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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:

FOOTPRINT

Log Out

Tasks

Profile

Leaderboard

Groups

Analytics

Evidence

Settings

Submit evidence

Upload a photo to prove you completed a task.

Any sensitive information in the image must be blurred prior to submission.

Task title

Please select a task from the Tasks p

Points

Points

Photo evidence

Choose file No file chosen

Submit evidence

FOOTPRINT

Log Out

Tasks

Profile

Leaderboard

Groups

Analytics

Evidence

Settings

Travel

Update username:

Old username...

New username...

Submit

Update role:

First Year

Submit

Update password:

Old password...

New password...

Submit

Update campus:

Streatham

Submit

Delete Account

Contact details:

Name:

Phone:

Email:

terms...

FOOTPRINT

Log Out

Tasks

Profile

Leaderboard

Groups

Analytics

Evidence

Challenges

Settings

Travel

Tasks to approve:

User	Date	Task	Evidence	Approval
Bob	18/02/2026, 13:49:19	Eat a vegetarian meal	View	<div>Approve</div> <div>Deny</div>

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.

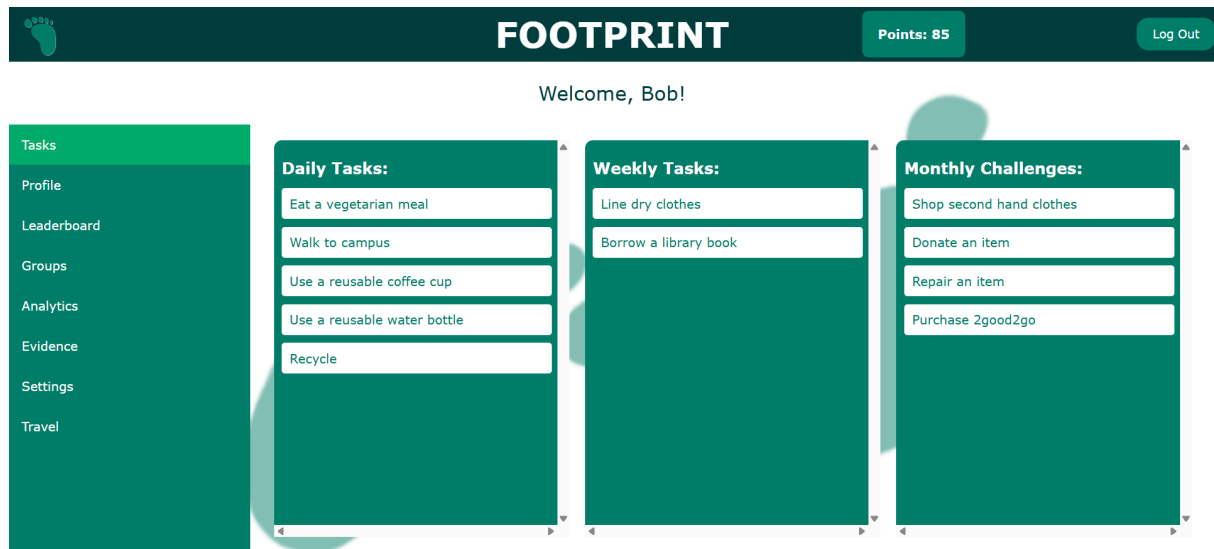
- **Principle 3: Understandable**

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:



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 displays the 'FOOTPRINT' website interface. On the left is a dark green sidebar with a menu containing: Tasks, Profile, Leaderboard, Groups, Analytics, Evidence, Settings, and Travel (which is highlighted in a lighter green). The main content area has a dark green header with the 'FOOTPRINT' logo and a 'Log Out' button. Below the header, the 'Enter Travel Info' section includes a 'Travel Method' dropdown menu set to 'Walk', a 'Distance (km)' input field with the value '5', and an 'Enter Distance' button. The 'Points Calculation' section below it shows the following details: Travel Type: walk, Distance: 10.0 km, Points per km: 5. A calculation bar displays the formula: Calculation: 10.0 km * 5 points/km = 50 points. At the bottom, it states '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/](#)