

## Detailed description of the subject matter of the contract

### 1. SUBJECT MATTER

The subject of the order is the preparation of the graphic design (layout) of the website, development and launch of the website for Dentexpert dental clinic.

The purchaser is to be able to manage the content of the site, its entire content and appearance through the CMS system, i.e. update, add, change content, expand the site, both by expanding it with additional sections and subpages, as well as by adding, deleting, replacing attachments in the form of files and graphic and multimedia materials.

### 2. SCOPE OF WORK RELATED TO THE SUBJECT MATTER OF THE CONTRACT

#### 1) Graphic Design:

- a) The Contractor will submit preliminary proposals for at least two different graphic designs for the website, from which the Employer will select one design for further development.
- b) Proposals for the layout of the site should be in Polish with translation into German, Czech and English.
- c) Proposals for the layout of the site should include at least a view of the home page and two subpages.
- d) The Employer reserves the right to make comments, make changes in the proposed versions of the project. The Contractor will adjust the proposals accordingly to the comments and recommendations of the Ordering Party.
- e) For the selected preliminary design, the Contractor will prepare a graphic design of the website layout in accordance with the Visual Identity Book held by the Employer, which will be made available to the Contractor.
- f) The submitted design should take into account the specific aesthetics inherent in the nature of the entity, while taking into account the legibility of all elements, clarity of content and mutual harmony (colors, typeface, font size, icons, etc.). The graphic design should clearly indicate the nature of the institution and the fields it deals with, and take into account the possibility of expanding the scope of the site in the future.
- g) The graphic design of the subpages should:
  1. Include the name/logo that will be uploaded.
  2. Refer graphically to the home page.
  3. Include information about the place in the structure where the user is located (cover menu).
  4. Include a link that redirects to the home page.
  5. Contain an active menu showing the contents of the department.
  6. Include "Print to PDF", "Facebook", "Instagram" icons.

#### 2) Website:

- a) The Contractor will develop the website based on the preliminary design selected by the Ordering Party. The Employer reserves the right to make changes to the concept or make comments at the stage of implementation of the website.
- b) In the case of presentation of an article on the site, from the article level it should be possible to change the size of the text, print, generate a PDF file with the possibility of saving.
- c) The search engine on the site should have the ability to perform simple and advanced searches by known criteria.
- d) The website must comply with the WCAG 2.1 standard at least AA level for ICT systems in terms of accessibility for people with disabilities in accordance with the Act of April 4, 2019 on digital accessibility of websites and mobile applications of public entities (Journal of Laws, item 848), including, in particular, the development of the layout of the website in a version for the visually impaired and the processing of text into speech and reading the content of the website aloud.

#### 3) Technical and functional requirements:

- a) Encoding of Polish characters according to the UTF-8 standard (version 3.0).
- b) The website must include a message about the use of cookies along with "privacy policy" and "I agree" buttons. The content of the message and the link that opens when you click on the button  
"Privacy policy" is determined by the administrator in CMS. The "I agree" button hides the message and saves the information that the user has read the content (the message does not appear until this information is removed or expires).

- c) Accessibility of the website for people with disabilities. The contractor must develop the presentation layer of the application taking into account the requirements of WCAG 2.1 at level AA. All HTML "A" elements must contain a correctly filled "TITLE" attribute, and "IMG" elements must have a correctly filled "ALT" attribute. The application must allow to assign "TITLE" and "ALT" attribute to "A" and "IMG" elements inserted in the editor.
  - d) The site must be optimized for loading time (small total size of files that make up a single page).
  - e) Site coding in accordance with W3C standards: HTML 5, CSS 3 and WCAG 2.1. The site must pass validation of compliance with the above standards correctly using tools provided by W3C (HTML5: <http://validator.w3.org/>, CSS3: <http://jigsaw.w3.org/css-validator/>) and in terms of WCAG 2.0 implementation (e.g. [www.achecker.ca](http://www.achecker.ca)).
  - f) HTML codes of graphic templates should display correctly on at least the following web browsers: Edge, Chrome, Firefox, Safari, Opera for the official latest product versions (so-called stable versions) released by the manufacturers and for the three earlier versions of the product, as well as for tablet and cell phone browsers installed on the most popular mobile devices (Android tablets and phones, iOS).
  - g) The website must use the principles of Responsive Web Design (RWD). The graphical layout (presentation layer) of the site must change its state after crossing certain limit points (breakpoints) in the width of the browser's viewport (that is, the program area in which the page is displayed) using the following breakpoints:
    - Workstation: 1024px (output width),
    - tablet: 768px,
    - cell phone (smartphone): 320px.
  - h) The site must not be created in Adobe Flash technology. The site should have support for the most common errors (a friendly 404 page should include a friendly phrase apologizing for the situation and links that can allow the user to quickly return to existing pages). The purchaser must be able to enter the error handling content.
  - i) The website must be created based on a CMS, understood as a content management system using a database. It is not allowed to store content only in the form of static web pages.
  - j) The website must entirely use only technologies that allow its further use and development without the need to purchase any license or software, i.e. the website must be created and developed using software based on open source licenses (in terms of CMS, database system and other software, if necessary for the implementation of the Subject of the contract in accordance with the Purchaser's requirements).
  - k) The site should allow management of events organized by the Employer with the possibility for users to sign up for these events.
  - l) The site should provide the ability to hold contests and a voting system.
  - m) The Contractor, with the consent of the Principal, may propose the introduction of new elements to enrich and make the service more attractive. The Contractor shall not restrict or impoverish the content or content of the service without the consent of the Ordering Party.
  - n) Pages of the website must be made using best practices in website building compliant with W3C web development standards for HTML, XHTML, CSS and optimized for loading time.
  - o) The Contractor will provide tools that give the ability to easily change the layout of the site and give it an occasional look, as well as adding graphic elements prepared by the Employer at a later date.
- 4) CMS content management system requirements:
- a) Integrate the site on a CMS (Content Management System) that is intuitive and easy to use for non-technical people familiar with general computer and content editor operation. The system should allow content to be added from a central point (one content management panel for all users), input and flow of information from the source of its creation, which are the editors, through the moderation stages to its approval and publication on the Internet.
  - b) A set of web applications/modules, equipped with an interface, allowing independent, ongoing management of content and graphics and their layout, ongoing updating and expansion of the website by people with basic computer skills, by, among other things, creating and adding new sections and subpages, new templates, new attachments and graphic multimedia materials, etc.

- c) The system should be designed in such a way that updating and expanding the content allows for easy and quick management and publication of information.
- d) The CMS system must have an interface in Polish.
- e) Access to the CMS from the Edge, Chrome, Firefox, Safari, Opera browsers for the official latest versions of the products (so-called stable versions) released by the manufacturers and for the three earlier versions of the product, without having to install additional extensions, such as JAVA, Flash, for example.
- f) WYSIWYG editor for formatting content, creating tables, links inserting graphics.
- g) The system should allow the creation of subpages using an intuitive tool that does not require editors to know html or other languages (the editor should allow editors a convenient mechanism for transferring content from formatted text files in popular office formats, as well as editing the inserted document in the source format).
- h) Contact form generator - a mechanism for creating forms to interact with users, providing the opportunity to use the contact form in many places on the site.
- i) Slider with photos - a dynamic element of the homepage designed to present multiple graphics/photos. Ability for site editors to add or change graphics from the admin panel.
- j) Ability to modify and add new materials and modify and delete existing materials in an intuitive and secure way for the operation of the system.
- k) The option to create sections and structure of the site independently, and to change the order in which sections are displayed in the menu, and the option to hide a section so that it exists in the structure but is not visible on the page.
- l) Rich editing capabilities for site content, i.e.: site editors must have access to an editor for inputting content and graphics, which should allow publishing and processing of page content in terms of basic functions: text (bold, italic, underline, strikethrough, resize), typeface change, style support, cut, copy, paste, undo, redo, add link, delete link, HTML code view, preview, text color, text background color, insert and edit table, text alignment (left, right, center, justification), hyperlink, context menu, scoring and numbering, etc.
- m) Ability to add multimedia materials to individual articles and to the main page of the portal uploaded directly to the system and to add multimedia materials streamed from servers such as youtube.com.
- n) The system should allow the publication of videos and audio files on the website from a web browser. The system administrator should be able to enter a description of the published video in the form of: title, graphic, trailer, broader description.
- o) It is required that it is possible to assign an audio/video file to a specific category.
- p) Adding media files should be possible without being limited to the amount limited by the capacity and parameters of the server on which the site operates.
- q) Ability to attach and play the most commonly used audio/video files including but not limited to (\*.flv, \*.swf, \*.avi, \*.wmv, \*.mpg, \*.mpeg, \*.wma, \*.wav, \*.mp3, \*.mp4,).
- r) The system automatically shrinks uploaded photos to a certain size, along with the ability to create thumbnails;
- s) Ability to add as a download in zip, rar, doc, docx, xls, xlsx, ppt, pdf, rtf, txt, odt, ods formats.
- t) Ability to insert external elements via HTML code (including Youtube videos, Google Maps, streaming media files).
- u) Adding/editing content will allow adding materials copied from various applications like Word, Excel, Open Office.
- v) Ability to save a draft version, previewing the view of items (e.g. news, etc.) of the system before publication, assuming that the preview is identical to the information after publication.
- w) The editor should have a tool to manage graphic elements in the catalog for each page, allowing to add, delete, edit graphics for the website.
- x) The number of elements and text in the given page tabs can be any without limitation of number, without limitation of number of levels, according to the graphic design.
- y) Enable the creation and management of a file repository - access to files posted on the website, i.e. the ability to add new files, delete unnecessary files, and replace files, which should be collected in a way that allows free browsing, cataloging and sorting.

- z) Ability to copy directly from MS Office while preserving source formatting.
- aa) The system should automatically generate a site map (sitemap) - dynamic creation of a map of the website.
- bb) Implemented necessary modules (add-ons): SEO (module that provides search engine optimization of the website).
- (cc) If you upload audio or video files, it will be displayed as a player or as a download.
- dd) Adding and presenting photos in the form of a Gallery, directly in the CMS with the exclusion of additional software.
- ee) Modular structure of the system to ensure its completeness, allowing further expansion.
- ff) Create and add new blocks, categories, sections, bookmarks.
- gg) Independent transfer of departments, blocks from one page to another.
- hh) Sorting of departments and categories.
- ii) The system must support versioning of edited page content.
- jj) Each change in the content must be marked in the database with information about the user and the date of its introduction.
- kk) The system configuration must allow at least:
  - providing the name of the site,
  - Specify whether the page name should be hidden/displayed before/after the title of the viewed category and/or article in the browser bar,
  - Hiding any tab,
  - setting the default number of articles displayed in a category.
- ll) The system will provide monitoring of user activity by collecting site visit statistics using Google Analytics.
- mm) The system must allow administrators to manage users, primarily all of them:
  - Adding new users,
  - edit existing users (change name, change email address, change password),
  - user removal,
  - enable/disable users.
- nn) Administrators must have full rights to all system resources.
- oo) The purchaser must be able to perform the above-mentioned activities from within the CMS.
- pp) The system must be secured against unauthorized external access.
- qq) RODO - the website must be able to display messages on the homepage regarding the processing of personal data in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation) (Official Journal of the EU L 119 of 04.05.2016, p.1).

5) Assignment of copyrights:

- a) Transfer of economic copyrights to the site (graphics, layout, etc.) and the granting of a license for the CMS system/software, unlimited in time and territory. The Contractor must be entitled to transfer to the Ordering Party the property copyright to the subject matter of the contract. The transfer of property copyright shall apply to all fields of exploitation provided for in Article 50 of the Law on Copyright and Related Rights (Journal of Laws of 2019, item 1231, as amended).
- b) Develop and provide the Ordering Party with a CMS manual in Polish, including the management of all functions and modules used in the implementation of the site that is the subject of the contract, and training of the Ordering Party's staff, as described in Section 4.

6) Support/Technical Services/Warranties/Sales Support.

- a) The Contractor shall provide a warranty for the completed site, for 60 months counted from the acceptance of the subject of the contract. Reported irregularities, defects or errors in the functioning of the system will be repaired within no more than 24 hours from the moment of notification by phone or e-mail. A replacement solution will be offered for the duration of the repair. In addition, the Contractor will provide care

After-sales care (service care and technical supervision) for a period of 60 months from the moment of protocol acceptance of the subject of the contract. By after-sales care, the Ordering Party understands, among other things, consultation with the Contractor's technical support, remotely obtaining guidance from the Contractor in order to achieve the expected result in matters related to the use, development of the website, removal of current defects and problems in the functioning of the website, monthly optimization and reviews of the website.

- b) The created website should be fully ready for use without any additional costs for the Ordering Party associated with the purchase of any licenses or other author's economic rights. The cost, if any, of any additional licenses revealed at the stage of execution of the contract shall require the approval of the Ordering Party with the transfer of rights to the Ordering Party.

7) Safety:

- a) The Contractor shall ensure the security of the website and the resources provided to the extent necessary for the smooth, secure and proper operation and maintenance of the website, as required by the Employer.
- b) The site should be secured against all kinds of attacks and intrusions into the content of the system by unauthorized persons.
- c) The website/CMS must have password protection of access to the administration panel (encrypted connection using TLS 1.1 or higher protocol).
- d) The website/CMS must store login credentials in encrypted form.
- e) The website/CMS must ensure integrity through a content verification mechanism (checksums).
- f) The CMS system allows you to grant permissions to modify site settings to different users at different levels (at least administrator, editor). The permissions system should provide the minimum database access rights necessary for the correct operation of the site.
- g) It must be possible to switch the connection to https verifiable by a certificate located in a tree accredited by each web browser.
- h) The following mechanisms must be provided for passwords for access to the administrative panel, among others, enforcing a minimum password length of not less than 8 characters, enforcing password complexity (at least 3 of the listed criteria met): at least one lowercase letter, one uppercase letter, one number, one special character.
- i) User accounts (editors) managing content for unit employees only.
- j) The CMS must allow multiple users (editors) and several administrators.
- k) The service must collect information about any attack attempts, failed logins, and present it in a clear way in the administration section.

**3. ORDER COMPLETION DATE:**

- 1) The order will be completed within 2 months from the date of signing the contract. At each stage of the contract execution, the Contractor will cooperate with the Ordering Party. Both parties will appoint employees for ongoing cooperation.
- 2) Schedule of contract execution:
  - a) Presentation of the graphic design of the homepage to the Contracting Authority. Based on the preliminary design selected by the Ordering Party, the Contractor shall present the graphic design of the homepage to the Ordering Party in accordance with the Ordering Party's instructions up to 10 calendar days from the signing of the contract using the graphic elements provided by the Ordering Party. The Contracting Authority stipulates that it does not specify both the minimum and maximum number of modifications/revisions that the Contractor will have to make in order to accept the graphic design of the website.
  - b) Present a test version of the CMS system to the Ordering Party to demonstrate its functionality, stability and compliance with the Ordering Party's requirements. Obtaining the approval of the Employer.
  - c) Order execution. On the basis of the graphic design and CMS system approved by the Ordering Party, the Contractor undertakes to carry out all the works included in the scope of the order and submit them for acceptance within 2 months from the date of signing the contract.
  - d) Upon completion of the work, in order to proceed to the final acceptance of the execution of the Order, the Contractor will install the website on the server designated by the Ordering Party. The correctness of the execution of the Order will be confirmed by the final acceptance protocol. In case of defects/defects revealed on the day of acceptance - the Contractor is obliged to remove them within 3 working days.

- e) In the final stage, the Ordering Party will receive from the Contractor a copy of the website, source codes and documentation held by the Contractor.

**4. THE OFFERED SOLUTION MUST PRIMARILY COMPLY WITH THE FOLLOWING LAWS, GUIDELINES AND STANDARDS:**

- 1) The Act of February 17, 2005 on Informatization of Activities of Entities Performing Public Tasks (Journal of Laws 2013, item 235, as amended), together with implementing acts;
- 2) The Act of July 18, 2002 on the provision of electronic services (Journal of Laws 2013, item 1422), together with implementing acts;
- 3) The Act of February 4, 1994 on Copyright and Related Rights (i.e., OJ. 2016 item 666;
- 4) Act of August 29, 1997 on the protection of personal data (Journal of Laws 2002 No. 101 item 926, as amended);
- 5) Ordinance of the Council of Ministers of April 12, 2012 on the National Interoperability Framework, minimum requirements for public registries and exchange of information in electronic form, and minimum requirements for ICT systems (Journal of Laws 2012, item 526);
- 6) W3C standard;
- 7) CSS3 standard;
- 8) WCAG 2.1 standard.
- 9) Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation), which was made mandatory on May 25, 2018.
- 10) In the event of a change in generally applicable laws during the term of the Contract, the Contractor shall, as part of the remuneration offered in the Bid Form, bring the website into compliance with the amended laws, no later than the effective date of the amended laws. However, in the event that the entry into force of the amended regulations occurs on a date earlier than 14 days from the date of their promulgation, the Contractor shall adjust the website to the amended regulations within 14 days from the effective date of the amended regulations. For the avoidance of any doubt, the adaptation of the website referred to in the sentence above shall not be considered development work as referred to in the various chapters of the SOPZ.

**5. CONCLUDING REMARKS:**

The contracting authority does not allow partial or variant bids.

The website at the time of final handover to the Ordering Party will be free of defects. Its ergonomics, security, and performance will be of sound quality appropriate to this type of website/web tool.