

SMEDATA Newsletter

Issue 1 / 2019

About the Project

The main objective of the SMEDATA project is to promote the effective application of the General Data Protection Regulation (GDPR) through awareness, multiplying training and sustainable capacity building for SMEs and their associations, including their legal advisors. The project aims at ensuring sector specific and sustainable knowledge and implementation of GDPR through self-assessment and awareness tools and through assisting the understanding and compliance with GDPR.

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

- Preparation for the effective application of the GDPR through awareness, multiplying training and sustainable capacity building for SMEs and their associations, including their legal advisors;

- Ensuring sector- specific and sustainable knowledge and implementation of GDPR through self-assessment and awareness tool;

- Assisting the understanding and compliance with GDPR through the development of an innovative software tool.

Among the major planned activities for achieving those objectives are:

- (i) Organization of numerous awareness-raising and training events in Bulgaria and Italy;
- (ii) Elaboration of a self-assessment and awareness tool 'translating' GDPR rules;
- (iii) Development of mobile application 'GDPR in Your Pocket';
- (iv) Deployment of a large-scale dissemination campaign.

www.smedata.eu



Project Update Project Achievements



In the first months of implementation of the project (December 2018 – July 2019), the efforts were focused, among others, on the conducting of two large-scale surveys.

Survey on the training and awareness raising needs

An extensive assessment of the training and awareness raising needs of both target groups – SMEs and legal professionals, was conducted. A dedicated need assessment methodology and specialized questionnaires were further developed for the purpose of gathering additional information and understanding on the two target groups in terms of establishing:

- To what extent, the representatives of the target groups are informed and aware of the new GDPR requirements and the way it impacts them, and
- What are the specific areas of the GDPR and the new personal data protection framework that are of particular interest to them.

After the development of the methodology and the questionnaires, they were distributed online among representatives of the target group reaching 600 respondents in Bulgaria and Italy. The results of the questionnaires were assessed and compiled into a need assessment report that will serve as a basis for the development of the training methodology and specific training modules for each target group.

Survey analysis of SMEs as data controllers in light of GDPR

A second survey among stakeholders relating to the elaboration of self-assessment and awareness tool was carried out in the first phase of the project.

Information was collected on the challenges, issues and concerns which the businesses, in particular SMEs and associations of SMEs, face in connection to the implementation of the requirements of the GDPR. The survey reached more than 100 stakeholders in Bulgaria, Italy and other EU Member States.

The survey results provide useful knowledge of the current state of implementation of the GDPR by SMEs and main areas for intervention in order to ensure GDPR compliance. Based on the survey results, it was confirmed that the most common issues and challenges met by SMEs in the application of GDPR include the following:

- Assessing the data protection risks and choosing appropriate security measures for the protection of personal data;

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- Provision of sufficient budget and human resources to implement GDPR;
- Performing data mapping and gap analysis and continuous monitoring of compliance.
- Implementation of appropriate technical and organisational measures to ensure security of processing of personal data (e.g. pseudonymisation, encryption, etc.)
- Processing of personal data of customers, including for direct marketing;
- How to respond to requests by data subjects to exercise their rights.

The Reports on the Surveys can be reached at: <https://smedata.eu/index.php/documents/>

Recent in the area:

Twelfth Plenary Session of the European Data Protection Board

On July 9th and 10th, the EEA Data Protection Authorities and the European Data Protection Supervisor, assembled in the European Data Protection Board, met for their twelfth plenary session. During the plenary a wide range of topics were discussed. [Read more about adopted documents...](#)

Stay cool this summer - 11 tips to be secure online on holiday by European Data Protection Supervisor

Summer holidays are a chance to relax, but they can be a source of high stress themselves if you are not safe online. To help with this, the European Data Protection Supervisor has created a simple guide of 11 tips to help you stay secure while using your computer, smartphone and tablet – and in a sunny mood! [Read more...](#)



CURRENT FOCUS

The work of the SMEDATA team is currently focused on two major areas: preparation of the first round of awareness-raising and training events and initial preparation of the mobile application “GDPR in Your Pocket”.

Data protection seminars for SMEs

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

The first awareness-raising events for SMEs representatives will take place in September in Sofia and Plovdiv, followed by the several events in Bulgaria and Italy in the same month.

For the purpose, training materials have been elaborated, including lecture kits, presentation materials, information on practical issues and case studies, etc. A detailed schedule for the organisation of the seminars will be published on the webpage of the SMEDATA project.

www.smedata.eu

Development of Mobile Application for Citizens and SMEs

A mobile application “GDPR in Your Pocket” is in the process of development. The goal of the mobile app is to assist citizens and SMEs in understanding and complying with GDPR by:

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

The current focus of the work is on the definition of system requirements, specifications and architecture of the mobile app. In addition, creation of the content and knowledge repository of the mobile application is in process.



PROJECT TIMELINE NEXT STEPS

Over the coming months the SMEDATA project will complete the following activities:

July 2019 - December 2019

- Conducting 12 awareness and training events for SMEs in Bulgaria and Italy;
- Conducting 12 awareness and training events for Legal Professionals in Bulgaria and Italy;
- Development of training methodology and materials for the awareness raising events;
- Development of software documentation and information repository for the mobile app;
- Organization of international conference for legal advisors of SMEs and their associations.

Contacts:

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