



The objectives of the Citizens, Equality, Rights and Values (CERV) programme in the data protection field

Pavlina Peneva

European Commission, DG for Justice and
Consumers

Unit C.3 – Data protection

Priorities of the CERV-2021-Data Call

1. To facilitate the implementation of GDPR obligations by small and medium-sized enterprises (SMEs)
2. To raise awareness about the GDPR among the general public

Expected impact

1. Practical guidance, templates and digital tools tailor-made for small and medium-sized enterprises (SMEs)
2. Increased awareness of data protection among the general public
3. Overall improvement of the application of the GDPR in the EU

Project “byDefault”

Two strategic goals of high importance for the Commission:

- To raise data protection and privacy awareness among the critical social group of children
- To provide Data Protection Officers (DPOs) and privacy professionals with continuous support in their activities

What's next?

1. CERV-2024-Data Call
2. 2024 report on the application of the GDPR: the Commission will continue to provide financial support to the Data Protection Authorities
3. Special Eurobarometer report to investigate awareness of the GDPR

Thank you