Requirements for Website

# General technical requirements

* First, we would like to see the website in local, and then host it under [www.dynius.ai](http://www.dynius.ai)
* The existing webpage should be replaced (but can still be used as maintenance screen in case we make changes on our main website)
* Website should have a responsive design for desktop, tablet and mobile phone
* Website should follow best practices for search engine optimization (SEO) to improve visibility on search engines like Google.
* Website architecture should be designed so that it can handle increasing traffic and growth (by using scalable infrastructure and technologies).
* Website should have basic analytics features (at a minimum website traffic)
* Website must work with full functionality on various web browsers, including Chrome, Firefox, Safari, and Edge.
* Wherever possible, please leave the template design as is (e.g. font, font size, background, etc.)

# Requirements by *section*

## Section 1 (Slide 1)

* The Dynius and ETH Zurich logo (both positive and negative) can be found in the attachments (.*png* format)
* Link behind “Home” should go to the initial page (slide 1)
* Link behind: Our Offering” should go to “Our Offering” page (slide 2)
* Link behind the “Our Guarantees” should go to “Our Guarantees ” page (slide 7)
* Link behind “Support” should go to last page (with the possibility to open a ticket) (slide 12)
* Link behind the “light” symbol (up right corner) should switch between Dark Mode and Light mode. If this is not possible, please remove the switch altogether (see documentation: <https://docs.uideck.com/tailwind-template> )
* Default should be Dark mode.
* For the Light mode, please just switch everything in black with white and vice-versa. The other colors should remain the same (except it’s less effort to change all colors altogether. In this case, please make a proposal and show us on DEV and we will evaluate).
* For Dark Mode, use the white ETH logo; for Light Mode, use the black ETH logo.

## Section 2 (Slide 2)

* There should be one number in the middle which counts up from 0 to 7 every time someone reaches this page (by scrolling or clicking on “Our Offering” on the first page).
* There should be two invisible placeholders (one to the right, one to the left of the one implemented) that can do the same as soon as we have relevant metrics to show (should be ready to insert 2 numbers and a text and it will work out of the box).
* On the lower part (within the dark blue rectangle), there should the possibility to add an infinite (or large) number of logos (of partners) which a) are greyed out by default and color themselves when someone hovers over them (already implemented); b) should all run in an infinite loop (like a carousel). It’s acceptable that some partners’ logos are not visible for a while in case there are many. We will then add all our approved partner logos (upon their approval). Most likely the logos will be in *.jpg* or .*png* or *.pdf* format. For now, you can just use our logo a few times to show how it would look like.

## Section 3 (Slide 3)

* On the lower part there should be an invisible placeholder in which we can put an image (*.png* or *.jpg* format) later on.
* The icons are from PowerPoint Icons. Downloading them renders them in a very low quality. Can you try to find something similar for each of them in your personal library (or similar) please? If you don’t find anything, then you can make the logos in the powerpoint really large and save as pictures. They’re not vector images, but as they’re only figuring as icons, it should be fine for now.

## Section 4 (Slide 4)

* On the lower part there should be an invisible placeholder in which we can put an image (*.png* or *.jpg* format) later on.
* The icons are from PowerPoint Icons. Downloading them renders them in a very low quality. Can you try to find something similar for each of them in your personal library (or similar) please? If you don’t find anything, then you can make the logos in the powerpoint really large and save as pictures. They’re not vector images, but as they’re only figuring as icons, it should be fine for now.

## Section 5 (Slide 5)

* On the lower part there should be an invisible placeholder in which we can put an image (*.png* or *.jpg* format) later on.
* The icons are from PowerPoint Icons. Downloading them renders them in a very low quality. Can you try to find something similar for each of them in your personal library (or similar) please? If you don’t find anything, then you can make the logos in the powerpoint really large and save as pictures. They’re not vector images, but as they’re only figuring as icons, it should be fine for now.

## Section 6 (Slide 6)

* The icons are from PowerPoint Icons. Downloading them renders them in a very low quality. Can you try to find something similar for each of them in your personal library (or similar) please? If you don’t find anything, then you can make the logos in the powerpoint really large and save as pictures. They’re not vector images, but as they’re only figuring as icons, it should be fine for now.
* No further details, should be clear from the contents and the slides.

## Section 7 (Slide 7)

* The icons are from PowerPoint Icons. Downloading them renders them in a very low quality. Can you try to find something similar for each of them in your personal library (or similar) please? If you don’t find anything, then you can make the logos in the powerpoint really large and save as pictures. They’re not vector images, but as they’re only figuring as icons, it should be fine for now.
* No further details, should be clear from the contents and the slides.

## Section 8 (Slide 8)

* Please hide this page for now (don’t delete it). We may use it in the future. But currently, this page should not be visible.

## Section 9 (Slide 9)

* Please hide this page for now (don’t delete it). We may use it in the future. But currently, this page should not be visible.

## Section 10 (Slide 10)

* Please hide this page for now (don’t delete it). We may use it in the future. But currently, this page should not be visible.

## Section 11 (Slide 11)

* Input field ***Your Name***: only letters allowed (including special characters, like ö, ä, etc.), no numbers or other characters should be allowed that are not part of names. Min length: 1 character, max. length: 32 characters. If this is not met, below the input field should always be displayed (upon clicking on “Submit”): “Your input does not meet the requirements. Please change your input.”
* Input field ***Your Email:*** letters, numbers, special characters allowed. Must have one “@”. Min length: 5 character, max. length: 55 characters. If this is not met, below the input field should always be displayed (upon clicking on “Submit”): “Your input does not meet the requirements. Please change your input.”
* Input ***Your Message***: letters, numbers, special characters allowed. Min length: 1 character, max. length: 500 characters. If this is not met, below the input field should always be displayed (upon clicking on “Submit”): “Your input does not meet the requirements. Please change your input.”
* *Submit Ticket* button should be greyed out and disabled unless all three fields (Your Name, Your Email, Your Message) are filled out and meet the requirements. In other words, the submit button should only be activated for sending an email when all fields are correctly filled out.
* Link behind “Submit Ticket” button: Email to [federico.pirovano@dynius.ai](mailto:federico.pirovano@dynius.ai)
* Link behind “Talk to us” button: <https://calendly.com/federico-pirovano/one-to-one-meeting>
* Link behind LinkedIn icon: <https://www.linkedin.com/company/dynius-ai>
* Link behind Privacy Policy: [www.dynius.ai/privacy-policy](http://www.dynius.ai/privacy-policy)
* Logo: the one from the first page (Slide 1)

## Additional page (Slide 12)

There must be an additional sub-page under [www.dynius.ai/privacy-policy](http://www.dynius.ai/privacy-policy) which can be accessed via the privacy policy link on the last part of our website (Slide 11).

It can be a very simple white/plain site where the following text is displayed (statically):

# Dynius GmbH Privacy Policy

Version 1.0 – September 21, 2023

## About us

This privacy policy ("Privacy Policy") explains how we process and protect your personal data when you use this Website or our services provided via <https://dynius.ai> (together, the "Website").

The Website is operated by Dynius GmbH, Baarerstrasse 14, 6300 Zug (the "COMPANY", "we", "our", or "us"). Unless otherwise defined in this Privacy Policy or our Terms & Conditions, the definitions used in this Privacy Policy have the same meaning as in the Swiss Federal Act on Data Protection.

## Personal data we collect

We collect the following categories of personal data when you use the contact form on our Website:

* Contact details
* Client requests
* Application details

## How we collect personal data

We collect information about our users when they use our Website, including taking certain actions within it.

**Directly:**

* When users access, use, or otherwise interact with our Website.
* When users submit their data to us.
* When users sign up to receive our newsletter and other marketing materials.
* When users correspond with us by electronic means.

**Indirectly:**

From third parties, such as social media plugins and third-party cookies.

## Legal basis and purposes

Our legal basis for collecting and using the personal data described in this Privacy Policy depends on the personal data we collect and the specific purposes for which we collect it.

**Contract:** To perform our contractual obligations or take steps linked to a contract with you. In particular:

* To provide our services.
* To recruit.

**Consent:** We may rely on your freely given consent at the time you provided your personal data. In particular:

* To provide users with news, special offers, newsletters, and general information about goods and services which we offer (requires explicit consent).

**Legitimate interests:** We may rely on legitimate and/or vital interests based on our evaluation that the processing is fair and reasonable. In particular:

* To maintain and improve our Website and services.
* To develop new services.

**Public interest:** To meet regulatory and public interest obligations. In particular:

* To comply with applicable regulations and legislation.

## Data retention

We retain personal data for so long as it is needed for the purposes for which it was collected or in line with legal and regulatory requirements or contractual arrangements.

## Service providers

We may employ third party companies ("Service Providers") to facilitate the operation of our Website, assist us in analysing how our Website is used or perform Website-related services. These third parties have access to your personal data only and insofar as necessary to perform these tasks on our behalf.

Type(s) of service providers who might access your personal data:

* Google Analytics. Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.  
  You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript from sharing information with Google Analytics about visits activity.  
  For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy>
* Elementor: Used as part of the website's WordPress theme. The cookie allows the site owner to implement or modify site content in real time. Data may be sent to the United States of America.
* wpEmojiSettingsSupports: This cookie is part of a set of cookies aimed at delivering and presenting content. The cookies maintain the correct state of fonts, blog/image sliders, color themes, and other site settings. Data may be sent to the United States of America.
* g.gif: Records statistical data on user behavior on the website. These are used for internal an alysis by the site operator. Data may be sent to the United States of America. The relevant privacy policy can be found here: <https://automattic.com/privacy/>
* verbum\_test: Utilizzato nell'ambito del tema WordPress del sito web. Il cookie consente al proprietario del sito di implementare o modificare il contenuto del sito in tempo reale. The relevant privacy policy can be found here: <https://automattic.com/privacy/>

## Data transfers

We and/or the Service Providers may transfer your personal data to and process it globally. We safeguard your personal data per our contractual obligations and applicable data protection legislation when transferring data abroad.

Such safeguards may include:

* Ensuring the protection of your personal data in accordance with our contractual obligations and relevant data protection laws when transferring data abroad.
* The transfer to countries that have been deemed to provide an adequate level of protection according to lists of countries published by the Federal Data Protection and Information Commissioner.
* Applying standard data protection model clauses, binding corporate rules or other standard contractual obligations that provide appropriate data protection.

## Data disclosure

We may disclose your personal data in the good faith belief that such action is necessary:

* To comply with a legal obligation (i.e., if required by law or in response to valid requests by public authorities, such as a court or government agency).
* To protect the security of the Website and defend our rights or property.
* To prevent or investigate possible wrongdoing in connection with us.
* To defend ourselves against legal liability.

## Data security

We take reasonable technical and organisational security measures that we deem appropriate to protect your stored data against manipulation, loss, or unauthorised third-party access. Our security measures are continually adapted to technological developments.

We also take internal data privacy very seriously. Our employees and the Service Providers that we retain are required to maintain secrecy and comply with applicable data protection legislation. In addition, they are granted access to personal data only insofar as this is necessary for them to carry out their respective tasks or mandate.

The security of your personal data is important to us but remember that no method of transmission over the Internet or electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal data, we cannot guarantee its absolute security.

## Your rights

You have the below data protection rights. Please note that we may ask you to verify your identity before responding to such requests.

* **Right of access:** You have a right to request a copy of your personal data, which we will provide to you in an electronic form.
* **Right to amendment:** You have the right to ask us to correct our records if you believe they contain incorrect or incomplete information about you.
* **Right to withdraw consent:** If you have provided your consent to the processing of your personal data, you have the right to withdraw your consent. This includes cases where you wish to opt-out from marketing communications. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose(s) to which you initially consented unless there is another legal basis for processing. To stop receiving emails from us, please click on the 'unsubscribe' link in the email you received.
* **Right to erasure:** You have the right to request that we delete your personal data when it is no longer necessary for the purposes for which it was collected or when it was unlawfully processed.
* **Right to restriction of processing:** You have the right to request the restriction of our processing of your personal data where you believe it to be inaccurate, our processing is unlawful, or where we no longer need to process it for the initial purpose, but where we are not able to delete it due to a legal obligation or because you do not want us to delete it.
* **Right to portability:** You have the right to request that we transmit your personal data to another data controller in a standard format, where this is data which you have provided to us and where we are processing it on the legal basis of your consent or to perform our contractual obligations.
* **Right to object to processing:** Where the legal basis for our processing of your personal data is our legitimate interest, you have the right to object to such processing on grounds relating to your particular situation. We will abide by your request unless we have a compelling legal basis for the processing which overrides your interests or if we need to continue to process the personal data for the exercise or defence of a legal claim.
* **Right to lodge a complaint with a supervisory authority:** You have the right of appeal to a data protection supervisory authority if you believe that the processing of your personal data violates data protection law. The competent data protection authority in Switzerland is the Federal Data Protection and Information Commissioner.

## Links to third-party apps and sites

Our Website may contain links to websites or apps that we do not operate. If you click a third-party link, you will be directed to that third party's site or app. We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

## Cookie policy

Cookies are files with a small amount of data that are commonly used as a unique anonymous identifier. These are sent to your browser from the website you visit and stored on your computer's hard drive or memory.

Our Website uses these cookies to collect information and to improve our Website. You have the option to either accept or refuse these cookies and know when a cookie is being sent to your computer. If you choose to refuse our cookies, you may not be able to use some portions of our Website.

## Changes to this privacy policy

We may update our Privacy Policy from time to time. We, therefore, encourage you to review this Privacy Policy periodically for any changes.

Changes to this Privacy Policy are effective when they are posted on this page.

## Contact us

If you have any questions about this Privacy Policy, do not hesitate to get in touch with us at: [federico.pirovano@dynius.ai](mailto:federico.pirovano@dynius.ai)