

#### Connecting Providers, Citizens, and Researchers with Ethical Data Sharing

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### Purpose



The **FOODITY Data Lake** is designed as a **central storage and analysis hub** for extensive datasets in the domains of food and nutrition. It is **not a generic repository**, but a **purpose-built platform** created to address the specific challenges of **food, nutrition, and sustainability**. Unlike standard data lakes, FOODITY integrates: **Ethical data governance and Strict compliance with the General Data Protection Regulation (GDPR)** 

The platform empowers diverse stakeholders to explore, process, and extract insights from multiple data sources through a scalable and reliable solution for publishing and exploring data. Who benefits?

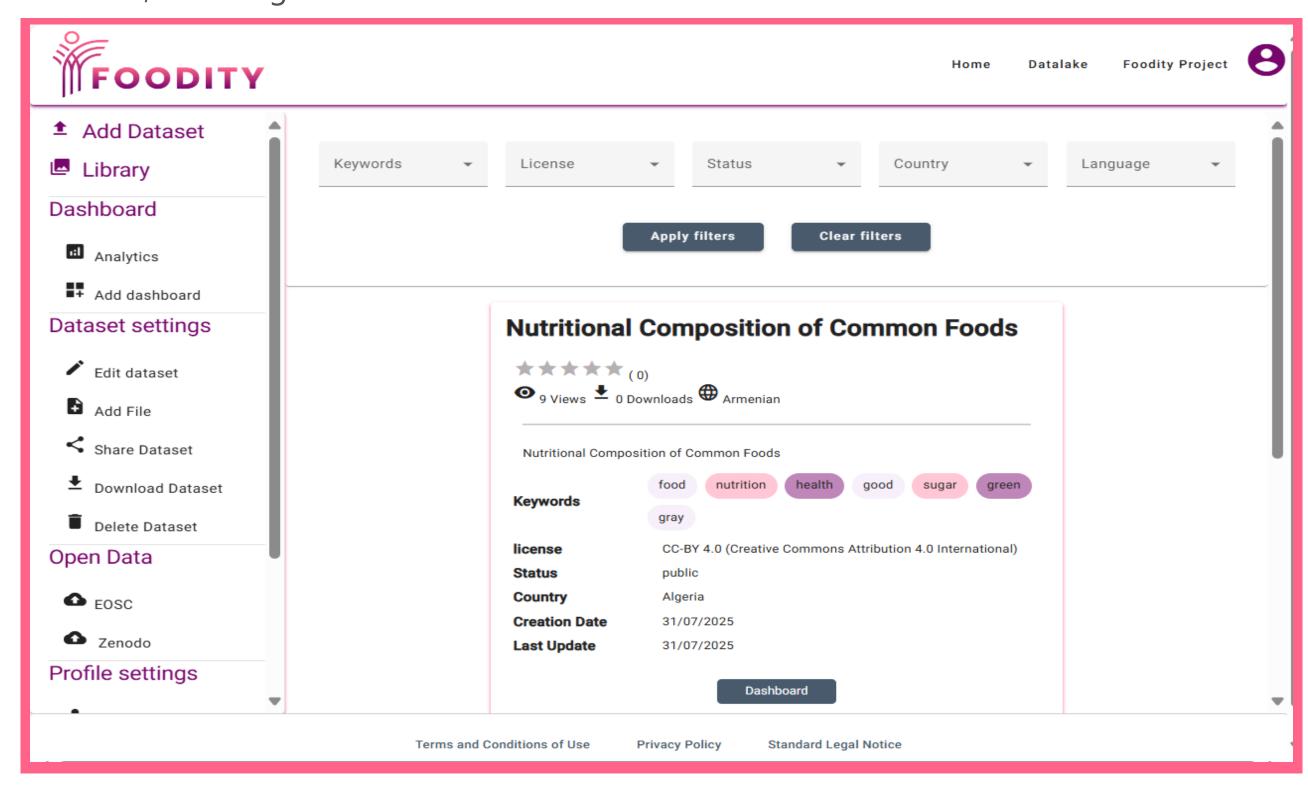
- **Citizens** → Informed, healthier choices and greater transparency on food products.
- Entrepreneurs & Producers  $\rightarrow$  Access to market insights and opportunities for innovation.
- Researchers → High-quality datasets supporting studies on nutrition, cancer, obesity, and other health-related topics.

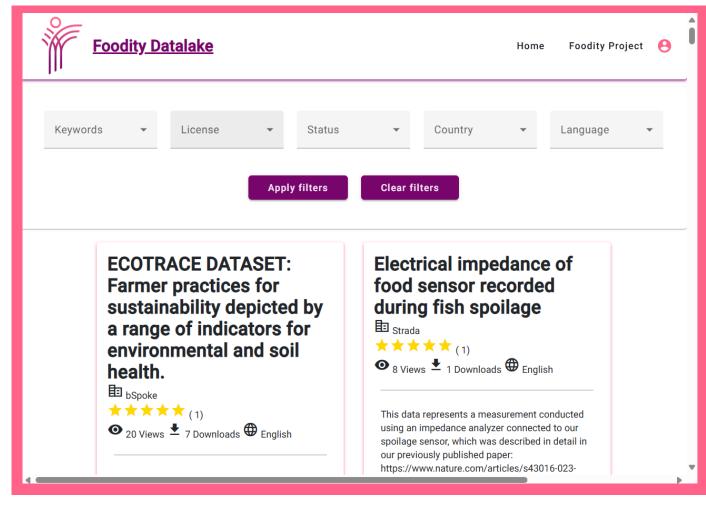
# Accessing the FOODITY Data Lake

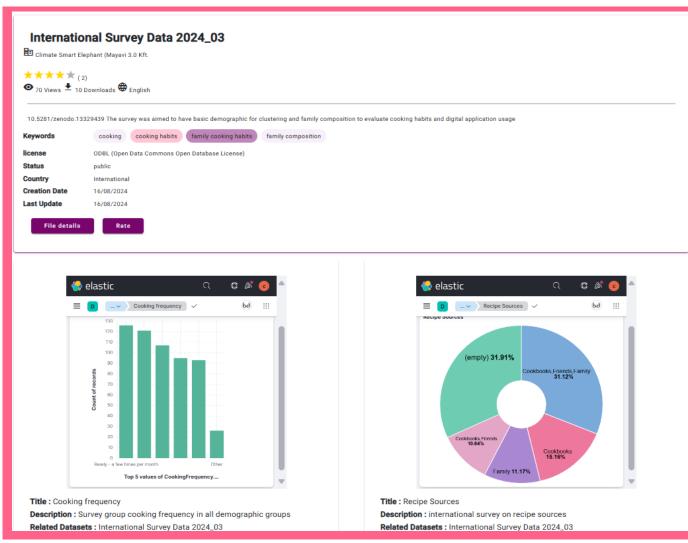


From the official FOODITY website, the Data Lake menu acts as a central entry point for all users. When selecting Data Lake on the main site (*foodity.eu/datalake*), visitors are redirected according to their role into one of the two Portals:

- **Data Provider Portal** (<u>dataprovider.foodity.eu</u>), where they can upload datasets, manage metadata, and create dashboards.
- **Citizen Portal** (*datalake.foodity.eu*), which offers open access to public datasets, dashboards, and insights.







## Why it Matters?



**GDPR** 

**TRUST** 

The FOODITY Data Lake is more than a technical platform – it is a **purpose-driven** infrastructure designed to create value for society while respecting **ethical principles**:

- ✓ **GDPR compliance**: Only anonymised data is allowed, protecting individuals' privacy.
- ✓ **Transparency and trust**: Clear governance and consent management (via DataU) ensure data is shared responsibly.
- ✓ **Sustainability focus**: Prioritises data that contributes to healthier lives and a greener planet.

#### **Empowering Users Through Insights**

From Data to Insights



Dashboards are at the heart of the FOODITY Data Lake, transforming complex and diverse datasets into clear, actionable insights. Through these interactive tools, stakeholders can:

- ✓ Make data-driven decisions without requiring advanced technical expertise.
- ✓ Communicate results effectively to policymakers, businesses, and citizens alike.

https://x.com/FOODITY\_EU



https://www.linkedin.com/company/foodity-eu













the European Union