



## SUPPORT SMALL AND MEDIUM ENTERPRISES ON THE DATA PROTECTION REFORM II

# **Making the General Data Protection Regulation simple for Small and Medium-sized Enterprises**

**STAR II presents the Guidance for DPAs on good practices to run hotlines for SMEs and the Handbook on European data protection law for SMEs**

**Online Workshop, 3 September 2020**

On 3 September 2020, the STAR II consortium – composed of the Hungarian National Authority for Data Protection and Freedom of Information (NAIH), Trilateral Research (TRI), and the Vrije Universiteit Brussel (VUB) –, in collaboration with the Brussels Privacy Hub, will present and discuss the (draft) *Guidance for DPAs on good practices to run hotlines for SMEs* and the (draft) *Handbook on European data protection law for SMEs*.

The General Data Protection Regulation (GDPR) was expected to boost the European (digital) economy by more uniformly regulating the free movement of personal data within the European Economic Area and by increasing consumer trust in (online) services. Yet, compliance with the Regulation is still problematic for most Small and Medium Enterprises (SMEs), which represent the vast majority of all businesses in the EU. Albeit the European legislators acknowledged that SMEs deserve special attention and support from Data Protection Authorities (DPAs), small entrepreneurs still have to cope with several challenges, including misinformation about the GDPR requirements; scarcity of practical, easy to understand and targeted guidance about data protection law; uncertainty about the interpretation of certain provisions of the law; lack of internal data protection expertise and resources to invest thereto.

In this context, the STAR II consortium has undertaken research activities to examine, on the one hand, DPAs' awareness-raising efforts concerning the GDPR compliance for SMEs; on the other hand, the SMEs' experience with the GDPR.

Based on the outcomes of NAIH's hotline for SMEs and interviews conducted with 18 DPAs, 22 SME association representatives, over 50 respondents to the online survey and 11 face to face interviews with SME representatives, the STAR II consortium prepared two documents to assist both DPAs and SMEs in their respective obligations:

- ***Guidance for DPAs on good practices to run hotlines for SMEs***, containing recommendations to DPAs on how to set up and run a hotline.
- ***Handbook on European data protection law for SMEs***, built upon the questions that SMEs most frequently asked via the hotline and the responses given therein.

This workshop is aimed at presenting and seeking feedback on the two documents. Our event will be highly interactive, and we will provide participants and speakers with the opportunity to exchange and to voice their thoughts on the Guidance and the Handbook.

The feedback gathered will help STAR II consortium to further advance the draft Guidance and Handbook.

**Targeted audience:** DPAs, SME Associations, SME owners and employees, (perspective) entrepreneurs, DPOs in SMEs, legal practitioners in SMEs



**Place:** The event will be held online. The teleconference platform, together with the link to join the event, will be communicated to the registered participants via email in due time.

**Time:** 12.00 – 14.30 (Brussels time)

**Registration:** this event is free to attend but registration is required. For any problems with online registration, please contact [info@brusselsprivacyhub.eu](mailto:info@brusselsprivacyhub.eu).

## Agenda

Time	Title	Speakers
12:00 – 12:15	<b>Welcome &amp; recap of STAR II</b>	Ms Renáta Nagy, NAIH
12:15 – 12:30	<b>Keynote on DPA awareness-raising duties under GDPR</b>	Mr Hielke Hijmans, VUB, APD-GBA
<b>Part I - Guidance for DPAs on good practices to run hotlines for SMEs</b>		
12:30 – 13:30	<b>Discussing the “Guidance for DPAs on good practices to run hotlines for SMEs”</b>	<p><b>Moderator:</b> Ms Leanne Cochrane, TRI</p> <p><b>Presenter:</b> Ms Renáta Nagy, NAIH</p> <p><b>Discussants</b></p> <p>Ms Jelena Burnik, IP-RS</p> <p>Mr Basile Guley, CNIL</p> <p>Mr Luc Hendrickx, SMEUnited</p>
<b>Part II - Handbook on European data protection law for SMEs</b>		
13:30 – 14:20	<b>Discussing the “Handbook on European data protection law for SMEs”</b>	<p><b>Moderator:</b> Mr David Barnard-Wills, TRI</p> <p><b>Presenter:</b> Ms Alessandra Calvi, VUB</p> <p><b>Discussants</b></p> <p>Ms Annika Linck, European DIGITAL SME Alliance</p> <p>Ms Jasmina Trajkovski, TP Consulting</p> <p>Ms Pavlina Peneva, APD-GBA, BOOST project</p>
14:20 – 14:30	<b>Concluding remarks</b>	Mr Paul De Hert, VUB



The event is co-organised by

