

# SMEDATA II Newsletter

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## 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.*

### International Conference for SMEs and their organisations

On June 17, 2022, the final international conference "Future opportunities for privacy-oriented business" was held both in-person in Brussels, Belgium and remotely. The conference was organized within the SMEDATA II project, in partnership with the Commission for Personal Data Protection of the Republic of Bulgaria, APIS Europe AD, the Union of Bulgarian Lawyers, Ernst and Young Bulgaria, the European Association of Women Lawyers - Bulgaria and Roma Tre University.

The conference was attended by representatives of SME organizations across the EU, politicians, lobbyists and representatives of the National Permanent Representation (experts specifically dedicated to economic and legislative issues), as well as representatives of the EU institutions. SMEs representatives from all over the Europe had the opportunity to follow the discussions of the conference live through a live streaming.

The Conference was opened by the Mr. Ventsislav Karadjov, Chairman of the Commission for Personal Data Protection of the Republic of Bulgaria and Vice-Chair of the European Data Protection Board, and Prof. Guerino Fares - Roma Tre, Italy.

The conference included three panels on current topics related to the processing and protection of personal data four years after the entry into force of the GDPR:

- SMEDATA So far...
- Current SMEs Challenges related to Ethical Data Management for SMEs", and The perspective of a DPA after four years of GDPR.
- Future Challenges related to Dissemination of GDPR Knowledge – a Step Towards Defending Citizens Rights; Artificial Intelligence and Data Protection; Contemporary approaches for GDPR awareness raising - 'GDPR in your pocket' app; and The Future We Want: Better Policies for the Next Generation and a Sustainable Transition.

More information and a full record of the Conference: [here](#).



## Practical advices Recent in the area



### *EDPB and EDPS recent updates*

- EDPB adopts guidelines on certification as a tool for transfers and an Art. 65 dispute resolution binding decision regarding Accor. The guidelines complement [guidelines 1/2018 on certification](#), which provide more general guidance on certification. [Read more...](#)
- EDPS - EDPB Joint Opinion on the proposal for a Regulation of the European Parliament and of the Council laying down harmonised rules on artificial intelligence (Artificial Intelligence Act) [Read more...](#)

### *Europol Cooperation Board recent updates*

- At the last meeting of the Joint Supervisory Body of Europol, held on 31 May 2022, it was agreed that after the publication and entry into force of the amendments to the European legal framework for Europol at the end of June 2022, coordinated supervision will be carried out by Coordinated Supervisory Committee. [Read more...](#)

### *European Data Protection Supervisory Conference 2022*

- On 16 and 17 June 2022, the European Data Protection Supervisor (EDPS) held a two-day conference on "The future of data protection: effective law enforcement in the digital world". During the 2<sup>nd</sup> day breakout session 15 related to a quest for resource: efficient enforcement through innovation, the coordinator of the project SMEDATA II shared with the participants the benefits for SMEs in the use of the software package 'GDPR in your pocket'. [Read more...](#)

### *The G7 meeting in June 2022*

The G7 Forum of the world's seven leading industrialized countries and democracies is taking place from 26 to 28 June at the Schloss Elmau in Bayern.

On the first day, the G7 officially announced its intention to compete with China by launching a global infrastructure initiative.. [Read more...](#)



## What We Achieve

*During the last 5 years of the implementation of the SMEDATA and SMEDATA II projects, the team performed the following activities:*

- Developed the first software package of its kind "GDPR in your pocket" for small and medium enterprises, legal professionals dealing with data protection issues in SMEs and citizens, available in 5 languages - English, Italian, Bulgarian, German and French.
- Developed a self-assessment and clarification tool that provides qualitative criteria for awareness-raising measures, allowing SME representatives to assess their readiness as well as the compliance of the processing of their personal data with the provisions of the General Data Protection Regulation.
- More than 31 awareness-raising events were successfully held in a lot of cities in Bulgaria and Italy.
- Three international conferences were held in Sofia, Rome and Brussels.

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## Contacts:

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