



STAR II

SUPPORT SMALL AND MEDIUM ENTERPRISES ON THE DATA PROTECTION REFORM II
project-star.eu

Composition of Advisory Board

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1 Background to the STAR II project

The EU data protection reform, largely comprised of the General Data Protection Regulation (GDPR), was only concluded in April 2016, and the GDPR became applicable across the EU on 25 May 2018. This has left a short period of time for especially small and medium enterprises (SMEs) to adapt to the new regulatory environment. The novelties it brings to the fore, such as specific provisions concerning SMEs [e.g. recitals 13, 132; Art 30(5)], data protection by design (Art 25) and data protection impact assessment (DPIA; Art 35), only add to this complication.

SMEs often need external assistance to understand the gravity of the new Regulation; they need guidance on how to follow their respective Member State national legislation giving full effect to the GDPR; they need to adapt their routine practices; they need to acquire information, solve new or hitherto unnoticed issues and follow trainings on the new legislation; they often need to create and execute an action plan to apply the new framework. In addition, a considerable number of SMEs will need to appoint a data protection officer (DPO), who should immediately become the locus of knowledge and expertise on the GDPR and assist them in the implementation of the new regulatory framework requirements.

There are pressing needs to assist EU data protection authorities (DPAs) in raising awareness among businesses, especially SMEs, on the new EU legal framework for personal data protection, particularly the GDPR, and assist these SMEs in ensuring compliance therewith. Some 22 million European SMEs – the core of EU enterprise policy – not only face distinctive challenges from data protection law, but also – despite specific, often protective regulation – rarely can afford professional legal advice. Thus they merit special support from public authorities. The STAR II project will directly address these needs and will:

- 1) review the state of the art in DPA awareness-raising activities,
- 2) analyse SMEs' experience within first months of the functioning of the GDPR,
- 3) run an awareness raising campaign for SMEs,
- 4) establish and operate an e-mail hotline (12 months) to respond to SMEs' questions, measuring its performance and the most frequently asked questions,
- 5) prepare a digital guidance for DPAs on good practices in running an e-mail hotline and raising SME awareness, and
- 6) draft an innovative, FAQ-based handbook (digital and printed) for SMEs on EU personal data protection law.

These results will be prepared in consultation with stakeholders (especially via validation workshops and the External Advisory Board) and widely disseminated. The outputs will be freely available, openly accessible and copyright-unrestricted, thus easily reusable and adaptable. STAR II is addressed to 40+ EU DPAs and millions of EU SMEs. It will deliver tangible and long-term results to SMEs, directly assisting them in compliance with the GDPR (by hotline and guidance material) and – indirectly – to DPAs, to assist in their awareness-raising mission.

2 Composition of Advisory Board

After the Consortium compiled a list of suggested members, the Co-ordinator has initiated communication with potential members of the External Advisory Board in October 2018. The candidates accepted the request and a formal welcome letter was sent them via e-mail in November 2018, and the fully operational External Advisory Board (EAB) was established with five members.

The EAB will have sight of the project's progress and will be able to comment thereon and provide suggestions on how the goals of the project can best be realized in the context of the planned activities. The EAB – by reviewing the project's work, offering advice on specific issues concerning its subject-matter and actively taking part in certain events, namely validation workshops – will

contribute to the project's development and will ensure high quality of its work. Members of the EAB will not be remunerated for their work.

2.1 Members of the STAR II EAB

1. Jasmina Trajkovski (Macedonia / Germany)

Mrs. Trajkovski is Senior Consultant and Managing Director of the Macedonian consulting company Trajkovski & Partners. She obtained PhD in risk management in IT-Centric Micro and Small Companies, she is a certified DPO, with over 10 years of experience in supporting private and public sector organizations in implementation of regulatory and other requirements for information security and protection of personal data. Involved in over 20 implementations of information security management systems in organization and in as many external audits for personal data protection based on the Macedonian Law on Personal Data Protection as member of one of the authorized companies from the Macedonian Authority to perform such audits. Trainer and presenter at various conferences on impact of GDPR on businesses.

2. Luc Hendrickx (Belgium)

Mr. Hendrickx works at the UEAPME (European Association of Craft, Small and Medium-sized Enterprises) secretariat in the unit concerning competitiveness of enterprises & external relations, legal affairs. On many occasions he addressed compliance with the GDPR for SMEs at EU institutions and he plans on providing comments on the handbook and sharing it with the member organisations.

UEAPME is located in Brussels, Belgium. It is the employer's organisation representing the interests of European crafts, trades and SMEs at EU level. UEAPME is a recognised European Social Partner and acts on behalf of crafts and SMEs in the European Social Dialogue and in discussions with the EU institutions. It is a non-profit seeking and non-partisan organisation.

As the European SME umbrella organisation, UEAPME incorporates 67 member organisations consisting of national cross-sectorial SME federations, European branch federations and other associate members, which support the SME family. Across the whole of Europe, UEAPME represents over 12 million enterprises with nearly 55 million employees.

3. Sebastiano Toffaletti (Italy / Belgium)

Mr. Toffaletti works at the European DIGITAL SME Alliance in Brussels, Belgium. The Alliance is the largest network of the ICT small and medium sized enterprises in Europe, representing about 20.000 digital SMEs across the EU. The alliance is the joint effort of 28 national and regional SME associations from EU member states and neighbouring countries to put digital SME at the center of the EU agenda. He may not be able to comment on the handbook and participate in all events but he is willing to share the handbook with the members of the alliance.

4. Frigyes Janza (Hungary)

Mr. Janza is the managing partner of Ex Ante, a Budapest based consulting company. The company is dealing with EU and other grants and applications (mainly in the government sector), but also supports among others enterprises in implementing their development projects and establishing the pre-conditions of sustainable and efficient operation.

5. Dr. Adrienne Zemplényi (Hungary)

Dr. Zemplényi is a labour law specialist and deputy chief legal officer at the Hungarian Chamber of Commerce and Industry (HCCI). The Chamber's main objectives include promotion and support of SMEs and assistance to Hungarian entrepreneurs in foreign markets.