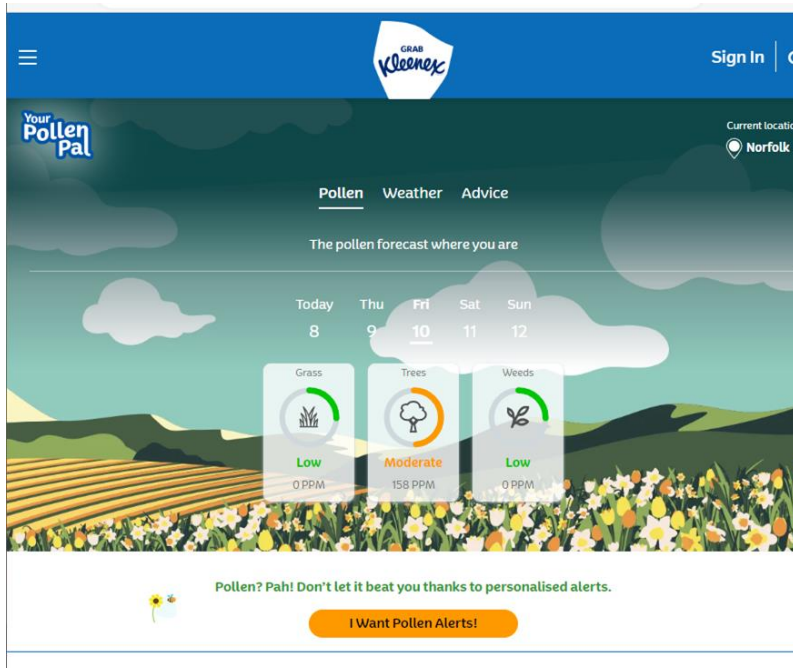


## Guidelines and Regulations

Personal data is likely to be used as part of the solution – such as personal health and location – this will need to be protected. GDPR laws state that the user has to explicitly consent to the data being collected and how it will be used. As such, the design will need in data entry sections boxes to check to say you consent to data being used. GDPR regulations only apply to location data if it could be used to specifically identify a person. This means that locations used for features such as personalised health advice should be kept to a vague area so the user cannot be identified.

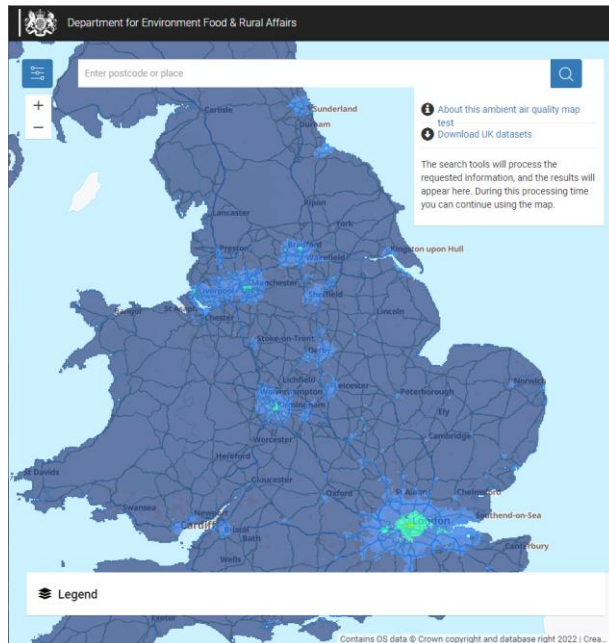
## Existing Technologies

### Kleenex Pollen Pal (Pollen Count – find pollen levels near me | Kleenex.)



This tool, created by well-known tissue company Kleenex, is a useful way to see a five-day pollen forecast for your area. Like mentioned above, you can see the vague area (in this case Norfolk) is used for the needed anonymity. Pollen Pal also has a service where it can send you notifications regarding newer forecasts. This can be useful for when you cannot be bothered to check every few days. The UI is simple and easy to understand, with underlines showing which section is currently selected and a colour scheme that feels comforting. One downside to this service is that the circles around each type of pollen are locked to show increments of 90 degrees; while this was likely done for quick reading, it has the negative side-effects of not being completely accurate and also making 0 look like more than 0 (see picture above).

## UK Ambient Air Quality Interactive Map (defra.gov.uk)



This map created by the UK government's Department for Environment, Food and Rural Affairs is a powerful yet quick-to-use system for viewing official air quality measurement averages each year. There are lots of features it has for ease of use; for example, you can filter by year and type of data to find what specifically is sought after. Pressing 'Legend' at the bottom shows a key for what each colour means – it is likely done this way so it doesn't get in the way of the map itself. However, there is an issue with this service, in that if someone does not understand what each measurement of air quality means there is no system that explains it or allows you to see an overall measure of air quality. Despite this, it is very useful for other tools to use as you can download the data as a CSV for every 1km square at once for a given year.