



SUPPORT SMALL AND MEDIUM ENTERPRISES ON THE DATA PROTECTION REFORM II

Vrije Universiteit Brussel, Pleinlaan 5, Lisbon Room (tbc)

22 April 2020

Brussels

DPAs' awareness raising campaigns for SMEs:

A challenge of facilitating GDPR compliance

The processing of personal data is unavoidable for most of Small and Medium Enterprises (SMEs) that form the core of all businesses in the EU. At the same time, compliance with obligations stemming from the General Data Protection Regulation (GDPR) is challenging for such enterprises due to the lack of resources and knowledge. To cut through compliance chaos, the legislator has recognized that SMEs should merit special attention and support from Data Protection Authorities (DPAs).

It is in this context that the STAR II consortium – composed of the representatives of the Hungarian National Authority for Data Protection and Freedom of Information (“the NAIH”), Trilateral Research (TRI) and the Vrije Universiteit Brussel – has undertaken research activities to examine DPAs' awareness raising efforts concerning the GDPR compliance for SMEs. Based on the experience 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 1) a guidance for DPAs on good practices to run hotlines for SMEs and 2) a handbook for SMEs providing guidance on the GDPR compliance.

Our event will be highly interactive, and we will provide participants and speakers with the opportunity to exchange and to voice their feedback on the two documents.

We invite you to join us!

Part I – Guidance for SMEs

| | Title of the session | Speakers |
|---------------|---|--|
| 09:30 – 10:00 | <i>Reception and coffee</i> | |
| 10.00 – 10:05 | Opening word and recap of STAR II | NAIH or VUB |
| 10:05 – 10:25 | DPA awareness raising duties under the GDPR | Hielke Hijmans, Belgian DPA - tbc |
| 10:25 – 11:15 | Available DPA guidance for SMEs: Country studies | Basile Guley, French DPA - tbc A woman, Irish DPA - tbc Luc Hendrickx – UEAPME – tbc Moderator: tbc |
| 11:15 – 11:25 | <i>Coffee break</i> | |
| 11:25 – 11:45 | Introduction of STAR II handbook | VUB |
| 11:45 – 12.30 | Work in groups: How useful is the STARII handbook? | Interactive session with the audience (with sections of |

the handbook); possibly facilitated by EAB members
 Facilitators of groups

12:30 – 13:00 **Feedback on STAR II handbook**
 13:00 – 14.15

Lunch

Part II – Awareness raising practices by DPAs

14.15 – 14.35 **DPAs practices concerning hotlines**

TRI

14:35 – 15:00 **How to run a hotline for SMEs?**

NAIH

15.00 – 15:15 Q&A

15:15 – 15:25

Coffee break

15:25 – 16.15 **Emerging best practices for raising data protection awareness among DPAs**

Italian DPA – tbc
 Luxembourg DPA – tbc
 Sebastiano /Annika ,
 European DIGITAL SME
 Alliance – tbc
 Moderator: tbc

16:15 – 16:30 **Closing remarks**

**The event is free of charge, but registration is required to facilitate catering services.*



The event is co-organised by

