



# DELIVERABLE

Project Acronym: **SMEDATA**

Grant Agreement number: **814763**

Project Title: **Ensuring the Highest Degree of Privacy and Personal Data Protection through Innovative Tools for SMEs and Citizens**

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## D5.1 Project Website

Project co-funded by the European Commission within <b>REC-AG-2017</b>		
Dissemination Level		
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	



## Revision History, Status, Abstract, Keywords, Disclaimer

### Revision History

Revision	Date	Author	Organisation	Description
0.0	16.01.2019	Zahari Iankov, Hristina Bogia	APIS	First draft of the website content in English
	21.01.2019	Hristo Alaminov	CPDP	Review of the website content
	03.02.2019	Hristo Alaminov	CPDP	Translation in Bulgarian of the pages about Project Overview and Activities
	04.02.2019	Hristina Bogia	APIS	Translation in Bulgarian of the all other website pages
	08.02.2019	Carlo Colapietro; Luigi Montuori	UNIROMA3; CPDP	Translation in Italian of the website content
0.1	12.02.2019	Hristina Bogia	APIS	First draft of D5.1
0.2	13.02.2019	Hristo Konstantinov	APIS	Review and edits
1.0	14.02.2019	Hristo Alaminov	CPDP	Review and final draft

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Date of delivery	Contractual:	28.02.2019	Actual:	18.02.2019
Status	final <input checked="" type="checkbox"/> /draft <input type="checkbox"/>			

<b>Abstract (for dissemination)</b>	The deliverable presents the SMEDATA Project Website and explains its role as a key communication tool.
<b>Keywords</b>	Website, communication, home page, navigation, content



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### **Disclaimer**

The content of the current document represents the views of the authors only and is their sole responsibility. The European Commission does not accept any responsibility for use that may be made of the information it contains.



# List of abbreviations

<b>CPDP</b>	Commission for Personal Data Protection (Комисия за защита на личните данни)
<b>APIS</b>	APIS Europa
<b>SAJUZ</b>	The Union of Bulgarian Jurists (Съюз на юристите в България)
<b>EY</b>	Ernst & Young Law Partnership (Адвокатско съдружие Ърнст и Янг)
<b>EWLA - BG</b>	European Women Lawyers Association Bulgaria
<b>GPDPIT</b>	Garante per la Protezione dei Dati Personali
<b>UNIROMA3</b>	Università degli Studi Roma Tre
<b>GDPR</b>	General Data Protection Regulation
<b>EU</b>	European Union
<b>EC</b>	European Commission
<b>REC</b>	‘Rights, Equality, Citizenship’ programme
<b>WP</b>	Work Package(s)
<b>SEO</b>	Search Engine Optimization
<b>SME</b>	Small and medium-sized enterprises
<b>WCAG</b>	Web Content Accessibility Guidelines
<b>W3C</b>	World Wide Web Consortium



# Introduction

The Project Website is one of the key communication tools of the Plan for dissemination of the SMEDATA Project. All public documents produced within the Project, newsletters, press releases and other communication materials will be uploaded to the Website. The <http://smedata.eu/> has been already set up. The interface of the Website is trilingual – in English, Bulgarian and Italian. Since the Project consortium is compiled by seven partners from two EU Member States – Bulgaria and Italy, and in view of the fact that the promotional and dissemination activities are targeting not only the Bulgarian and Italian community, but also EU citizens in general, the content of the Website will be continuously maintained and updated in these three languages.

## The Home Page

In order to fulfil its purpose to serve as a key communication tool of the project, the Website is built around a Home page, which is not only main entry to the Website, but a core distribution point for the Project.

The first elements that users see on the Project Website are three **Slides** with text that explains the main goals of the Project activities.

In the next section “**About SMEDATA Project**”, three icons supported by short text present the Project Objective, Activities and Beneficiaries and provide links to pages with additional information about the project.

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**ABOUT SMEDATA PROJECT**

- OBJECTIVE**  
The SMEDATA Project aims at ensuring the highest degree of privacy and personal data protection through innovative tools for SMEs and citizens
- ACTIVITIES**  
SMEDATA will organise a series of awareness and training events, develop a self-assessment tool and a mobile application, disseminate and communicate project objectives and results
- BENEFICIARIES**  
Management and expert staff of SMEs, their associations, their legal advisors as well as citizens will benefit from SMEDATA awareness & training campaign and innovative tools

Beneath the three icons there is a Grey box “**General Data Protection Regulation and SMEs**” quoting GDPR and explaining the connection between the Regulation and SMEs.

Afterwards we explain briefly, “**What we do**” within the framework of the Project and provide links to the respective pages presenting the Self-assessment tool, the Mobile Application, the Awareness and Training Campaign and the Project news.

## WHAT WE DO



### SELF-ASSESSMENT TOOL

We will provide an affordable and tailored made solution to the SMEs to assess the compliance of their processes with the GDPR and to ensure continuous process of SMEs self-improvement.



### MOBILE APPLICATION

We will develop a free, open-source mobile application assisting citizens and SMEs in understanding and complying with GDPR.



### AWARENESS AND TRAINING

We will organize 24 regional awareness-raising events as well as 4 trainings for trainees in Bulgarian and Italy.



### NEWS

We will keep you up to date with the latest development of the project.

Beneath this section, in “**Meet our project team**”, are the photos of the work package leaders and the team leaders of the partners’ organisations with short biographic data.

A white box is placed after these photos with the “**Expected outcomes**” of the Project – Awareness and Training, Self-assessment tool, Mobile Application and Conferences, which are linked to the pages with the corresponding content.

## EXPECTED OUTCOMES

[Awareness and Training](#)

[Self-assessment tool](#)

[Mobile application](#)

[Conferences](#)

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At the bottom of the home page are placed the logos of the Project “**Partners**” with contact data.

## PARTNERS

### COMMISSION FOR PERSONAL DATA PROTECTION OF THE REPUBLIC OF BULGARIA

2 Prof. Tsvetan Lazarov Blvd.,  
Sofia 1592, Bulgaria  
e-mail: kzld@cpdp.bg  
Website: www.cdpd.bg



### ITALIAN DATA PROTECTION AUTHORITY

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Rome 00187, Italy  
e-mail: garante@gpdp.it  
Website: www.garanteprivacy.it



GARANTE  
PER LA PROTEZIONE  
DEI DATI PERSONALI

### APIS EUROPE

67B Postoyanstvo Str.,  
Sofia 1111, Bulgaria  
e-mail: office@apis.bg  
Website: www.apis.bg/en/



### THE UNION OF BULGARIAN JURISTS

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### EUROPEAN WOMEN LAWYERS ASSOCIATION BULGARIA

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Website: www.ewla.org



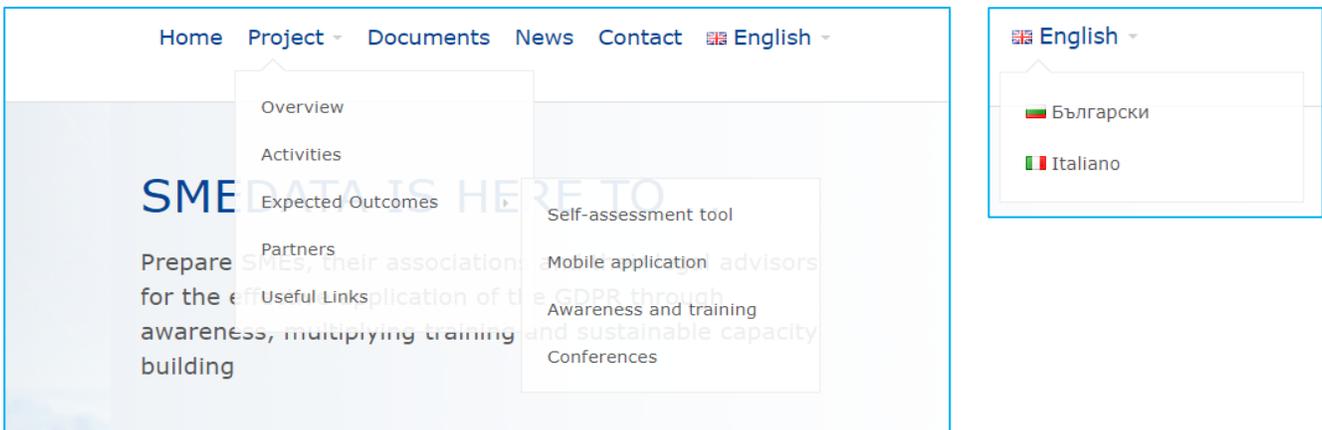
In the footer of the Home Page, along with the EU flag, is provided information about the Project's funding and a disclaimer according to the visibility requirements for EU-funded projects. The footer provides also links to the Facebook and LinkedIn pages of the Project.

## Navigation Menu

The header of the Home Page consists of: 1) Project logo, which is used also as Home button, and 2) Navigation Menu that serves as starting point for everyone who wishes more information on the Project.



The navigation menu offers links to the various information pages of the Website.



The initial structure of the navigation menu as of 14 February 2019, when the website was launched, is the following:

- **Home** – displays the Home Page of the Website.
- **Project**
  - **Overview** – provides general information about the Project, its results, target groups etc.
  - **Activities** – information about the objectives and activities in each of the five Project work packages.
  - **Expected outcomes**
    - *Self-assessment tool* – brief information regarding the purpose of the tool and its functionalities.
    - *Mobile application* – summary on the mobile application to be developed.
    - *Awareness and training* – information about the trainings and seminars that are planned within the Project.



- *Conferences* – review of the planned international conferences.
  - *Partners* – page introducing the partners with descriptions and logos that are linked to their websites.
  - *Useful links* – offers links to pages that are related to GDPR, SMEs. The page will be enriched with links to other resources.
- **Documents** – this is the section where public deliverables, presentations, dissemination materials and other Project documents will be uploaded.
- **News** – contains introductory sentences of all published Project related news in a gallery format. Each news item can be opened in a separate page containing its full text and pictures by clicking on the “Read more” button. All images uploaded to the posts in this section are being displayed on a slideshow.
- **Contact** – contact data of the SMEDATA Project office with a picture and brief biographical data of the Project Coordinator.
- **Languages** – buttons with the icons of the UK, Bulgarian and Italian flags used as to switch between the three language versions of the website.

## Software Used

The website relies on WordPress. It is built using a WordPress theme, so that we create the best possible visual interaction. The partners have chosen the Pro version of “Allegiant” theme for WordPress (<https://demos.cpothemes.com/allegiant/>). It is a business oriented WordPress theme focused towards providing a complete showcase. The theme allows having complete control over each of the pages and saves time creating the content.

The SMEDATA website was developed with regard to Web Content Accessibility Guidelines (WCAG), Version 2.0, Level AA (WCAG2-AA), as recommended by the World Wide Web Consortium (W3C). Having a responsive design, the site’s layout will adapt to the device used, e.g. desktop PC, tablet or smartphone.

## Site Management

The website development and management is with Project partner “APIS EUROPE” JSC. The company team is responsible for the continuous content updates with news, events, dissemination, promotional and training materials. All of the information resources will be available in English, Bulgarian and Italian. All Project events will be presented with a schedule. There will be also a section connected to the questionnaires elaborated in WP2. The Mobile Application, developed in the framework of the activities in WP4 will be made available to the representatives of the three target groups and the general public for free download from the Project Website.



# Search Engine Optimization

Search Engine Optimization (SEO) ensures that a site appears on the list of results returned by a search engine. The SMEDATA Partners will use Google Search Console and a Search engine optimization for the Website. SEO helps search engines understand and present content. Google, as a fully automated search engine, adds webpages to its index, so that they can be visible in search results. Google displays links to pages it considers relevant and authoritative. The content will be optimized, so that user-friendly experience can be achieved and a good performance in organic search results.

In addition, Google Analytics will also be used as a valuable source of insight for the traffic coming to the SMEDATA site. In particular, it will be used to analyse how users reach the Website, which content is being read at most, which pages have the most visits and how visitors are interacting with the documents, uploaded to the Website.



# Appendix I – Home Page Screenshot

**Dāta** Home Project Documents News Contact English

**SMEDATA IS HERE TO ...**  
Assist the understanding and compliance with GDPR through the development of an innovative mobile app for individuals and SMEs

**ABOUT SMEDATA PROJECT**

**OBJECTIVE**  
The SMEDATA Project aims at ensuring the highest degree of privacy and personal data protection through innovative tools for SMEs and citizens

**ACTIVITIES**  
SMEDATA will organize a series of awareness and training events, develop a self-assessment tool and a mobile application, disseminate and communicate project objectives and results

**BENEFICIARIES**  
Management and expert staff of SMEs, their associations, their legal advisors as well as citizens will benefit from SMEDATA awareness & training campaign and innovation tools

**GENERAL DATA PROTECTION REGULATION AND SMES**  
The protection of natural persons in relation to the processing of personal data is a fundamental right. The processing of personal data should be designed to serve mankind. In order to ensure a consistent level of protection for natural persons throughout the Union and to prevent divergences hampering the free movement of personal data within the internal market, GDPR is the instrument to provide legal certainty and transparency for economic operators, including micro, small and medium-sized enterprises. Member States and their supervisory authorities are encouraged to take account of the specific needs of micro, small and medium-sized enterprises in the application of GDPR.

**WHAT WE DO**

**SELF-ASSESSMENT TOOL**  
We will provide an affordable and tailored made solution to the SMEs to assess the compliance of their processes with the GDPR and to ensure continuous process of SMEs' self-improvement.

**MOBILE APPLICATION**  
We will develop a free, open-source mobile application assisting citizens and SMEs in understanding and complying with GDPR.

**AWARENESS AND TRAINING**  
We will organize 24 regional awareness raising events as well as 4 trainings for citizens in Bulgaria and Italy.

**NEWS**  
We will keep you up to date with the latest development of the project.

**MEET OUR PROJECT TEAM**

**VERKOSLAV KARADJOV**  
DIRECTOR OF THE COMMISSION FOR PERSONAL DATA PROTECTION OF THE REPUBLIC OF BULGARIA  
Director Chair of the European Data Protection Board (EDPB).

**FLAMEN ANGLIEVY GYRFF**  
TOPY LEADER  
Director of legal and administrative affairs at the Bulgarian Commission for Personal Data Protection with significant diplomatic and project experience.

**LUISO MONTUSCHI**  
GDPR TEAM LEADER  
After studying for his BA, he moved to the United States (1997) where he has been Chief of EU Networks Department, now he is the Head of the "Top and International matters" Service.

**GRIGOR COLAPARRO**  
GDPR TEAM LEADER  
GDPR Coordinator across the full spectrum of Public Law at the "Hellas" law consultancy. He is also the Director of the Portuguese Academy "Data Protection Officer and Privacy expert".

**IRISTO KONSTANTINOV**  
TOPY LEADER  
While excelling in Managing Director of Agri-Food for 10 years (2016), in SMEDATA project he is acting as company's team leader and leader of the mobile app development activities in situ.

**VLADISLAV SLAVOV**  
TOPY LEADER  
Vladimir Slavov is a chairperson of the Union of Bulgarian Judges, the vice a President of the Supreme Administrative Court (2009-2012).

**MILEN RAYKOV**  
TOPY LEADER  
Milen is a Partner in IT for Bulgaria, Macedonia, Albania and Kosovo. He is an experienced data privacy professional and a member of the professional Association of Privacy Professionals.

**KAMELIA ANGELOVA**  
GDPR PROTECTION TEAM LEADER  
Kameliya Angelova is a lawyer with extensive background in EU law. She has currently acting as chairperson of the Managing Board of EPLA - Bulgaria.

**EXPECTED OUTCOMES**

Awareness and Training    Self-assessment tool    Mobile application    Conferences

**PARTNERS**

COMMISSION FOR PERSONAL DATA PROTECTION OF THE REPUBLIC OF BULGARIA  
2 Blvd. Tsarigradsko Shose, Sofia 1001, Bulgaria  
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Website: www.compdp.bg

ITALIAN DATA PROTECTION AUTHORITY  
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ARCHIVES  
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