



# Creating a data protection culture among SMEs

86%

of small business leaders say it is essential to comply with the GDPR

9 in 10

SME owners don't know the new rights that GDPR gives to the consumers

1/2

of small businesses have spent between €1,000 and €50,000 on compliance

23million

SMEs represent most firms, having the least capacity to conform to new regulations and afford training

## Learn for free

- SMEs Business Consultants and organizations
- VET trainers / organizations in business management, HR consultants, strategy/ operations and marketing consultants
- SMEs owners, managers, IT experts, employees
- SME representative bodies

## Benefit for good

- Develop Trust with customers
- Enhance Corporate image and reputation
- Improve Data Management
- Upgrade Information Security
- Create a competitive advantage
- Turn GDPR compliance into business driver

## Time to mind the data

The European project "Mind the DATA" supports small and medium sized companies and their consultants to understand how and what is needed to comply with the EU General Data Protection Regulation (GDPR) by developing and providing friendly and freely accessible training on:

- essential EU data protection principles
- holistic GDPR strategies for SMEs
- training material, highlighting the benefits for complaisant SMEs

