

# SMEDATA II Newsletter

Issue 3/ May 2022

## About the Project

The SMEDATA II project continues the successfully implemented action SMEDATA I, following the already presented innovative approach for addressing simultaneously both business and citizens.

SMEDATA II Project aims at ensuring the effective application of GDPR through awareness, multiplying training and sustainable capacity building for SMEs. The project directly addresses the priority of the call to ensure the highest level of protection of privacy and personal data by supporting national Data Protection Authorities (DPAs) in raising awareness among business and citizens about the contemporary regulatory framework.

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

- ✓ Ensuring the effective application of the General Data Protection Regulation (GDPR) through awareness, multiplying training and sustainable capacity building for SMEs and legal professionals;
- ✓ Assisting the understanding and compliance with GDPR through the upgrade of the mobile application “GDPR in Your Pocket”.

Among the major planned activities for achieving those objectives are:

- (i) Organization of awareness raising and training events in Bulgaria and Italy;
- (ii) Upgrade of the mobile app ‘GDPR in your pocket’ via content and language extension;
- (iii) Deployment of a large-scale dissemination campaign.

[www.smedata.eu](http://www.smedata.eu)

## Project Update Project Achievements



*The last challenging months have been very active for SMEDATA II Project. The teams in Bulgaria and Italy have been involved in the Project's events.*

### 3 trainings on raising awareness in Italy

Following the updating of the specialized training methodology and the raising of awareness in the field of GDPR for SMEs by the whole project consortium, a detailed training plan was prepared.

3 awareness training events between 28 April and 6 May 2022, under the SMEDATA II project “Challenges for small and medium-sized enterprises in the implementation of the GDPR” took place in Italy.

The project concretely addresses the need to guarantee a higher level of protection of privacy personal data, supporting the national data protection authorities (DPA) in raising awareness among business and citizens on the current regulatory framework and creating the conditions necessary for effective implementation of the GDPR.

The training events took place in the following cities in Italy:

- Modena – April 28, 2022
- Rome – May 4, 2022
- Salerno – May 6, 2022

The aim of the trainings was for the participants to gain comprehensive knowledge and to master the methodology in order to be effective in the application of the GDPR on current topics.

Raising awareness through such training achieves a sustainable development of the skills of SMEs and lawyers in the field, but this is also achieved through the updated mobile application [“GDPR in your pocket”](#), which is now available for Windows 10.



## Project Update Project Achievements



*The first challenging months have been very active for SMEDATA II Project. The SMEDATA team has been involved in some of the Project major activities*

### 3 trainings on raising awareness in Bulgaria

3 events organized in Bulgaria in order to get an opportunity to get acquainted with the current development of the project and the dissemination of some of its results so far. The partners had a short presentation of the main result of the SMEDATA II project.

Participants, SME representatives as well as their associations along with legal professionals, received practical examples and guidance on the application and interpretation of the General Data Protection Regulation, as well as case studies from the Commission's practice, especially in the digital environment.

The trainings were practical and interactive with special time dedicated to discussions and group exercises, including case studies.

Additionally, during the training, participants had the opportunity to discuss practical issues raised during awareness raising training seminars organized as part of previous project activities.

The training events consist of 5 main modules, related to:

- Personal data protection in the European and national legal framework;
- The processing of personal data: legal bases, parties and rights of the data subjects;
- Processing of personal data by SMEs in the context of online advertising, social media and email marketing and international data transfer;
- Big data and Accountability;
- European strategy for data;

And methods for instant access to information related to data protection [“GDPR in your pocket”](#).

In order to reach a larger number of representatives of the target groups, in the last of the planned trainings, those interested who were unable to attend the hall were given the opportunity to follow the event online.

## Practical advices Recent in the area



### *European Data Protection Board recent updates*

- EDPB Strategy 2021-2023 [Read more...](#)
- Guidelines 01/2022 on data subject rights - Right of access [Read more...](#)
- Guidelines 02/2022 on the application of Article 60 GDPR [Read more...](#)
- Guidelines 3/2022 on Dark patterns in social media platform interfaces: How to recognise and avoid them [Read more...](#)
- Guidelines 04/2022 on the calculation of administrative fines under the GDPR [Read more...](#)
- Guidelines 05/2022 on the use of facial recognition technology in the area of law enforcement [Read more...](#)
- EDPB response to the joint payments industry regarding the Guidelines on the interplay of Second Payment Services Directive (PSD2) and GDPR [Read more...](#)

- EDPB-EDPS Joint Opinion 1/2022 on the extension of Covid-19 certificate Regulation [Read more...](#)
- EDPB-EDPS Joint Opinion 2/2022 on the Proposal of the European Parliament and of the Council on harmonised rules on fair access to and use of data (Data Act) [Read more...](#)

### *30th Conference of European Data Protection Authorities*

The jubilee 30th Conference of European Data Protection Authorities („*Spring Conference*“) took place on 19 and 20 May 2022 in Croatia. [Read more...](#)

Two resolutions were adopted:

- Resolution on the need for a prompt ratification of “Convention 108+” [Read more ...](#)
- Resolution on the Conference Vision, Mission and Steering Group for the Spring Conference. [Read more ...](#)



## PROJECT TIMELINE NEXT STEPS

*Over the coming month the SMEDATA II team will complete the following activities:*

**June 2022**

**SMEDATA II - Ensuring the Highest Degree of Privacy and Personal Data Protection through Innovative Tools for SMEs and Citizens**

➤ International conference in Brussels.

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## Contacts:

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