



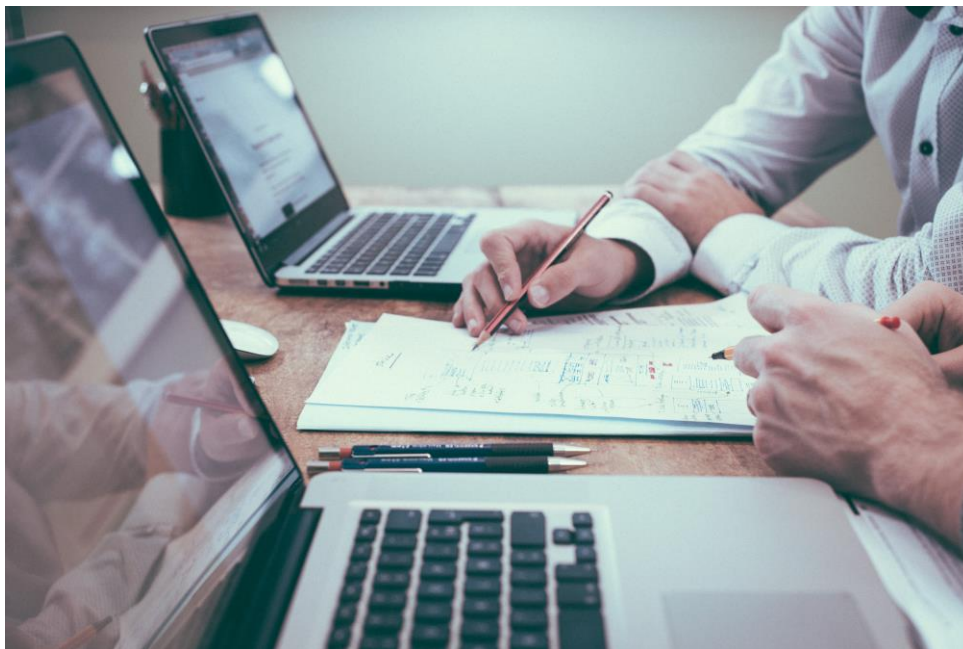
STAR II

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

Report on the final, wrap-up meeting

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Background to the STAR II project

The STAR II project (Support small and medium enterprises on the data protection reform II) commenced in August 2018 and is intended to run for a two-year period. It is co-funded by the European Union under the Rights, Equality and Citizenship Programme 2014-2020 and is aimed at: (i) assisting European Union (EU) Data Protection Authorities (DPAs) raise awareness about the General Data Protection Regulation (GDPR) among small and medium enterprises (SMEs); and (ii) assisting SMEs to comply with the GDPR.

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.

Executive summary

To summarize and conclude the work between the STAR II Consortium partners a final, wrap-up meeting was organized on 5 November and on 20 November 2020. The meetings were necessary to align the remaining work of the partners at the conclusion of the project, when the final deliverables are due. Particular importance was given to the dissemination strategy of the SME handbook and the DPA guidance with regard to the Covid19 situation.

1. Minutes from the wrap-up meeting of the STAR II project

1.1 Date and place

Date: 5 November 2020, from 10.00 till 11.30.

Place: Teleconference via Skype.

1.2 Participants

- 1) **Lina Jasmontaite-Zaniewicz**, Vrije Universiteit Brussel (VUB) – Research Group on Law, Science, Technology & Society (LSTS)
- 2) **Alessandra Calvi**, Vrije Universiteit Brussel (VUB) – Research Group on Law, Science, Technology & Society (LSTS)
- 3) **Renáta Nagy**, Nemzeti Adatvédelmi és Információszabadság Hatóság (NAIH)
- 4) **David Barnard-Wills**, Trilateral Research Limited (TRI)
- 5) **Corinna Pannofino**, Trilateral Research Limited (TRI)
- 6) **Melania Parzonka**, Trilateral Research Limited (TRI)

1.3 Minutes of the meeting

- *Acceptation of the agenda*

After the overview of the Agenda the participants accepted the document.

- *Agenda item 1: The dissemination of SME handbook*

VUB has informed the Partners that the title of the SME handbook has changed for a more attractive title: *The GDPR made simple(r) for SMEs*, because the handbook is based on the GDPR and the workshop in September was organized under the same title. Concerning the design VUB has asked the Belgian publisher of the English version of the handbook to give more design options so the Consortium can consider the most economically friendly option for the printed versions.

VUB also informed the participants that the Consortium has agreed with the Belgian publisher to ship 1000 copies to Belgium and to Ireland but we shall also consider to arrange the shipment of the English copies to SME associations. The Consortium also needs to consider the extra expenditure of the more divided shipment.

VUB asked TRI to prepare a shipment plan to the Irish SME associations (maybe the SME associations the Consortium had interviewed during the former stage of the project?)

VUB suggested to make a similar plan for the Belgian SME associations.

VUB informed the Partners that the copyright transfer agreement was sent to the authors, because the publisher will enter in contract with VUB not the authors, so in case any claims are made, VUB will take the responsibility.

TRI asked the details of the dissemination strategy of the online version (Will the publisher take care of it according to the contract?)

TRI suggested to disseminate the handbook on the website and social media of TRI and suggested to promote the handbook in the press release also. VUB added that the Consortium can use the Brussels Privacy Hub website for that purpose.

- *Agenda item 2: The DPA guidance*

With regards to the Covid19 situation the planned in-person conference cannot be held for DPAs and considering their willingness to co-operate during the former stages of this project (and also during STAR I) NAIH has suggested to disseminate the guidance via e-mail and a short description of the document (if the PO approves).

TRI asked when will be available the final version of the DPA guidance. VUB noted that it will be revised based on the feedback received soon and sent for review to TRI. TRI added that the comments received during the September workshop had been addressed, and the document also includes more recent information that was not available before. The structure has changed a little and the colours will resemble the colours of the handbook.

- *Agenda item 3: Dissemination of the DPA guidance*

TRI pointed out that we shall consider how many DPAs are checking online sources: Maybe we should disseminate a printed version of the DPA guidance. VUB added that we could send the guidance by post maybe, so we could keep track on the dissemination.

VUB suggested to contact the EDPB for dissemination, and added that they are meeting online now, so we can check whether they can disseminate the DPA guidance.

- *Agenda item 4: Deliverables*

Trade press article:

NAIH informed the participants that the Hungarian trade press article will be drawn after the launch event of the SME handbook, so it can be used as a dissemination tool for the Hungarian version of the SME handbook. After the article is published, we can submit the D5.4.

VUB pointed out that press releases are very important to make and use for dissemination.

Journal article:

TRI will take care of D5.2 describing the peer-reviewed journal article and send it for submission to the Co-ordinator.

Remaining Deliverables:

NAIH will prepare the summary of the launch event after 26 November and the Deliverable on the newsletters and the Co-ordination meetings and VUB will take care of the project's website and social media accounts.

TRI asked whether we have a plan for the dissemination of the handbook. TRI also added that the Consortium shall make sure that the existence of the handbook is well promoted (for example in a blog post).

- *Agenda item 5*

Concluding remarks

The Partners agreed that in order to finalize the dissemination strategy and to monitor the remaining tasks, they will have an online meeting on 20 November 2020 again.

2. Minutes from the wrap-up meeting of the STAR II project – 20 November 2020

2.1 Date and place

Date: 20 November 2020, from 12.45 till 14.10.

Place: Teleconference via Skype.

2.2 Participants

- 1) **Lina Jasmontaite-Zaniewicz**, Vrije Universiteit Brussel (VUB) – Research Group on Law, Science, Technology & Society (LSTS)
- 2) **Alessandra Calvi**, Vrije Universiteit Brussel (VUB) – Research Group on Law, Science, Technology & Society (LSTS)
- 3) **Renáta Nagy**, Nemzeti Adatvédelmi és Információszabadság Hatóság (NAIH)
- 4) **David Barnard-Wills**, Trilateral Research Limited (TRI)

2.3 Minutes of the meeting

- *Agenda item 1: Dissemination of the SME handbook*

The participants discussed the dissemination strategy of the SME handbook in light of the new circumstances concerning the Covid19 pandemic.

TRI pointed out that because of the pandemic the Consortium could not hold the project's events in person, therefore the SME handbook cannot be disseminated and other third-party events at which the Consortium could have distributed copies were also not occurring. Therefore, the printed copies shall be shipped to recipients to ensure adequate dissemination, but this strategy will bring unforeseen costs for the Consortium, therefore TRI suggested to have fewer copies printed.

VUB suggested to consider the possibility to ship the copies to fewer addresses, so the costs can be reduced.

NAIH pointed out that the Co-ordinator does not support to have fewer copies, the Partners shall check the financial possibilities to cover the extra cost of the shipment of the English copies. NAIH also informed the participants that NAIH has the necessary financial resources for the dissemination of the 1.000 HUN copies of the SME handbook.

TRI suggested to check the financial resources first, and in case the Partners can cover the extra costs (for example we can use the travel costs of the launch event) we can have the 4.000 ENG copies as planned. If not, the Consortium shall reduce the number of copies of the number of addressees. To conclude this task the Partners agreed that the Co-ordinator will ask the Project Officer for 1-month prolongation of the project to ensure the appropriate dissemination of the SME handbook.