



SMEDATA

'Ensuring the Highest Degree of Privacy and Personal Data Protection through Innovative Tools for SMEs and Citizens'



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557 288 EUR

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Objectives

The **overall objective** of SMEDATA Project is to ensure the effective application of General Data Protection Regulation (GDPR) through awareness, multiplying training and sustainable capacity building for SMEs and legal professionals.

To reach this ambitious goal, the SMEDATA partners will strive to achieve the following **underlying objectives**:

- To elaborate a methodology for designing self-assessment and awareness tool, thus providing a sustainable approach for their implementation
- Assisting the understanding and compliance with GDPR through the development of an innovative software tool.

Planned Activities and Expected Results

Awareness and Training

24 awareness-raising one-day training events will be organised – 12 in Bulgaria and 12 in Italy, and 4 dedicated two-day multiplying training seminars for representatives of business and professional organisations – 2 in Sofia and 2 in Rome.

Self-assessment tool

An efficient self-assessment and awareness tool will be elaborated 'translating' GDPR rules for the needs of SMEs and assisting them:

- How to implement GDPR in their everyday business
- How to assess GDPR impacts on different economic sectors
- How to conduct data protection impact assessment
- How to raise awareness among SMEs stakeholders – staff, management, owners, subcontractors, clients
- How to ensure continuous learning on GDPR matters.

Mobile Application

A mobile application will be developed in order to assist citizens and SMEs in understanding and complying with GDPR. The mobile app "GDPR in Your Pocket" will:

- Provide guidance and practical advice to SMEs for decision-making when implementing and complying with GDPR
- Give citizens easy and instant way for obtaining information about their rights as data subjects.

Dissemination and Communication

A large-scale dissemination campaign will be deployed aiming at:

- Promotion of the benefits that the new data protection regulatory framework brings to SMEs and citizens by popularising and communicating the main project outputs
- Organisation of two international conferences – in Sofia and Rome, where representatives of business organisations, civil society and data protection authorities across Europe will be brought together in order to share their experience and best practices with regard to compliance with the GDPR rules

Beneficiaries

- **Micro, small and medium enterprises** – SMEs play a profound role in the economic development in all EU Member States. The greatest number of workers are employees of SME entities
- **Legal practitioners** – dealing with data protection issues in the context of SMEs, they play the key role of translating legal requirements into legitimate practical measures and procedures aimed at achieving compliance with the new regulatory framework
- **Citizens** – project activities are placing particular emphasis on ensuring that citizens are aware of and have acquired sufficient knowledge how to exercise effectively their rights as data subjects.

Project Consortium:

The project consortium is compiled by seven partners from two EU Member States – Bulgaria and Italy, that represent all major stakeholder types related to the protection of personal data: data protection authorities, private companies, NGOs and academia.



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