MODULE 4:

Safety & Problem Solving

Toolkit #1: Developing Digital Competencies for Internalisation for VET trainers and internationalisation experts

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Summary

- 4.1. Building a fortress. Data protection on your device
  - 4.1.1 Passwords 1,2,3 basic steps….Password
- 4.2. Key information to be protected & EU regulations
- 4.3. Data collection. Treasures to be protected
- 4.4. Everybody is watching. Safety on social media
- 4.5. The use of digital technologies by SMEs to promote accessibility and social inclusion
  - 4.5.1. Key advantages for SMEs to promote accessibility and social inclusion
  - 4.5.2. Impact of the digital technologies on the social inclusion, CSR, accessibility of the SMEs
- 4.6. Solving technical problems
- 4.7. Identifying needs and technological responses

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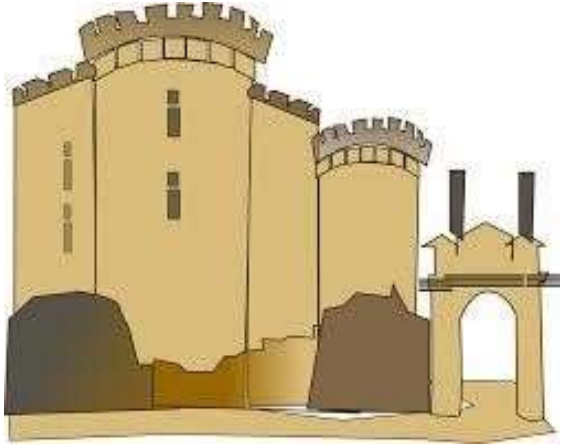
4.1. Building a fortress. Data protection on your device



- **Passwords. 1,2,3 basic steps**
- **Is that enough? Extra layers of safety**
- **vini, Copy and vinci, store your data in several places**

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4.1.1.Passwords. 1, 2, 3 basic steps…….Password

Lost your phone or laptop?

Think of the sensitive information of employees, contacts, clients, business plans, strategies, ALL accessible to whoever finds the device.

Solution: A STRONG PASSWORD!

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4.1.1.Passwords. 1, 2, 3 basic steps…….Password

Basic guidelines for a strong password:

- Use at least 8 characters
- Use numbers
- Mix low and upper case letters
- Finish it up with some special characters

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4.1.1.Passwords. 1, 2, 3 basic steps…….Password

An example:

1. Chose a special character: $
2. Think of a sentence you will never forget and select the first letters
   i.e. TO BE OR NOT TO BE : tbontB
3. Add a number: 2
4. You can also add the initial letter of the website you have your account, i.e Amazon: A

$tbontB2A

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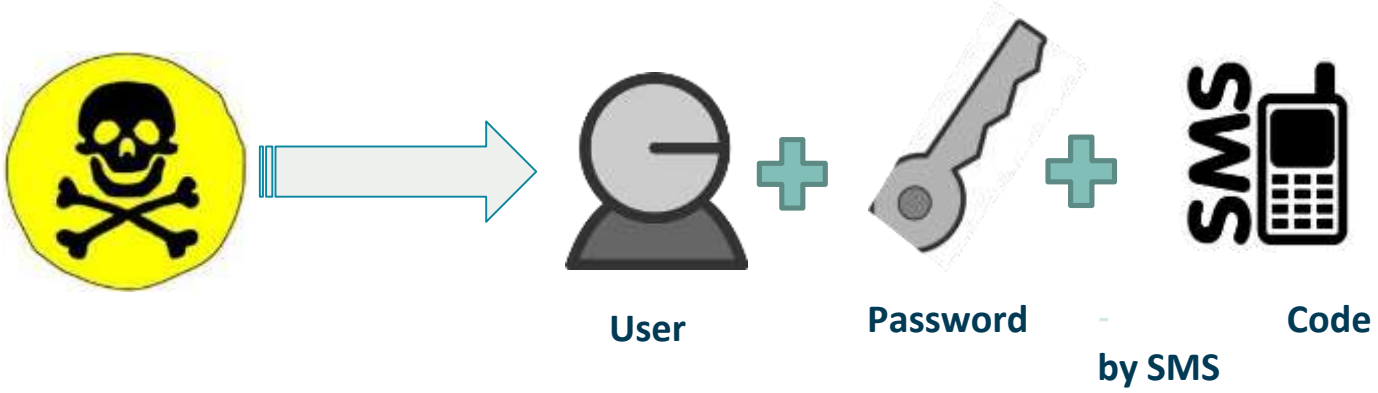
4.1.1.Passwords. 1, 2, 3 basic steps…….Password

To prevent threats like phishing, viruses, or social engineering you should add an extra layers to you password

Solution: the 2 steps verification!



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4.1.1.Passwords. 1, 2, 3 basic steps…….Password

To prevent your data to be lost or stolen it should be in more than one safe place.

Recommendations:

The cloud

External hard drive with password

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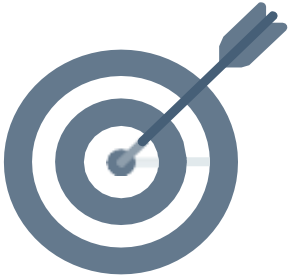
4.2. DATA? Key information to be protected & EU regulations

Sensitive data

Confidential information that must be kept safe:



- Full name
- Address
- contact details
- Localisation
- Online identifier
- Health information
- Income
- Cultural profile

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4.2. DATA? Key information to be protected & EU regulations

GDPR: EU data protection regime

This Regulation lays down rules relating to the protection of natural persons with regard to the processing of personal data and rules relating to the free movement of personal data.

https://gdpr-info.eu/art-1-gdpr/

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4.3.Data collection…Treasures to be protected

Data storage must follow some basic rules to guarantee customer´s rights and protect your business.

Communication and consent play a key role:

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4.3.Data collection…Treasures to be protected

Communication: Trust is built through transparency

- Use plain language
- Explain your business and the reasons to request data
- Provide details on how long data would be stored and the regulation protecting those data
- Let people access their data
- Inform people of data breaches

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4.3.Data collection…Treasures to be protected

Consent should be given by a clear affirmative action:

- Explain possible use of data
- Provide choice of use on different data
- Safeguard the “right to be forgotten” and the right to opt out of direct marketing

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4.3.Data collection…Treasures to be protected

Shared files:

- Files with sensitive information should be protected with an additional password (i.e: bank accounts, contact information of underage kids, etc)

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4.3.Data collection…Treasures to be protected

The cloud:

- Make sure that the access to the cloud service is under HTTPS
- Setup the privacy and security options provided by the service
- Encrypt your sensitive data before uploading it to the cloud service
- Use a strong password and do not share it
- Make backup copies on alternative media
- If you share files, make sure that the recipient is really who you intended

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4.3.Data collection…Treasures to be protected

SPECIAL PROTECTION ON CHILDREN´S DATA

Are you collecting data from children under 16?

Under the GDPR you must get parental consent!

However, each EU Member State can lower the threshold to 13-16 years of age, so check the age limit.

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4.3.Data collection…Treasures to be protected

Do you need a data protection officer?

Depends on the **type and amount of data** you collect, whether processing is your main business and if you do it on a large scale.

- You process personal data to target advertising through search engines based on people's behaviour online.
- You process personal data on genetics and health for a hospital

YES!

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4.3.Data collection…Treasures to be protected

Do you need a data protection officer?

- You send your clients an advert once a year to promote your local food business.
- You are a GP and collect data on your patients' health

NO!

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4.4. Everybody is watching. Safety on social media

Watch out:

- Only Provide information related to your position: professional number and social media profiles
- Don’t tag partners or customers on posts without their written authorization
- Inform customers about the communication channels used to avoid phishing

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4.5. The use of digital technologies by SMEs to promote accessibility and social inclusion

Digital technologies can be used to **promote accessibility:**

- They can level the playing field for persons with disability
- They allow for productivity and inclusion through participation in educational, economic, and political spheres.

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4.5. The use of digital technologies by SMEs to promote accessibility and social inclusion

- Integrating accessibility and digital technologies brings tangible and intangible benefits to SMEs
- Those who do are more likely to be innovative, inclusive enterprises that reach more people with positive brand messaging that meets emerging global legal requirements.

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4.5.1. Key advantages for SMEs to promote accessibility and social inclusion

- **Drive Innovation:**

Integrating accessibility removes architectural, digital, and social barriers that can get in the way of innovation, for example accessible design thinking provides varied and flexible ways for users to interact with websites and applications, options that are useful for people with and without disabilities.

4.5.1. Key advantages for SMEs to promote accessibility and social inclusion

- **Enhance the Brand:**

  SMEs need to protect and enhance their brands. A clear commitment to accessibility can demonstrate that a business has a genuine sense of Corporate Social Responsibility (CSR). As businesses understand and act on the diverse needs of their stakeholders and make the commitment to sustainable, inclusive marketing and employment practices, they can achieve a range of benefits.

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4.5.1. Key advantages for SMEs to promote accessibility and social inclusion

- **Customer Satisfaction:**

Designing inclusive software results in improved usability and customer satisfaction. Accessible design considerations often lead to improvements in general customer experience and loyalty. For customers with disabilities, such improvements are essential for equal access.

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4.5.1. Key advantages for SMEs to promote accessibility and social inclusion

- **Minimize legal risks:**

Governments and regulators began to mandate laws and policies that strengthen the rights of people with disabilities to participate in online digital information and services. With legal risks increasing, SMEs – particularly those with global activities – are creating accessibility policies and programs to mitigate risk to protect both their assets and their reputations.

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4.5.2. Impact of the digital technologies on the social inclusion, CSR, accessibility of the SMEs

Example: Gullón, biscuit company

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4.5.2. Impact of the digital technologies on the social inclusion, CSR, accessibility of the SMEs

Objectives:

To provide society with healthy products.

To satisfy the daily needs of customers.

Provide products based on innovation, which also contribute to life quality.

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4.5.2. Impact of the digital technologies on the social inclusion, CSR, accessibility of the SMEs

Actions:

Around 2% of turnover is led to R&D expenditure

Joins Food for Life-Spain (PTF4LS), the benchmark platform for R&D&I in the Spanish agri-food sector, led by FIAB.

PTF4LS allows communication between the different public and private agents, as well as public-private collaboration in the identification of new technologies".

4.6. Solving technical problems

Are you ready to **reach the international market**?!

KEY: **Digitalization**

That is why your Digital competences have to be basic-ready for the journey

READY, LET´S GO!

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4.6. Solving technical problems

Identifying problem source

Hardware.

Your PC

Software.

Programs used in your PC

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4.6. Solving technical problems

Main Software problems

Viruses and malware

- Slow down your computer
- Blocking access to internet/programs
- Stealing important stored data

Prevention is the best medicine

- Make sure you have antivirus software installed on your computer, and that it is enabled and up to date.
- Scan and remove viruses and malware.
- You can also use a free dedicated malware scanner such as Malwarebyte Anti-Malware to scan your computer.
  - Download, install and run it. Allow it to update itself, and then choose 'Perform full scan'
  - At the end of the scan click on the 'Remove selected' button to remove the malware.

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4.6. Solving technical problems

Software main problems

Speed

Over time, data becomes scattered across your hard disk as it is written, read, and deleted.

This can slow down your computer as it takes additional time to find and read the necessary data.

Defragment hard disk

- Click on Start -> All Programs -> Accessories -> System Tools -> Disk Defragmenter.
- Click on the Analyze button to allow Windows to check if the disk needs to be defragmented.
- If Windows reports that the disk needs to be defragmented, click on the Defragment button. This may take some time to complete. Try not to use your computer whilst it is defragmenting.

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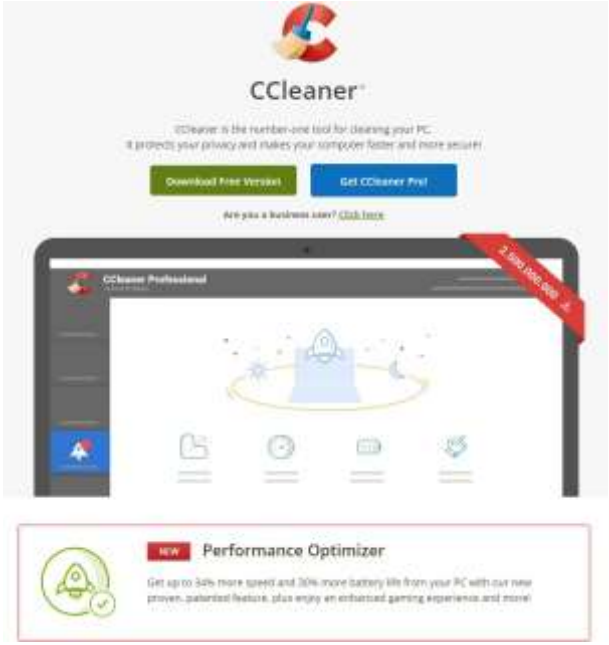
4.6. Solving technical problems

Software main problems

Speed

Useful tools - CCleaner

- Use a registry cleaner to delete redundant and incorrect entries in the registry. One example of a good free registry cleaner is CCleaner.



Warning: Make sure you create a full backup of your registry first in case you need to revert a change made by a registry cleaner.

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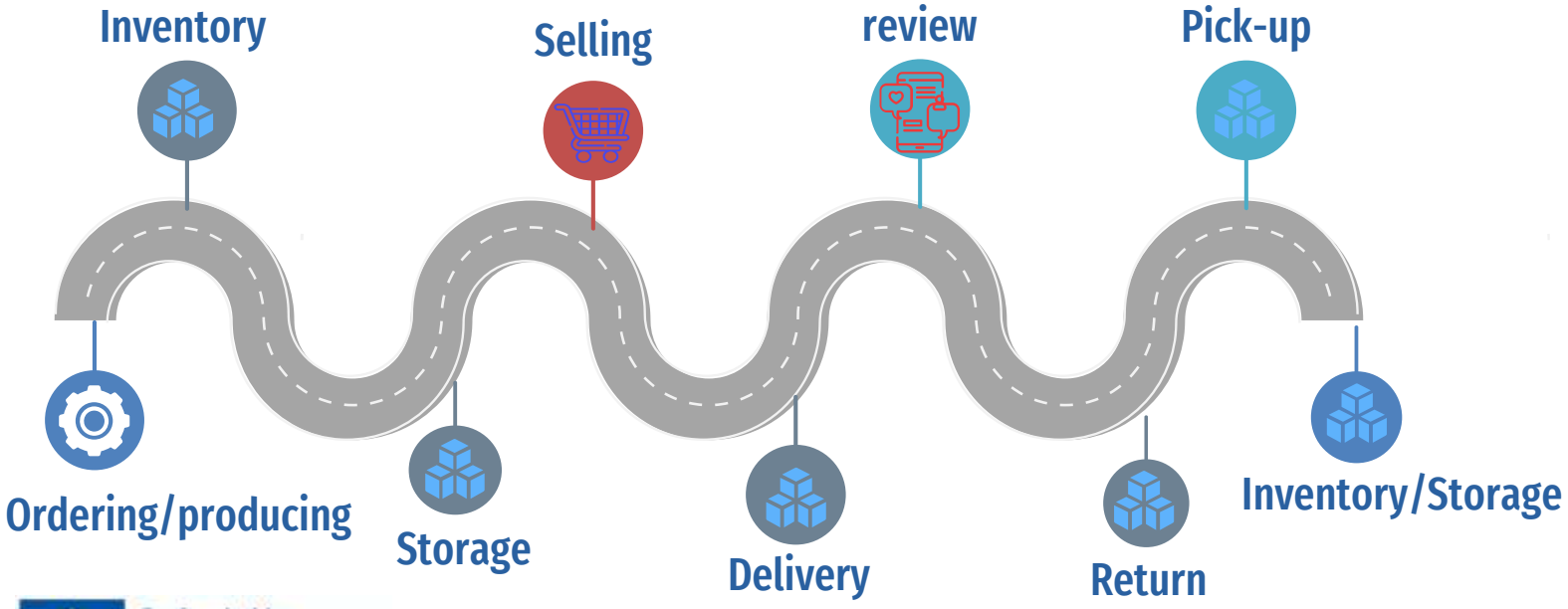
4.7. Identifying needs and technological responses

Most technological problems will be located on the sales roadmap



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4.7. Identifying needs and technological responses

Common problem: Not trucking your inventory

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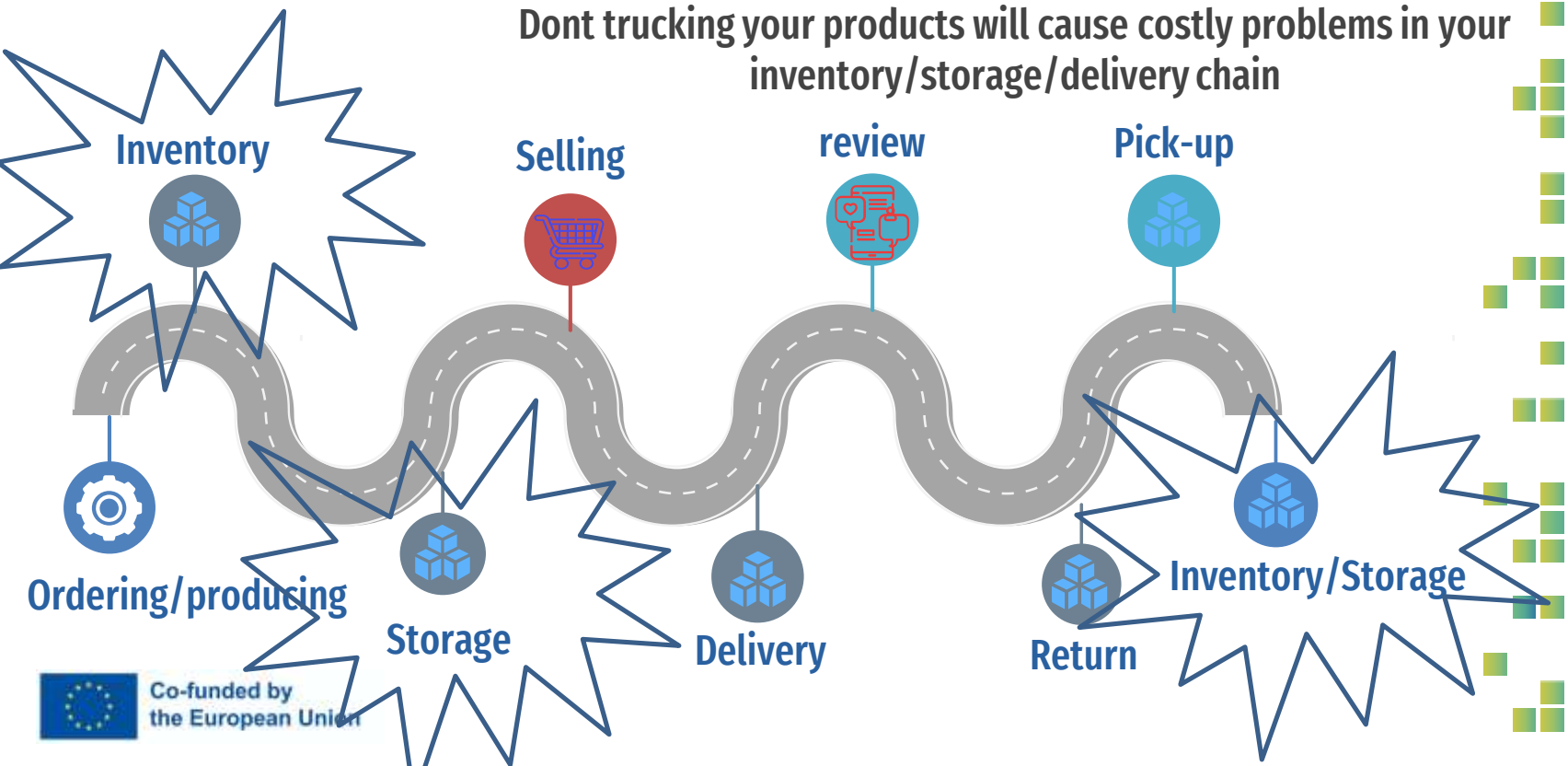
Logistics

Dont trucking your products will cause costly problems in your inventory/storage/delivery chain



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Logistics

Roadtime sales | Inventory | Storage | Delivery | Pick-up

PROBLEM: Not keeping record of your inventory or any trucking system for your products

Barcoding your products will help your business keep track of providing an accurate figure of your inventory, storage and delivery/pick-up service

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Logistics

Inventory **Storage** **Delivery** **Pick-up**

SOLUTION: Inventory Control Management Systems Software

Features:
-Barcoding
-Cost tracking
-Item Management
-Supplier Management

Software selection:

katana

megaventory

odoo

ORACLE NETSUITE

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Roadtime sales

4.7. Identifying needs and technological responses

Be aware of EU Regulation on customer rights

- https://eur-lex.europa.eu/eli/dir/2011/83/2022-05-28

- https://www.boe.es/diario_boe/txt.php?id=BOE-A-2014-3329

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4.7. Identifying needs and technological responses

Common problem: not following local regulation

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4.7. Identifying needs and technological responses

Sales / website /Communication

PROBLEM: Using images or text without recognizing the source or asking permision

Copywritting regulation controls this potential problem. If using material from other sources, recognize and/or ask permision.

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4.7. Identifying needs and technological responses

Sales / website /Communication

SOLUTION: Creating your own content will help you creating a stronger brand and profile against your competitors

4.7. Identifying needs and technological responses

- **Intellectual property folow local/EU law**

Be aware of EU Regulation on Intellectual property / copyright

- https://digital-strategy.ec.europa.eu/en/policies/copyright
- https://single-market-economy.ec.europa.eu/industry/strategy/intellectual-property_en

- https://www.boe.es/buscar/act.php?id=BOE-A-1996-8930

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4.7. Identifying needs and technological responses

Other regulation to be awared of

- **Food Labeling, folow local/EU law**

Be aware of EU Regulation on labelling and local regulations

- https://food.ec.europa.eu/safety/labelling-and-nutrition_en

- https://www.aesan.gob.es/AECOSAN/docs/documentos/publicaciones/seguridad_alimentaria/vender_alimentos_internet.pdf

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To test yourself and what you learned in this module. Please complete this short self-evaluation quiz: QUIZ MODULE 4

Please complete a general evaluation form of this course HERE

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Thank you

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