



BEYOND PRIVACY

Learning Data Ethics

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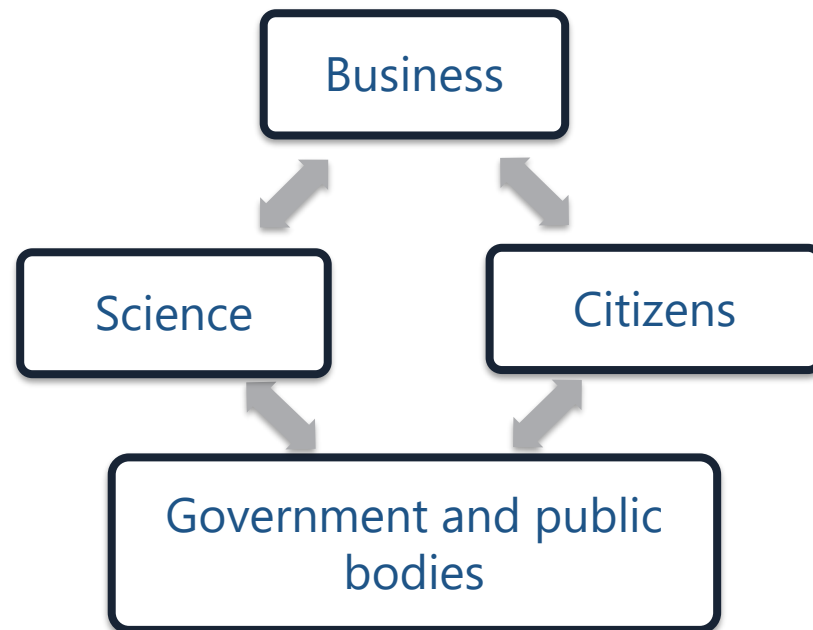


Operationalizing Data Ethics: which barriers, opportunities and facilitating factors for SMEs?

Marina Da Bormida, R&I Legal Advisor and Ethics Expert

Data Economy based on EU values for boosting European competitiveness

Pursuing benefits for all involved stakeholders,
"Towards a European Data Sharing Space"
(BDVA PP, April 2019)



From Legal Compliance towards **Data Ethics**

Barriers and challenges for SMEs / 1

Limited knowledge, information and awareness

- No specialised staff in ethics issues
- **Unfamiliar with most topics** (fundamental rights impact assessment, trade offs,...)
- **GDPR-centric vision**

Far from their **daily business work** and customer base' demand:
gap

Barriers and challenges for SMEs / 2

Lack of perception of the **future direct benefits** and **unnecessary**

- Lack of long-term vision
- Cultural resistance

Limited resources

- **Time and cost** constraints
- Perception of **irresponsible use** of time and resources
- **Disproportion** between necessary efforts (hard work and research) and available resources

Opportunities for SMEs

Alignment of some Data Ethics requirements with **streamline tasks** (such as auditing & risk assessment)

Ethical practices as a possible **competitive factor** (thought not full awareness)

Familiarity with ethical **data collection and processing**

Ad-hoc **compliance supporting services?**

The way forward...reflecting on facilitating measures/ 1

Regulatory Sandboxes

Fintech universe

Small scale, live testing of innovations in a controlled environment

Main features: possible special exemption & regulator's supervision

More open and active dialogue between regulators and innovators

Revise and shape the regulatory framework with agility

Extention of DIHs' function as experimentation facilities? Clear framework needed



The way forward...reflecting on facilitating measures / 2

Incentives and awareness campaign

Participation to **European Projects**

Addressing the value-chain's **asymmetries of power**

Business ecosystem services (training, certification,...), such as in **DIHs**

Cross-fertilization and intersection dynamics of Technology and Law/Ethics

Thank you!

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