

Sofia, 21.12.2017

## **PERSONAL DATA OF SAAM USERS WILL BE PROTECTED**

The future virtual assistant for elderly people (SAAM) will strictly comply with the new European Regulation on the Protection of Personal Data of Natural Persons, which shall enter into force on 25th May 2018. All participants in the upcoming study of the needs of potential users and in the project's test phase will be volunteers. They will be fully informed about the functions of personal or ambient sensors, installed in their homes or in their clothes. Their data will be collected and processed only after their expressed written consent.

The SAAM project coordinator - the Balkan Institute for Labour and Social Policy (BILSP), has applied for extension of its activity as an administrator of personal data. To obtain this, it will be subject to a thorough prior check by the Bulgarian Commission for Personal Data Protection (CPDP).

BILSP will set up an internal register of personal data and special procedures for working with such data, and will take all necessary technical and organisational measures to ensure the security of the data of the elderly to which the future virtual assistant will have access. All this was made clear at a meeting between BILSP and representatives of CPDP.

The system will help people feel well in their usual environment by collecting data on their health and emotional status through sensors, smart meters, and when appropriate - video and audio receivers. It will monitor vital functions and medication intake, detect and alarm for negative changes in mood and behaviour of their users. After analysis of health indicators and adult habits, the invisible assistant will provide recommendations for a healthy diet, offer social and cultural activities. It is the collection and processing of this information that requires a written agreement by the users of SAAM.

BILSP and CPDP discussed the various ways of working with personal data. Depending on the needs, they can be processed anonymously or under pseudonyms (e.g. individual codes).

The international consortium that develops the virtual assistant will provide all necessary technical protection for the collected and analysed personal information. At the same time, BILSP as project coordinator will ensure full transparency in its activity as a personal data administrator. When checked, it will be possible to determine what, when, and why it is done





with user information for the virtual assistant.

The Virtual Assistant for Active Ageing (SAAM - Supporting Active Ageing through Multimodal Coaching) is being developed within a European project. It is financed with nearly €4 million from the EU Research and Innovation Framework Programme Horizon 2020. Its ultimate aim is to maximise the active and independent lives of people over 60 in their own homes, while maintaining the good physical, emotional and mental health and social contact of their consumers for as long as possible.

The project started on 1st October 2017 and will last for three years. There are 10 organisations from five European countries in the international consortium working on it.

