



NAIH közlemény
a STAR II projekt (*Support small And medium enterprises on the data protection Reform*) indulásáról

Az Európai Unió által finanszírozott, 2018. augusztus-2020 július között futó projekt célja az uniós adatvédelmi reform által érintett kis- és középvállalkozások (KKV) támogatása. Az uniós adatvédelmi hatóságok számára összeállított specifikus iránymutatás, valamint a KKV-nak szóló kézikönyv segíti az általános adatvédelmi rendeletnek (GDPR) való megfelelést, a kérdések feltevését pedig egy e-mail alapú helpdesk szolgálja majd. A projekt megvalósításában a NAIH vezetése mellett a Brüsszeli Vrije Egyetem (Vrije Universiteit Brussel) és egy brit tanácsadó és kutató-fejlesztő cég, a Trilateral Research LTD vesz részt.

A projekt indulásával kapcsolatban az alábbi angol nyelvű közlemény nyújt bővebb tájékoztatást.

Budapest, 2018. szeptember 28.



Dr. Péterfalvi Attila
elnök

EU awards grant to support and assist SMEs to comply with the GDPR
– NAIH communication on the launch of STAR II project –

The European Union (EU) data protection reform, primarily comprised of the General Data Protection Regulation (GDPR), was completed in April 2016. A two-year period was awarded to entities processing personal data, to comply with new requirements, such as data protection by design and default principles (Art. 25) and data protection impact assessments (Art. 35), with no exception for small and medium enterprises (SMEs). The GDPR became applicable across the EU on 25 May 2018.

Recognizing pressing needs to assist EU data protection authorities (DPAs) in raising awareness among businesses, especially SMEs, on the revised EU legal framework for personal data protection, and to assist SMEs in ensuring compliance with the GDPR, we commence a two-year project titled, *Support small And medium enterprises on the data protection Reform* (STAR II).

By taking into account the distinctive needs of European SMEs concerning data protection obligations, the STAR II project will aim at providing special support to SMEs from public authorities. To this end, the project 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 for SMEs on compliance with EU personal data protection law.

The results of this project will be prepared in consultation with stakeholders and widely disseminated. All materials will be freely available, openly accessible and copyright-unrestricted. The STAR II project is addressed to 40+ EU DPAs and all EU SMEs.

The project is coordinated by the Hungarian National Authority for Data Protection and Freedom of Information (NAIH), and brings together the Research Group on Law, Science, Technology & Society (LSTS) at the Vrije Universiteit Brussel (VUB) and the consulting and technology development company, Trilateral Research Ltd.

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