

Policy at a Glance

Use GDPR to drive SME innovation

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Policy priority: The General Data Protection Regulation (GDPR) has caught attention both from consumers, producers and media. This brief focuses on the GDPR and the market for service providers, especially European SMEs, to deliver innovations to older adults.



Challenges

- The GDPR introduces new requirements on how to collect and process personal data.
- Informed consent can be hard to achieve for users in general and even harder for older adults with cognitive decline. Judging the consequences of data processing can increase the difficulty.
- Artificial Intelligence (AI) can process trivial data elements to generate sensitive data such as political preference or sexual orientation.
- Some of the existing AI services require to share the data with a third party, spreading the data wider, making the informed consent harder.
- Access to large amounts of personal data is important both to train AI and to reach large markets. European SMEs generally do not have access to such data.
- Most SMEs cannot compete with services delivered at zero cost. Are there ways for the GDPR to give European SMEs better access to the market of online services?



Policy recommendations

- Support **research to make consent easier to understand and to use.**
- **Anonymise data** before sharing with a third party services provider, as far possible.
- Explore how the Public Service Information directive (PSI) can **support access to anonymised training data.** Access to training data can enable SMEs to compete more efficiently.
- Investigate ways to establish **payments and taxation for the corporate use of personal data.**
- **Monitor GDPR court cases** to understand if there are ways to open online service markets for European SMEs.
- **Start a “Digital Airbus”** to facilitate an open SME collaboration to create new services for older adults, designed to meet European needs and to conform to European regulations.