

SMEDATA Newsletter

Issue 2/ January 2020

About the Project

The SMEDATA project was developed 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 these 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.

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Project Update Project Achievements



International Conference “SME Challenges And GDPR”

The first SMEDATA International Conference “SME Challenges and GDPR” was held on November 29th, 2019.

The conference took place at the Grand Salon of the Union of Bulgarian Jurists.

- The morning part of the conference was dedicated to the challenges most often met in the first 555 days of GDPR implementation. A special focus on the issues relating to Technology Support for SMEs was further made.
- The afternoon panels included discussion and review of the existing opportunities and legal support for SMEs .

The conference was a big success. It embraced the participation of more than 170 representatives of SMEs. The event brought together representatives from data protection supervisors, businesses, NGOs and academia. The various technological, organizational and legal aspects to ensure the security of personal data were discussed. Many practical solutions to the problems have also been proposed.

The last several months have been very active for SMEDATA Project. The teams in Bulgaria and Italy have been involved in some of the Project major events.

- Among the speakers were Mr. Ventsislav Karadjov, Chairman of the Commission for Personal Data Protection of the Republic of Bulgaria, and Luigi Montuori, Head of the “EU International Matters” Service of the Italian Data Protection Authority.
- The forum further discussed various technological and management solutions to support SMEs to comply with the GDPR. Hristo Konstantinov, CEO of APIS Europe, presented the innovative mobile application „GDPR in Your Pocket“.
- Presentations were also given by Irina Yaneva - EY Bulgaria, as well as by representatives of the Bulgarian Small and Medium Enterprises Promotion Agency and the Bulgarian Industrial Association.
- The European Women Lawyers Association has been represented by its Secretary-General, Dace Lutere-Thümmel who talked about the ethical aspects of data processing and the danger of stereotypes Dr. Albena Kuyumdzhieva, Programme Manager at the Research Ethics and Integrity Sector, Directorate-General Research and Innovation at the European Commission, discussed the legal and ethical aspects of processing personal data.

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Project Update Project Achievements



Awareness-raising and Training Events

25 awareness-raising and training events for SME representatives took place in the period September – November 2019 in Bulgaria and Italy. The aim of the events was to raise awareness among small and medium-sized business representatives, as well as lawyers working with small and medium-sized businesses, regarding the new legal framework for personal data protection.

The events took place in 8 cities in Bulgaria (Blagoevgrad, Vratsa, Sofia, Plovdiv, Varna, Burgas, Pleven, Veliko Tarnovo), and in 6 cities in Italy (Florence, Salerno, Milan, Cosenza, Genoa, Rome).

Most events were organized as two parallel ones – one for SME representatives and one for legal professionals.

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International Conference “SME Challenges And GDPR”

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For the purposes of ensuring widespread access and participation simultaneous translation was available at the conference. Direct broadcast via digital television was also provided, accessed on the day and time of the event through the project website <https://smedata.eu>, the CPDP website <https://www.cpdp.bg> and the website of APIS Europe <https://apis.bg>.

The full conference record can be reached on the project website:
<https://smedata.eu/index.php/2019/12/11/gdpr-conference-presentations/>

Speakers' presentations are available on the project site:
<https://smedata.eu/index.php/documents/>

Project Update Project Achievements



Beta Version of the SMEDATA Mobile App “GDPR In Your Pocket”

The beta version of the SMEDATA mobile app “GDPR in Your Pocket” was released on 26 September 2019. The innovative mobile application aims to raise awareness and facilitate data protection decisions.

The purpose of the mobile app is to introduce the GDPR to citizens and SMEs in an easy-to-use and easy-to-understand way, and to give them practical knowledge and advice on their rights, respectively obligations under the EU data protection law. The user interface and large parts of the content are available in English, Italian and Bulgarian.

The application can be freely downloaded from the app stores of Google (for Android devices) and Apple (for iOS devices) by using the following links:

- [Google Play Store](#)
- [Apple App Store](#)

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Awareness-raising and Training Events

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Among the speakers were representatives of the National data protection authorities of Bulgaria and Italy, EY Bulgaria and RomaTre university. APIS Europe presented the innovative mobile application „GDPR in Your Pocket“.

814 representatives of SMEs and legal professionals supporting SMEs took part in the training events in Bulgaria and more than 950 in Italy.

Training presentations are available on the project site:

<https://smedata.eu/index.php/documents/>



CURRENT FOCUS

The work of the SMEDATA team is currently focused on two major areas: preparation of the second round of training events as well as elaboration of Self-assessment and awareness tool for GDPR compliance.

“Training of Trainers” Data Protection Seminars

The second round of raising awareness and training events within the SMEDATA Project includes the organization and conducting of 4 Training of trainers’ events.

The training events will be 4 two-day multiplying training seminars for representatives of business and professional organisations. Two of the training events will take place in Bulgaria and two - in Italy.

Training materials relevant to the topic and expertise of the participants will be elaborated, including lecture kits, presentation materials, information on practical issues and case studies, etc.

A detailed schedule for the organisation of the seminars will soon be published on the webpage of the SMEDATA project.

Final Version of the SMEDATA Mobile App “GDPR In Your Pocket”

The mobile application “GDPR in Your Pocket” is in the process of completion - a final version of the app will soon be launched under the Project.

Currently, a short anonymous online questionnaire: “Survey on the “GDPR in Your Pocket” mobile app” is in process. The survey will provide useful information on the users’ assessment of the usefulness and functionality of the application. Comments and recommendations will be taken into consideration before the release of the final version.

Self-assessment and Awareness Tool for GDPR Compliance

The SMEDATA Project is planned to develop a very efficient self-assessment and awareness tool which can be applied by SMEs in their everyday activities, including when new services, products, processes or technologies are being introduced. The tool will be ‘translating’ GDPR rules in the context of SMEs business.

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PROJECT TIMELINE NEXT STEPS

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

January 2020 – July 2020

- Conducting 4 ‘Training of trainers’ events in Bulgaria and Italy;
- Completing the Mobile application “GDPR in Your Pocket” – final version and Test report;
- Elaboration of Self-assessment and awareness tool for GDPR compliance;
- Organization of international conference for SMEs and their associations.

Contacts:

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