



## GPA Global Privacy and Data Protection Awards 2023

### Entry Form

To submit an entry to the GPA Global Privacy and Data Protection Awards please complete and email this form to [secretariat@globalprivacyassembly.org](mailto:secretariat@globalprivacyassembly.org) **no later than 9 June 2023**.

Note: GPA member authorities can submit as many entries as they wish, but a separate form should be used for each different entry, submitted by the deadline above.

Languages: The GPA documentation Rule 6.2<sup>1</sup> applies.

#### 1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection Authority:	European Data Protection Board	
Person completing this form:	Greet	Gysen
	<i>First name</i>	<i>Last name</i>
Job title:	Head of Sector, Information & Communications	
Email address:	greet.gysen@edpb.europa.eu	

#### 2. ELIGIBILITY

By submitting this entry, I confirm that (*please tick all boxes to confirm*):

- The Authority is a member of the Global Privacy Assembly (*The EDPB is GPA Observer*)
- The initiative described in this entry was undertaken since January 2022.
- I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the GPA Secretariat.

#### 3. CATEGORIES

Please indicate which category you wish to enter.

*Please tick **one**; please use a separate form for each category you wish to enter:*

- Education and Public Awareness
- Accountability
- Dispute Resolution and Enforcement
- Innovation

<sup>1</sup> [GPA Rules and Procedures](#), Rule 6.2 'Assembly documents':

Without prejudice to section 4.2, Assembly documents, including accreditation and observer applications may be submitted in English or in another language. In the latter case, the documents shall be accompanied by an English version. Members with the ability and the resources to do so are encouraged to translate proposed resolutions and other Assembly documents such as the Assembly Rules and Procedures.

#### 4. DESCRIPTION OF THE INITIATIVE

**a. Please provide a brief summary of the initiative (no more than 75 words)**

The [Data Protection Guide for small business](#) is a key initiative of the EDPB's 2021-2023 Strategy. It aims to provide information to SMEs about GDPR compliance in an accessible and easily understandable language. Its main goal is to raise awareness of the GDPR among SMEs and to facilitate compliance. The development of tools providing practical, easily understandable and accessible data protection guidance is key to reaching a non-expert audience and promoting data protection in practice.

**b. Please provide a full description of the initiative (no more than 350 words)**

The Guide covers various aspects of the GDPR, from data protection basics, to data subject rights, measures to secure personal data, and more. To help SMEs on their way, the [landing page](#) offers an introductory video and is designed in such a way that visitors can easily find the information they are looking for. The sections that are most relevant to SMEs have been prioritised and are highlighted on the landing page. The navigation panel is structured in a way to help visitors find the information they need more easily.

The Guide is a multi-media tool containing videos, infographics, interactive flowcharts, and other practical materials to help SMEs on their way to become GDPR compliant.

In addition, the Guide contains an [overview of existing materials](#) developed for SMEs by the national Data Protection Authorities, including joint initiatives, such as the SMEData or the ARC project.

A detailed [FAQ](#) completes the Guide. Visitors can immediately find some suggested questions, or can search with the help of key terms.

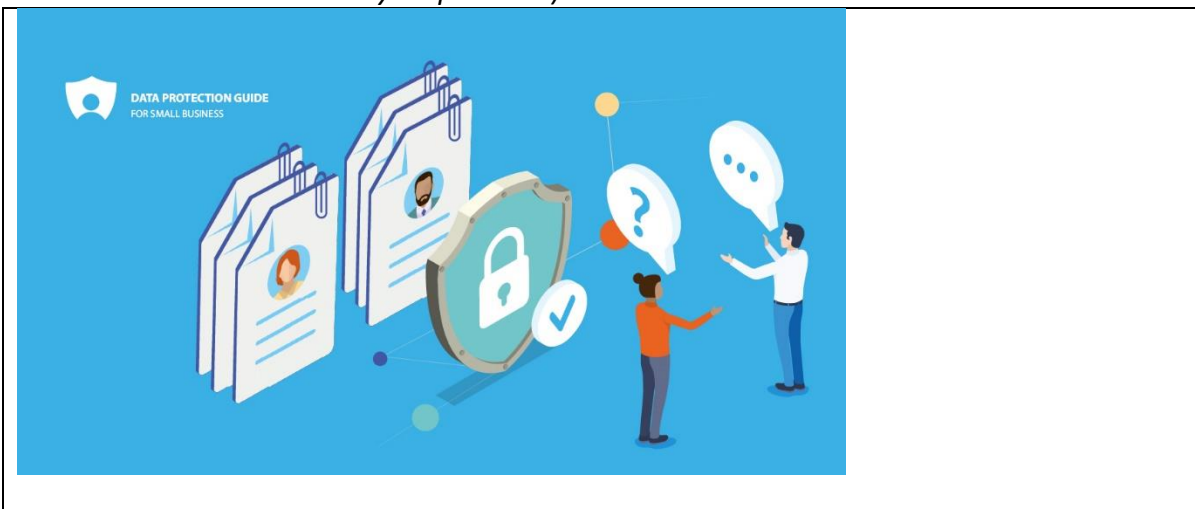
In first instance, the Guide will be launched in English. Other language versions are currently being prepared and translation into German and French is ongoing. More language versions are to follow in the near future.

**c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)**

The Guide is the result of a very close cooperation with a small group of DPAs. The EDPB Secretariat worked together with press and communication officers from the BE, BG, CY, FR, and HR DPAs, as well as the EDPS, to develop the Guide. The drafting team worked in close cooperation with legal advisors to ensure that the Guide was accurate, while at the same time adapted to the needs of its target audience. The result is a compliance and awareness raising tool that answers the needs of a broad section of society, across borders.

For the launch of the Guide a digital communications campaign was set up together with [EISMEA](#) - the EU SME Agency - to ensure that the Guide reaches SMEs directly.

- d. **Please include a photograph or image, if you wish** *(This will be published with your entry on the GPA website. The image can be pasted into the box below, be sent as an attachment or a link may be provided)*



- e. **Please provide the most relevant link on the authority's website to the initiative, if applicable** *(The website content does not need to be in English)*

[https://edpb.europa.eu/sme-data-protection-guide/home\\_en](https://edpb.europa.eu/sme-data-protection-guide/home_en)

- f. **Please provide any other relevant links that help explain the initiative or its impact or success** *(e.g. links to news reports or articles):*

[https://edpb.europa.eu/news/news/2023/edpb-launches-data-protection-guide-small-business\\_en](https://edpb.europa.eu/news/news/2023/edpb-launches-data-protection-guide-small-business_en)

[https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights\\_en#toc-4](https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights_en#toc-4)

[https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights\\_en#toc-5](https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights_en#toc-5)

[https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights\\_en#toc-6](https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights_en#toc-6)

[https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights\\_en#toc-7](https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights_en#toc-7)

[https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights\\_en#toc-8](https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights_en#toc-8)

[https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights\\_en#toc-9](https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights_en#toc-9)

[https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights\\_en#toc-10](https://edpb.europa.eu/sme-data-protection-guide/respect-individuals-rights_en#toc-10)

<https://iapp.org/news/a/edpb-launches-sme-compliance-hub/>