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Policy brief

Can the GDPR help SMEs to innovate for older adults in Europe?

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 693319. This material reflects only the author's view and the Research Executive Agency (REA) is not responsible for any use that may be made of the information it contains.

Main topics

GDPR consent challenging for older adults:

- Forced consent: accept, or stop to use the service
- Informed consent hard to achieve

Market access challenges for SMEs:

- Citizens trade private data for service+ads
- Government use AI for older adult services
- AI development require a lot of user data



Two SME challenges

1. The “No-pay wall”
2. Access to user data



Hard for SMEs to offer a service at zero cost to the market

- ✓ Collaborate with company owning personal data
- ✓ Be bought by a company owning personal data
- ✓ Find a business angel
- ✓ Try to convince customer to pay for your service



School math for 10 year old boy



Teacher login Login Create free account

Timestables.com
Learn the multiplication tables here!

- English (US)



Learn your multiplication tables

At Timestables.com you can easily practice all of your tables. The arithmetic problems are clear and simple so you can immediately get started on practicing your tables. Select one of the multiplication table you wish to practice from the list below and show what you can do on the speed test or printout great worksheets.

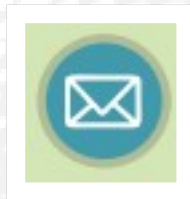
Which multiplication table do you want to learn?

1 times table	2 times table	3 times table	4 times table
5 times table	6 times table	7 times table	8 times table
9 times table	10 times table	11 times table	12 times table

Menu

- Home
- Multiplication games
- Speed Test
- Diploma
- Multiplication chart
- Worksheets
- Multiplication App
- Trophy Cabinet
- Contact

Comments or questions



Contact:
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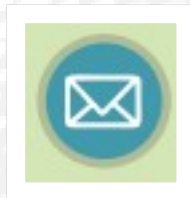


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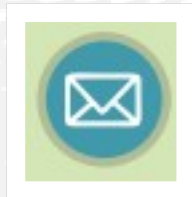


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