dimitra.dionysiou@iccs.gr)  
Dr Eleftherios Ouzounoglou  
ICCS  
email: [eleftherios.ouzounoglou@iccs.gr](mailto:eleftherios.ouzounoglou@iccs.gr)

**TECHNICAL MANAGEMENT**  
Evangelos Sdongos  
ASTRIAL  
email: [e.sdongos@astrial.de](mailto:e.sdongos@astrial.de)

**PROJECT MEDIA ENQUIRIES:**  
Maryia Rehava  
Carr Communications  
24 Fitzwilliam Place, Dublin 2, D02 T296  
[maryia@carrcommunications.ie](mailto:maryia@carrcommunications.ie)

First Name \*  
E.g. John

Last Name \*  
E.g. Doe

Email Address \*  
E.g. john@doe.com

Message  
Enter your message...  
0 / 180

Send Message

Figure 6 Contact NIGHTINGALE

## 3 Technologies used

### 3.1 Platform

The website is built on the free and open source PHP and MySQL-based Content Management System platform – WordPress. The range and quality of the available add-ons to the core system makes WordPress the ideal platform for a project site requiring the adaptability and flexibility of NIGHTINGALE. In addition to the WordPress core running on PHP and using a MySQL database, the site also employs the JQuery JavaScript library to provide some interactive and visual effects and motion. There are a number of third-party API calls running on the site also, most notably those for Google Maps, Twitter and Mailchimp for integrated tracking of future newsletters. Finally, the site is built upon the Bootstrap responsive grid framework that facilitates the screen auto-adapting to provide the best experience irrespective of the device on which it is viewed. This ensures compatibility with each type of screen size and orientation from mobile phones to tablets.

### 3.2 Monitoring traffic to the website

Google Analytics will be used to track the number of visits and to analyse trends in the behaviours of visitors to the project's website. This monitoring will be carried out throughout the project. Useful insights may be obtained, including how long visitors stay on the website, how many pages of the website visitors view, and which content is popular among visitors. The content and structure of the website may then be tailored to satisfy the interests of the website visitors, thus attracting additional traffic.

Search engine optimisation is a key element in promoting traffic to a website. The website needs to be updated regularly with content which includes key tag words, which allow Google to prioritise websites based on the search words selected by users. Information on CCL's strategy to ensure the website is updated regularly with relevant information across all work packages will be available in deliverable D6.3 Communication and Dissemination Strategy.

## 4 Future development

The website will evolve and mature throughout the lifetime of the project as tasks are completed and technological innovations developed. The website will also publish new public deliverables and share research outputs and publications.

As the project continues in its conceptual development phase, the objective of the website is to act as a repository for all currently available information on NIGHTINGALE and to generate initial interest and understanding in the project, its ambitions, objectives, and activities as they are carried out.

The end of the NIGHTINGALE homepage currently links to the project's LinkedIn and Twitter accounts which will also share relevant information on the project once key milestones are met and activities get underway.

The process of updating the NIGHTINGALE website will be ongoing, with the website monitored daily and news, updates and new information posted as they become available. Input will also be sought from partners in providing up-to-date news on their activities and progress. The website will also feature blogposts on key milestones in the development of the technical solutions and training activities within NIGHTINGALE.

## Conclusions

The project website is developed with a view to the future brand development and communication and dissemination strategy for the NIGHTINGALE project.

The goal of the website is to serve as a repository for all NIGHTINGALE activities and research outputs and to engage key stakeholder groups, such as organisations from public and private sectors, members of scientific community and the general public with the NIGHTINGALE project.

As the project is at an early stage, much of the information contained within the current iteration of the NIGHTINGALE website is descriptive and forward-thinking, as it plans for activities and innovations that will take place in the future.

As the project progresses, the NIGHTINGALE website will be continually updated in a way that best engages visitors and attracts attention to the tools and research results which will be developed within the NIGHTINGALE project.

By keeping to the original aims of the website at the start of its development, namely constructing a portal for NIGHTINGALE which would be visually attractive, informative, and easy to navigate, the website has already begun to establish itself as a unique identifier of the NIGHTINGALE brand and a future repository of all the information, activities, and events.

## References

- [1] EUROSTAT (2020) Digital economy and society statistics – households and individuals. [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Digital\\_economy\\_and\\_society\\_statistics\\_-\\_households\\_and\\_individuals](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Digital_economy_and_society_statistics_-_households_and_individuals). Accessed on 26 Nov 2021.
- [2] Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, OJ L 119 4.5.2016, p. 1-88.

# Appendices

## Appendix 1: Privacy Policy

### Introduction

Thank you for visiting the NIGHTINGALE website.

This privacy policy is part of the NIGHTINGALE website and solely concerns processing of personal data with the NIGHTINGALE project due to the operation of the website. This privacy policy will explain how our project uses the personal data that we collect from you when you use our website, and the personal data that you see on our website.

We are committed to processing personal data responsibly, securely, and proportionally throughout our activities in compliance with the [EU General Data Protection Regulation \(GDPR\) 2016/679](#) (this link directs to a third-party website – an official website of the European Union)

### Who are we?

The NIGHTINGALE project is a Horizon 2020 funded Research and Innovation Action.

NIGHTINGALE aims to upgrade pre-hospital life support and triage by creating innovative technological tools for emergency medical response. The tools will optimise current procedures and methods and enhance the operational capacities of emergency medical services and civil protection agencies in mass casualty incidents.

NIGHTINGALE will develop a novel integrated toolkit for emergency medical response. These technologies will be designed for emergency medical services and non-medical civil protection agencies, including fire brigades, police, search and rescue personnel, volunteers, and citizens. The NIGHTINGALE toolkit will include:

- » Triage devices which allow digital identification and traceability of affected people during mass casualty incidents
- » AI-enabled solutions for fast diagnosis and prognosis, continuous monitoring, and classification of medical conditions and for optimisation of assets and resources of medical emergency services
- » Technologies for local and remote assessment and real-time monitoring of affected people
- » A citizen-based mobile application which supports emergency response
- » Augmented reality tools which enable information sharing across emergency services and communication between emergency teams and with victims
- » Innovative digitalized training and scenario-building platform for first responders

Led by the *Institute of Communications and Computer Systems* in Greece, the NIGHTINGALE consortium includes 23 partners from 11 EU member states and associated countries. It brings

together experts in technology, research, medical practitioners, and leading organisations in Europe specialising in emergency medicine and handling mass casualty incidents. It is a three-year research project, which began on the 1<sup>st</sup> of October 2021.

For the purposes of this website, the data controller is *Carr Communications*, registered in Dublin, Ireland, under registered number 42175, with a registered office at 24 Fitzwilliam Place, Dublin 2, D02 T296. You can contact the data controller by e-mailing [info@carrcommunications.ie](mailto:info@carrcommunications.ie).

## What data do we collect?

Should you contact us through the website, we are going to collect your contact details, such as your name and your email, and the message you submitted. We are not going to collect metadata that you did not expressly provide us with.

The content we upload or otherwise make available through the website might contain personal data, such as the names of our researchers and their work.

### Legal bases of processing

For the personal data received through the contact form, we hold the following lawful bases for processing personal data:

**Consent** (Art.6.1.a of the GDPR) – When you consent directly to the processing of your personal data, for example, when you subscribe to our newsletter. If you provide us with sensitive personal data, falling within Art. 9 of the GDPR (such as dietary requirements for an event), we will process it under Art. 9.2.a of the GDPR.

**Legitimate interests** (Art.6.1.f) – We process personal data when it is necessary for us to achieve the following legitimate interests:

- » Enhancing our research delivery, by providing information about NIGHTINGALE to the individuals we deem as likely to be interested in our project. This may include:
  - + Sending invitations and providing access to guests attending our events and webinars
  - + Monitoring the activity on this project website.

Should the recipient of the information communicate to us that they are not interested in further communications from us, we will cease processing their personal data.

For the personal data we communicate through the website, the following lawful bases of our processing are held:

**Consent** (Art.6.1.a of the GDPR) – When we have received consent to publish personal data – e.g., a blog post from one of our researchers.

**Legal obligations** (Art.6.1.c of the GDPR) – We may process personal data in order to meet a legal obligation, e.g., promoting project results to multiple audiences, including the media and the public.

**Legitimate interests** (Art.6.1.f) – We process personal data when it is necessary for us to achieve the following legitimate interests (as long as they are not overridden by the data subject's interests):

- » Enhancing our research delivery, by providing information about OPTIMAL's activities on the website
- » Undertaking dissemination activities.

## How do we protect your data?

We have put technical and organisational security policies and procedures in place to protect personal data (including sensitive personal data) from loss, misuse, alteration, or destruction. Wherever possible, we ensure that access to your personal data is password-protected. We encrypt EU-classified data, and such data are restricted only to a limited number of individuals who need to access it. Those individuals who have access to the data are required to maintain the confidentiality of such information. We install and regularly update all security and anti-virus software in use on all of our systems. Nevertheless, the security of data transmitted over the Internet cannot be completely guaranteed. In addition, the consortium will be conducting a data protection impact assessment (in line with Art. 35 of the GDPR) over the duration of the project, wherein the consortium will identify and assess any ethical or data protection risks and find solutions to overcome any such risks.

Please be aware that transmissions over the Internet are never completely private or secure.

## How long do we keep your data?

We retain personal data only as long as it is necessary for the purposes described above. Please note that we have an obligation to retain data concerning European Union H2020 research projects for up to five years after the European Commission's last payment to the consortium (unless further retention is requested by the EU auditors).

As the records and documentation containing personal data have been collected within the delivery of the European Commission project, we expect that the Commission will process it in compliance with Regulation No 2018/1725 on the protection of natural persons with regard to the processing of personal data by Union institutions, bodies, offices and agencies. After the expiry of the retention period, and unless further legitimate grounds for retention arise, we will dispose of personal data in a secure manner.

## Do we share personal data with third parties?

The NIGHTINGALE consortium will generally not share personal information with anyone except the European Commission, if it so requests, except where it is shared with trusted third parties for the delivery of efficient and quality services (see below). All partners will treat information received from other partners as confidential and will not disclose it to third parties, unless it is obvious that the information is already publicly available or there is a legal obligation to do so. The partners will impose the same obligations on their employees and suppliers.

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

- Parties that support us as we provide our services (e.g., cloud-based software services such as NextCloud, online meeting services GoToMeeting, Microsoft SharePoint and Google Analytics)
- Our professional advisers, including lawyers, auditors and insurers
- Payment service providers
- Law enforcement or other government and regulatory agencies (e.g., tax authorities) or other third parties as required by, and in accordance with, applicable law or regulation
- The European Commission when we are required to do so in relation to our work on EC H2020 projects.

## NIGHTINGALE Newsletter and the Mailchimp Platform

The NIGHTINGALE consortium utilises Mailchimp as an email management platform to facilitate distribution of the NIGHTINGALE newsletter and other relevant communications. Parties interested in receiving regular communications can manually and voluntarily sign-up to our newsletter using the Mailchimp service on the NIGHTINGALE website's homepage. Users of our website are asked to study [Mailchimp's privacy policy](#) (this link directs to a third-party website – Mailchimp – see in particular Section 3 Privacy for Contacts) before signing-up to our newsletter.

Personal data processed by Mailchimp stemming from sign-up include your name and email address. After sign-up, when you interact with a NIGHTINGALE email campaign, Mailchimp may collect information about your device and interaction with an email. Mailchimp uses cookies and other technologies to collect some of this information. Mailchimp outlines its use of cookies [here](#) (this link directs to a third-party website—Mailchimp).

Other information that may be collected by Mailchimp, as stated in its privacy policy, includes:

- **Device information.** We collect information about the device and applications you use to access emails sent through our Service, such as your IP address, your operating system, your browser ID, and other information about your system and connection.
- **Usage data.** It is important for us to ensure the security and reliability of the Service we provide. Therefore, we also collect usage data about your interactions with campaigns (and/or emails) sent through the Service, which may include dates and times you access campaigns (and/or emails) and your browsing activities (such as what pages are viewed and which emails are opened). This information also allows us to ensure compliance with our Standard Terms of Use and Acceptable Use Policy, to monitor and prevent service abuse, and to ensure we attain certain usage standards and metrics in relation to our Service. We also collect information regarding the performance of the Service, including metrics related to the deliverability of emails and other electronic communications that our Members send

through the Service. This information allows us to improve the content and operation of the Service and facilitate research and perform analysis into the use and performance of the Service.

Additionally, Mailchimp may collect information about you from third party sources including social media.

Only personal data available to the NIGHTINGALE consortium in relation to newsletter subscription and engagement are the details you provide yourself at sign-up.

Mailchimp is based in the United States of America, therefore your personal data will be transferred outside of the European Union where it may be subject to queries and requests from US legal authorities and security agencies.

Utilisation of the Mailchimp platform is bound by [Standard Contractual Clauses](#) (this link directs to a third-party website — Mailchimp).

You are free to unsubscribe from the NIGHTINGALE newsletter at any time.

## Do we transfer your personal data outside the EU?

By default, we store personal data on servers located in the EU. However, we may also transfer personal data to reputable third-party service providers, notably Microsoft SharePoint and Google, who may be located outside of the EU. Our use of Mailchimp is outlined above.

Wherever such personal data transfers are based on Standard Contractual Clauses within the meaning of Commission Decision 2010/87, we are keeping track of their validity, especially in the light of any national Data Protection Authority decisions on the matter and in line with the European Court of Justice (CJEU) decision in Case C-311/18 DPC v Facebook Ireland and Maximilian Schrems.

## What are your data protection rights?

As a data subject, you can exercise the rights outlined in this section of the privacy policy. We may need to request specific information from you to help us confirm your identity and ensure your right to access the information or to exercise any of your other rights. This helps us to ensure that personal data is not disclosed to any person who has no right to receive it. No fee is required to make an initial request unless your request is clearly unfounded or excessive. Depending on the circumstances, we may be unable to comply with your request based on other lawful grounds.

### [Right to access \(GDPR Art. 15\)](#)

The data subject has the right to obtain confirmation as to whether processing of personal data concerning them takes place in the NIGHTINGALE project. If this is the case, the data subject can request access to their data. Granting the right to access only occurs where the identification of the data subject is possible.

### Right to rectification (Art. 16)

The data subject has the right to obtain the rectification of inaccurate personal data concerning them. The exercise of this right is only possible where the data subject can be identified and the inaccuracy of data is verified.

### Restriction of processing (Art. 18)

The data subject has the right to obtain the restriction of processing, where:

- the accuracy of the personal data is contested;
- the processing is unlawful, the data subject opposes the erasure of personal data and requests the restriction of processing instead;
- the controller no longer needs the personal data, but they are required by the data subject for the establishment, exercise or defence of legal claims;
- the data subject has objected to processing pursuant to GDPR Art. 21.1 pending the verification of whether the legitimate grounds of the controller override those of the data subject.

The exertion of this right may require provision of further information to allow identification of the data subject as described in the right to access.

### Right to object (Art. 21)

A legal basis for the processing of personal data in the NIGHTINGALE project is Art. 6.1.f of the GDPR. The data subject has the right to object, on grounds relating to their particular situation, at any time to processing of personal data concerning them unless the NIGHTINGALE consortium demonstrates compelling legitimate grounds for the processing that override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.

The exertion of this right may require provision of further information to allow identification of the data subject.

### Right to erasure ('Right to be forgotten') (Art. 17)

The data subject has the right to obtain erasure of personal data concerning them, if

- the data subject objects to the processing pursuant to Art. 21.1 and there are no overriding legitimate grounds;
- the personal data have been unlawfully processed;
- the personal data have to be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject.

### Right to data portability (Art. 20)

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 company.

### Right to lodge a complaint with a supervisory authority (Art. 77)

The data subject has the right to lodge a complaint with a data protection supervisory authority in the Member State of their habitual residence, place of work or place of the alleged infringement if the data subject considers that the processing of personal data relating to them infringes the GDPR.

A list of national supervisory authorities can be found [here](#) (this links to a third-party website – official website of the European Commission).

### Disclaimer and limitations of liability

We aim to keep the information that appears on the NIGHTINGALE website as complete and up to date as possible. If errors are brought to our attention, we will take all reasonable steps to make any necessary corrections within a reasonable time. Please be aware that the information published on our website is for informational purposes only. None of the information contained on the website constitutes legal or professional advice, nor can we accept responsibility for how it might be used, and we are not responsible or liable for any errors or omissions in any of the information provided on the website. We cannot be held liable for any direct or indirect damage that may result from use of this site. Links to other websites are provided in good faith and for information only. A link to another website does not mean that we endorse or accept any responsibility for the content or use of such website.

While we take all possible steps to minimise disruption caused by technical errors, we cannot guarantee that our website will not be interrupted or otherwise affected by such problems. Please note that access may be suspended temporarily and without notice in the case of system failure, website maintenance or repair or for reasons beyond our control.

The use of our website is governed by the law of the Republic of Ireland. Any dispute arising from or related to the use of this website shall be subject to the non-exclusive jurisdiction of the Irish courts.

### Do we link to other websites?

Our websites may contain links to other sites, including the sites of the consortium partners, which are not governed by this privacy policy. Please review the destination websites' privacy policies before submitting personal data on those sites. Whilst we try to link only to sites that share our standards and respect for privacy, we are not responsible for the content, security or privacy practices employed by other sites.

### Do we change this privacy policy?

We regularly review this privacy policy and will post any updates to it on this webpage. This privacy policy was last updated on **29 November 2021**.

## Contact us

If you have any concerns as to how your data is processed, you can contact us by e-mail at [info@carrcommunications.ie](mailto:info@carrcommunications.ie) or by post: 24 Fitzwilliam Place, Dublin 2, D02 T296, Ireland.

We will respond to your queries within 30 days from when we receive them.

## Cookie policy

### Core policy

A cookie is a small text file that is downloaded onto 'terminal equipment' (e.g., a computer or smartphone) when you access a website. It allows the website to recognise that user's device and store some information about the user's preferences or past actions. Most browsers support Cookies, but you can set your preferences to decline them and delete them whenever you like. Cookies allow our site to remember your preferences and play an important role in making the site work better for you. To some extent, cookies can be seen as providing a "memory" for the website, enabling it to recognise a user and respond appropriately.

We use Cookies to manage functionality on our website and to provide usage insights to help us improve our service for our users. Our site uses session cookies that are stored temporarily on a user's computer and are not retained when the user ends the session and persistent cookies that are stored on a user's computer until they expire or until the user deletes the cookie. Persistent cookies collect identifying information about the user, such as internet surfing behaviour or user preferences for our site. Users are prompted that continued use of our site acknowledges that cookies will be used.

We do not use cookies to track your behaviour once you have left our website, and the data from cookies will not be passed on to or used by any commercial enterprise that are not operating under our instruction and only process data as laid out in this policy.

### How do we use cookies?

A visit to our website may generate "first-party" cookies and "third-party" cookies. In continuing to use our site, the user agrees to the use of both "first-party" and "Third-party" cookies. We use third-party cookies to provide enhanced site functionality such as embedded video content.

We use the following cookies and similar technologies:

#### Essential Cookies

These cookies enable core functionality such as security, verification of identity and network management. These cookies cannot be disabled.

### Marketing Cookies

These cookies are normally used to track advertising effectiveness to provide a more relevant service and deliver better advertisements to suit your interests. However, NIGHTINGALE is a research project, and we do not use marketing cookies.

### Functional Cookies

These cookies collect data to remember choices users make to improve and give a more personalised experience. This enables us to personalise our content for you and remember your preferences, for example your username, language or text size. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

### Analytics Cookies

These cookies help us to understand how visitors interact with our website or to discover errors.

This website uses [Google Analytics](#), a web analytics service provided by Google, Inc. ('Google'). Google Analytics uses cookies (text files placed on your computer) to help the website operators analyse how users use the site. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above (update on possibility to refuse Google Analytics cookies pending).

Google's privacy policy can be found [here](#) (this links to a third-party website - Google).

Google provides an opt-out browser add-on that prevents your data from being used by Google Analytics. This add-on can be downloaded [here](#) (this links to a third-party website - Google).

How do I change my cookie settings?

Our cookie management tool will allow you to specify your preferences for those cookies that are placed for by this website which are not strictly necessary for its delivery.