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Legal Considerations

1. Privacy Policy (GDPR & DPA)

According to UK General Data Protection Regulation and Data Protection Act 2018, personal data must be [1][7]:

- used fairly, lawfully and transparently
- used for specified, explicit purposes
- used in a way that is adequate, relevant and limited to only what is necessary
- accurate and, where necessary, kept up to date
- kept for no longer than is necessary
- handled in a way that ensures appropriate security, including protection against unlawful or unauthorised processing, access, loss, destruction or damage

To meet these laws and regulations, we have enforced the following in our system:

Except for use on the website, personal data is kept private and the user consents beforehand. Furthermore, it is only used for analytics and that will be clearly stated on the website in the second sprint. No sensitive data is needed from the user, only a username and password. Moreover, the user is asked to blur sensitive parts of images submitted for evidence or the evidence is not approved and in the second sprint, their account might get flagged. The user has the option to change their username, role, password and campus at their will. Images used for evidence are manually deleted by admins after a couple of months, after moderators no longer need them to check and see if the same images are being submitted. Additionally, in the second sprint, they also have the option to delete their account and have all their information stored erased. In the same token, all passwords are hashed and the hashed versions are stored instead of plaintext. The *BCrypt password encoder bean* has been used and is known to be safe at the moment of development [3][4]. Also, evidence uploads are kept private as data is called via user ID so users can only retrieve their own information and the latter is securely stored in the database.

The above is demonstrated as shown below:

This screenshot shows the 'Submit evidence' page of the FOOTPRINT app. The left sidebar is dark teal with white text, showing links for Tasks, Profile, Leaderboard, Groups, Analytics, Evidence (which is highlighted in green), Settings, and Travel. The main content area has a light teal background with a large white form. At the top of the form is the title 'Submit evidence'. Below it is a note: 'Upload a photo to prove you completed a task. Any sensitive information in the image must be blurred prior to submission.' There are three input fields: 'Task title' (with placeholder 'Please select a task from the Tasks page'), 'Points' (with placeholder 'Points'), and 'Photo evidence' (with placeholder 'Choose file | No file chosen'). A large blue button at the bottom right of the form says 'Submit evidence'.

This screenshot shows the 'Settings' page of the FOOTPRINT app. The left sidebar is dark teal with white text, showing links for Tasks, Profile, Leaderboard, Groups, Analytics, Evidence (highlighted in green), Settings, and Travel. The main content area has a light teal background with a large white form. It contains several update sections: 'Update username:' (old username... and new username... fields), 'Update role:' (dropdown menu set to 'First Year'), two 'Submit' buttons, 'Update password:' (old password... and new password... fields), another 'Submit' button, and 'Update campus:' (dropdown menu set to 'Streatham'). To the right of the form is a large graphic of a green foot print. A red button labeled 'Delete Account' is located above the foot print graphic.

This screenshot shows the 'Tasks to approve' page of the FOOTPRINT app. The left sidebar is dark teal with white text, showing links for Tasks, Profile, Leaderboard, Groups, Analytics, Evidence (highlighted in green), Challenges, Settings, and Travel. The main content area has a light teal background with a white table. The table has columns: User, Date, Task, Evidence, and Approval. One row is visible: 'Bob' (User), '18/02/2026, 13:49:19' (Date), 'Eat a vegetarian meal' (Task), 'View' (Evidence), and 'Approve' (Approval) and 'Deny' (button). The 'Approve' button is blue with white text, and the 'Deny' button is red with white text.

2. Accessibility Standards

The 4 design principles put forward by the government of the UK need to be followed as far as possible. [5]

- **Principle 1: Perceivable**

Text alternatives are provided for images to ensure that screen readers can work. Content is structured in a logical order thereby making navigation easier. Moreover, clickable items change colour when you hover on them. Proper markup is used for every feature so that relationships between content are defined properly. Furthermore, the Verdana font is used everywhere on the website as it is more dyslexic-friendly and there is no audio content to keep it simple for users with hearing disabilities. Additionally, text colours are white against a very dark background to ensure readability. Lastly, the website can be zoomed thereby making it more friendly for people affected by low-vision.

- **Principle 2: Operable**

There is no use of flashing/blinking content to ensure the safety of people who are affected by photo-sensitive seizures . Additionally, descriptive titles are provided for all tabs and users can move through them easily as they are shown at all times and once on the description, the colour will change indicating that it can be clicked and the page is accessed with a click. Meaningful headings and labels were used giving the users an idea of the following content on the website. Besides, buttons are big enough to be visible and are spaced far enough to prevent accidentally clicking on the wrong button.

- **Principle 3: Understandable**

Since the website is created for the University of Exeter, and will be launched by them, the website is in their primary language (English). All features of the website look consistent and a similar colour scheme is adopted across all of them. Furthermore, all form fields follow the same structure and have meaningful and visible labels. Also, log-in is clear-cut and made easy as the user will only have to remember their username and password and no extra action is required of them.

- **Principle 4: Robust**

The website is coded in clear html thereby making it easy for assistive technologies like screen readers to read the features of the website and also for the website to work on different browsers. In addition to that, all images have an alternative text.

The above is demonstrated as shown below:

The screenshot shows the 'FOOTPRINT' application interface. At the top, there is a dark green header bar with a small blue circular icon containing a white footprint on the left, the word 'FOOTPRINT' in white in the center, a 'Points: 85' badge on the right, and a 'Log Out' button. Below the header, the main content area has a light gray background. On the far left, there is a vertical sidebar with a dark green header labeled 'Tasks' in white. Underneath, there is a list of links: Profile, Leaderboard, Groups, Analytics, Evidence, Settings, and Travel. To the right of the sidebar, the main content area is divided into three vertical columns. The first column is titled 'Daily Tasks:' and contains five items: Eat a vegetarian meal, Walk to campus, Use a reusable coffee cup, Use a reusable water bottle, and Recycle. The second column is titled 'Weekly Tasks:' and contains two items: Line dry clothes and Borrow a library book. The third column is titled 'Monthly Challenges:' and contains four items: Shop second hand clothes, Donate an item, Repair an item, and Purchase 2good2go. Each task or challenge item is presented in a white rectangular box with a thin black border.

3. Terms and conditions [6]

User Agreement

By using our website, footprint, you are agreeing to all the terms and conditions henceforth stated.

Intellectual Property

All text, images and analytics belong to footprint and cannot be used elsewhere without clear permission from developers.

Acceptable Use

You must use the website responsibly and do not spam submissions for challenges. Furthermore, group names must be appropriate, descriptive and not contain any slurs or inappropriate language.

User Accounts

Username and password can only be changed if you remember your current one to ensure security of accounts. Moreover, in the second sprint, usernames cannot contain special characters and passwords must be at least 8 characters long.

Content Responsibility

You are responsible for the images you submit as evidence. Hence, all sensitive information must be blurred before submission or your account might be terminated by the developers depending on the severity of the content. This is to the developers' discretion.

Conflicts & Contact

For any conflicts or issues you might have with the website, please contact us at:

Phone Number: +44 0123456789

Email: footprint@ex.ac.uk

Address: Innovation Centre, Rennes Drive, Exeter, EX4 4RN, England

We will do our best to resolve them within 2 weeks of contact.

Termination

In the second sprint, you reserve the right to terminate your account at any time, provided you remember your username and password. This is done as a security measure.

Law

This website operates under UK law.

Ethical Considerations

- **Fairness & Transparency [8]**

To use the website, the user must give their consent. Hence, they are aware that their personal data such as the groups they are in, will be used for analytics. Only necessary data is processed.

A key aspect of the website is the analytics and the user is aware of that before using the website as this must be said to the users before sending them the website.

They are also aware that their photo evidences are kept for a certain duration of time for the moderators to be able to check if they are submitting the same image repeatedly. This will be made clearer on the website in the second sprint. Moreover, in the second sprint, moderators will have to provide a reason for approval/denial of evidence hence making the whole process transparent.

The calculation done for the amount of carbon saved is transparent and visible to users. For any further information needed by the users, they can always reach out to the development team.

- **Incentives**

The gamification of the website which will include incentives will be done in the second sprint.

The above is demonstrated as shown below:

The screenshot shows the FOOTPRINT website interface. On the left, a sidebar menu includes: Tasks, Profile, Leaderboard, Groups, Analytics, Evidence, Settings, and **Travel** (which is highlighted). The main content area has a dark teal header with the word "FOOTPRINT". In the top right corner is a "Log Out" button. Below the header, there are two main sections: "Enter Travel Info" and "Points Calculation".

Enter Travel Info: This section contains fields for "Travel Method" (set to "Walk") and "Distance (km)" (set to "5"). A large blue button labeled "Enter Distance" is positioned below these fields.

Points Calculation: This section displays the results of the calculation. It shows the "Travel Type: walk", "Distance: 10.0 km", and "Points per km: 5". Below this, a summary line states "Calculation: 10.0 km × 5 points/km = 50 points". Further down, it shows "Points Earned: 50" and "Total Points: 50".

References

1. [Data protection: The UK's data protection legislation - GOV.UK](#)
2. [Passwords in online services | ICO](#)
3. [Spring Security - Implementation of BCryptPasswordEncoder - GeeksforGeeks](#)
4. <https://share.google/iuCSUp4B64Gco7mKo>
5. [Understanding WCAG 2.2 - Service Manual - GOV.UK](#)
6. [Free Terms & Conditions Template & Examples \[PDF+DOC\]](#)
7. [Website Legal Compliance Documents UK 2025: Complete Guide](#)
8. [gdprlocal.com/lawfulness-fairness-and-transparency-gdpr-principles/](#)