

PROJECT ABSTRACT – 814738 – RAPID.SI

Call: REC-RDAT-TRAI-AG-2017
Project Number: 814738
Project Acronym: RAPiD.Si
Duration (months): 24

Project Title: Raising Awareness on Data Protection and the GDPR in Slovenia

Coordinator: INFORMACIJSKI POOBLASCENEC
ZALOSKA 59
1000 LJUBLJANA
Slovenia

Total Cost: €105.675,09
Grant Awarded: €84.539,00

| Participant Name | Country | Participant Role | Grant Requested | % |
|----------------------------|---------|------------------|--------------------|---------|
| INFORMACIJSKI POOBLASCENEC | SI | COORDINATOR | 84.539,00 € | 100,00% |
| | | | 84.539,00 € | |

ABSTRACT:

The RAPiD.Si project performed by the Slovenian DPA will reach out to two fundamental target groups in order to ensure effective and uniform application of the 2018 Data Protection Reform in Slovenia: (1) Slovenian businesses, in particular SMEs, and (2) the general Slovenian public.

Objectives of the RAPiD.Si project are two-fold. Firstly, it will focus on educating and raising awareness among SMEs on the new data protection legislative framework (GDPR and the new national Personal Data Protection Act), and replying to their queries, so that SMEs will:

- 1) understand the new legislative requirements,
- 2) have easy access to a variety of practical and usable support tools to implement data protection measures and
- 3) be empowered to efficiently adopt accountability measures that foster their compliance.

Secondly, the RAPiD.Si project will empower Slovenian citizens by performing a variety of awareness-raising activities about the fundamental right to privacy and data protection with particular attention to the rights of data subjects, so that individuals will:

- (1) understand the importance and value of the right to information self-determination and privacy in the information society and
- (2) be aware of their rights as data subjects and of the way to exercise these rights.

The set objectives aimed at SMEs will be achieved by establishing a dedicated website with easy-to-understand informative material and various animated tools tailored specially to fit the SMEs' needs,

a dedicated hotline, several professional articles, a monthly newsletter and by delivery of regional trainings. The objectives aimed at general Slovenian public will be achieved by establishing a dedicated website with information materials and animated tutorials tailored to fit the needs of the general public, reaching out to general public through the Consumers' Association of Slovenia and various general media and establishing IP-RS social network presence.

PROJECT ABSTRACT – 814740 – RGPD ACADEMY

Call: REC-RDAT-TRAI-AG-2017
Project Number: 814740
Project Acronym: RGPD ACADEMY
Duration (months): 24

Project Title: RGPD ACADEMY : to protect your data, you'd better be trained

Coordinator: Commission nationale de l'informatique et des libertés
3 Place de Fontenoy
75334 PARIS
France

Total Cost: €410.142,00
Grant Awarded: €251.357,00

| Participant Name | Country | Participant Role | Grant Requested | % |
|--|---------|------------------|---------------------|---------|
| Commission nationale de l'informatique et des libertés | FR | COORDINATOR | 0,00 € | 0,00% |
| Hemisphere droit | FR | PARTICIPANT | 251.357,00 € | 100,00% |
| | | | 251.357,00 € | |

ABSTRACT:

GDPR academy : to protect your data, you'd better be trained !

This project is an exceptional opportunity for CNIL to inform and train a large number of French speaking SMEs on the general data protection principles, at the dawn of the application of the GDPR in every EU member state.

A high number of organisations will need to be trained and/or designate a DPO in order to meet the requirements of the GDPR. The proposal aims to address the increasing challenge of awareness raising and knowledge transfer across many organisations, people and countries, which is key for an effective and consistent implementation of the GDPR. The project will build on the CNIL's solid experience in training Data protection officers which will serve as the basis for the development of a free online self-training course.

In addition, we will specifically reach out to SMEs through a targeted web and social media campaign. This audience has been identified as a priority for DPAs and for the European Commission, since generally they are not sufficiently aware of the Regulation, while with the application of GDPR they will need to urgently upgrade their practices in order to achieve compliance.

Objectives

- Increase the knowledge of the general principles of personal data protection as the GDPR becomes applicable;

- Raise awareness among small and medium-sized enterprises that are not sufficiently aware of these issues and have little contact with the data protection authorities;
- Multiply the training capacity of the CNIL.

Activities

- Provide free online training material on the general principles of the GDPR;
- Design and disseminate awareness videos as incentives for businesses to train;
- Implement a plan to promote the training offer, targeting small and medium enterprises.

Type and number of persons benefiting from the project

- Data protection officers
- Potentially 3.5 million SME in France (i.e. 99.9% of companies)

Expected results

- A better knowledge of personal data

PROJECT ABSTRACT – 814750 – INFORMATION CAMPAIGN

Call: REC-RDAT-TRAI-AG-2017
Project Number: 814750
Project Acronym: Information campaign
Duration (months): 12

Project Title: Helping SMEs and the general public understand their rights and obligations under the GDPR with targeted information through focused communication channels

Coordinator: DATATILSYNET
BORGERGADE 28 5
1300 KOBENHAVN
Denmark

Total Cost: €231.866,86

Grant Awarded: €185.492,00

| Participant Name | Country | Participant Role | Grant Requested | % |
|------------------|---------|------------------|---------------------|---------|
| DATATILSYNET | DK | COORDINATOR | 185.492,00 € | 100,00% |
| | | | 185.492,00 € | |

ABSTRACT:

The objective of this campaign is twofold, to increase the knowledge of data protection rules among SMEs and to raise awareness among the general public in relation to data protection, the main idea being to meet both SMEs and the public at eye level and in a memorable way.

For SMEs we will produce and distribute 15 podcasts, each giving guidance on one practical topic SMEs need to deal with in relation to data protection. Information about the podcasts will be distributed to SMEs through e-mail, LinkedIn, our website, business organisations, the press etc.

For the general public we will raise the awareness level through storytelling through videos developed to illustrate relevant topics in a memorable way and disseminated through a combination of our own website, LinkedIn, Twitter, newspapers, online media and maybe a campaign website and/or a mobile app. These channels will also be used for distribution of small quizzes, warnings, good advice, news etc.

To supplement the above we will participate in events where information will be distributed together with different merchandise with a data protection theme.

We expect the podcasts to be downloaded at least 3,000 times, the videos to be shown at least 10,000 times and to have 10,000 shares on social media of the different information types.

This will result in an increased understanding and compliance among SMEs of the GDPR and increased awareness of key data protection issues among the general public.

PROJECT ABSTRACT – 814754 – SOLPRIPA

Call: REC-RDAT-TRAI-AG-2017
Project Number: 814754
Project Acronym: SolPriPa
Duration (months): 24

Project Title: Solving privacy paradox: promoting high standards of data protection as a fundamental right and central factor of consumer trust in digital economy

Coordinator: VALSTYBINE DUOMENU APSAUGOS INSPEKCIJA
ZYGIMANTU G 11/6A
01102 VILNIUS
Lithuania

Total Cost: €199.090,62
Grant Awarded: €159.272,50

| Participant Name | Country | Participant Role | Grant Requested | % |
|--|---------|------------------|---------------------|--------|
| VALSTYBINE DUOMENU APSAUGOS INSPEKCIJA | LT | COORDINATOR | 63.944,06 € | 40,15% |
| MYKOLO ROMERIO UNIVERSITETAS | LT | PARTICIPANT | 95.328,44 € | 59,85% |
| | | | 159.272,50 € | |

ABSTRACT:

Objectives

- to improve Partner organizations' institutional and organisational capacities in informal education of wide range of members of the public.
- to promote data controllers/processors to improve the management of their business activities.
- to raise public awareness on data protection issues and promote intolerance of misuse of personal data.
- to promote social solidarity and civic engagement of young people, to develop their citizenship competence necessary for active and responsible participation in a constantly changing society.

Activities

- organization of training session for national trainers
- preparation of teaching aids and training guides
- implementation of awareness raising seminars and other tools for the members of different target groups
- dissemination of Project's results

Type and number of persons benefiting from the project

- direct beneficiaries of the project: – trained national specialists (8), participants of awareness raising seminars (495), participants of international conference (90).
- indirect beneficiaries of the project: – all residents of the Republic of Lithuania.

Expected results

- Partner organizations' institutional and organisational capacities in informal education of wide range of members of the public improved;
- Increased understanding among Lithuanian SME's, especially in health care and media industries, about data protection regulation;
- Increased awareness among members of vulnerable groups of general public about their rights in data protection field.

Type and number of deliverables to be produced

- 1 training session for national specialist
- 1 analysis report regarding the needs of the target groups
- 2 sets (7 separate sets) of teaching tools and guides/tailored leaflets for target groups
- 33 awareness raising seminars for different target groups
- 1 youth contest on short animation related to data protection
- 1 mobile application
- 1 international conference
- 1 conference proceeding published

PROJECT ABSTRACT – 814763 – SMEDATA

Call: REC-RDAT-TRAI-AG-2017
Project Number: 814763
Project Acronym: SMEDATA
Duration (months): 24

Project Title: Ensuring the Highest Degree of Privacy and Personal Data Protection through Innovative Tools for SMEs and Citizens

Coordinator: KOMISIYA ZA ZASHTITA NA LICHNITE DANNI
 2 PROF. TSVETAN LAZAROV BLVD
 1592 SOFIA
 Bulgaria

Total Cost: €557.288,68
Grant Awarded: €445.830,94

| Participant Name | Country | Participant Role | Grant Requested | % |
|--|---------|------------------|---------------------|--------|
| KOMISIYA ZA ZASHTITA NA LICHNITE DANNI | BG | COORDINATOR | 97.144,72 € | 21,79% |
| ADVOKATSKO SADRUZHIE ERNST I YOUNG | BG | PARTICIPANT | 55.320,83 € | 12,41% |
| APIS EUROPA | BG | PARTICIPANT | 59.794,34 € | 13,41% |
| EUROPEAN WOMEN LAWYERS ASSOCIATIONBULGARIA | BG | PARTICIPANT | 18.909,22 € | 4,24% |
| GARANTE PER LA PROTEZIONE DEI DATI PERSONALI | IT | PARTICIPANT | 83.379,54 € | 18,70% |
| SAYUZ NA YURISTITE V BALGARIYA | BG | PARTICIPANT | 58.589,30 € | 13,14% |
| UNIVERSITA DEGLI STUDI ROMA TRE | IT | PARTICIPANT | 72.692,99 € | 16,31% |
| | | | 445.830,94 € | |

ABSTRACT:

Objectives

- Preparation for the effective application of the General Data Protection Regulation (GDPR) through awareness, multiplying training and sustainable capacity building for SMEs and their associations, including their legal advisors
- Ensuring sector- specific and sustainable knowledge and implementation of GDPR through self-assessment and awareness tool
- Assisting the understanding and compliance with GDPR through the development of an innovative software tool for individuals and SMEs

Activities (Workpackages)

- Awareness and Training
- Self-assessment tool for sustainable awareness based on SMEs' specific needs and processes from the prospective of personal data protection

- Development of Mobile Application for Citizens and SMEs
- Dissemination and Communication.

Type and number of persons benefiting from the project

Direct beneficiaries of the awareness and training events:

- Representatives of SMEs and their associations (general) – 860
- Legal advisors of SMEs and their associations directly dealing with data protection issues – 860

Other beneficiaries:

- EU citizens and other individuals who decide to install GDPR mobile application
- Citizens across the EU whose personal data will be processed in line with the self-assessment and awareness tool

Expected results

- High level of awareness about the new data protection rules among SMEs and their associations, including their legal advisors, as well as general public
- Capacity building on data protection issues with multiplying effect for the management, legal and other expert staff of SMEs, their associations as well as other bodies representing SMEs
- Sustainable and effective sector-based compliance with GDPR among business organisations through development and implementation of self-assessment and awareness tool
- Exchanged experience and best practices among project partners, participants of the international conferences and training events as well as other stakeholders

Type and number of deliverables to be produced

- Self-assessment and awareness tool - 1
- Training info pack - 4 training modules
- Awareness-raising and training seminars - 24
- 'Train the trainers' events - 4
- Mobile application - 1
- Website - 1
- International conferences - 2
- Numerous dissemination materials.

PROJECT ABSTRACT – 814767 – HRC

Call: REC-RDAT-TRAI-AG-2017
Project Number: 814767
Project Acronym: HRC
Duration (months): 12

Project Title: GDPR campaign for high risk SMEs in Belgium

Coordinator: AUTORITE DE PROTECTION DES DONNEES APD
Drukpersstraat 35
1000 Brussels
Belgium

Total Cost: €183.000,00
Grant Awarded: €140.000,00

| Participant Name | Country | Participant Role | Grant Requested | % |
|--|---------|------------------|---------------------|---------|
| AUTORITE DE PROTECTION DES DONNEES APD | BE | COORDINATOR | 140.000,00 € | 100,00% |
| | | | 140.000,00 € | |

ABSTRACT:

The main objective of this project is enhancing the level of personal data protection of EU citizens by supporting SMEs in the implementation of the GDPR. When companies take measures to ensure compliance with GDPR, the level of personal data protection will generally rise. We will support SMEs by providing them with practical and concrete advice in order to take the necessary measures afterwards.

We have chosen to focus in particular on 7 types of SMEs for which the GDPR is highly relevant. The way these 'high-risk' SMEs process personal data is more likely to result in a high risk to the rights and freedoms of natural persons. We will invite the different sectorial organisations concerning these specific SMEs in a platform with the objective to create informative tools and to organize a so-called "SME-tour" specifically aimed at answering the remaining questions in the branches. In the platform, we will discuss what these remaining questions are and how the SMEs will be invited to the SME-tour. In order to reach SMEs and invite them to visit a meeting, we set up a communications campaign on 4 levels.

EU citizens and SMEs with high risk will therefore benefit from the project. The SMEs have one of the following characteristics: handle sensitive data; work transnationally; use profiling and direct marketing; handle minors' data; develop apps; use new technologies; handle data of vulnerable individuals.

At least 750 SMEs will participate in one of the meetings. The attendees will acquire the knowledge of the measures they have to take to comply with the GDPR. Through the development of

informative tools, we can also reach a broader public through the network of the sectorial organisations.

Deliverables:

- cooperation platform for sectorial organisations (4 meetings)
- SME-tour (5 meetings)
- 5 press conferences
- 1 brochure targeted to 7 types of SMEs (1500 copies)
- Advertisement campaign
- Digital invitations
- Digital newsletter after SME-tour

PROJECT ABSTRACT – 814769 – DPC

Call: REC-RDAT-TRAI-AG-2017
Project Number: 814769
Project Acronym: DPC
Duration (months): 12

Project Title: Privacy and GDPR awareness campaign for citizens in Belgium

Coordinator: AUTORITE DE PROTECTION DES DONNEES APD
Drukpersstraat 35
1000 Brussels
Belgium

Total Cost: €180.000,00
Grant Awarded: €135.000,00

| Participant Name | Country | Participant Role | Grant Requested | % |
|--|---------|------------------|---------------------|---------|
| AUTORITE DE PROTECTION DES DONNEES APD | BE | COORDINATOR | 135.000,00 € | 100,00% |
| | | | 135.000,00 € | |

ABSTRACT:

The project has 2 main objectives: raising citizens' awareness of the importance of data protection and drawing their attention to their data protection rights which are protected by the GDPR.

We introduce 3 groups of activities to achieve these objectives.

- Guerrilla campaign at 3 different Belgian public events in the summer of 2019. These guerrilla actions will have a surprise factor since they simulate a violation of the event's visitors' privacy: we will playfully expose the personal information that they unknowingly left behind on the internet. An information booth on the event site will provide visitors with direct advice from judicial and privacy experts. We will inform the press about each of the actions using press releases and press conferences.
- We will develop an offline and online information campaign with a brochure, flyer and project website. The brochure deals with the importance of (the rights to) the protection of data and is handed out at the information booth. Passers-by will be handed a flyer which explains the why of the guerrilla events and informs them where they can find more information on the topic. Moreover, we will develop a project website.
- We will develop an online advertisement campaign.

With these activities we want to reach 10,000 passers-by of 18 to 55 years old directly. Indirectly, the press and online advertisement campaigns will reach the general public. We expect to result in raised data protection awareness and increased knowledge of data protection rights, improved by the GDPR. Moreover, we expect citizens to find their way to the Commission for the Protection of the Privacy (CPP) more easily.

The deliverables are a strategic communications and action plan, 6 press releases, 3 press conferences, guerrilla campaign, information booth, a project website, 5 videos, brochure (3,000 copies), flyer (10,000 copies), 2 advertisement campaigns.

PROJECT ABSTRACT – 814772 – AP VOORLICHTING 2018

Call: REC-RDAT-TRAI-AG-2017
Project Number: 814772
Project Acronym: AP voorlichting 2018
Duration (months): 15

Project Title: Voorlichtingscampagne AVG Autoriteit Persoonsgegevens MKB, algemeen publiek en jongeren

Coordinator: AUTORITEIT PERSOONSgegevens
BEZUIDENHOUTSEWEG 30
2594 AV 'S GRAVENHAGE
Netherlands

Total Cost: €359.670,00
Grant Awarded: €287.664,00

| Participant Name | Country | Participant Role | Grant Requested | % |
|-----------------------------|---------|------------------|---------------------|---------|
| AUTORITEIT PERSOONSgegevens | NL | COORDINATOR | 287.664,00 € | 100,00% |
| | | | 287.664,00 € | |

ABSTRACT:

Objectives

- SMEs know that GDPR is applicable to them.
- SMEs know what measures need to be taken and will take them.
- General public know they have privacy rights.
- General public know they can find information about these rights with the Dutch DPA (Data Protection Authority) and know how to exercise their rights.
- Youngsters know they have privacy rights.
- Youngsters know what happens online with their personal data and know the risks involved.

Activities

- Campaign aimed at SMEs. Creation of a video campaign by entrepreneurs for entrepreneurs.
- Awareness campaign aimed at the general public (increasing media usage).
- Development of educational package for secondary school (following educational package for last two years of primary school).

Type and number of persons benefiting from the project

- SMEs: 1 790 374 companies
- General public (aged 10 and over): 15 208 000

- Secondary school pupils years 1 and 2: general secondary education, years 1-3: 411 027 (Source: CBS)

Expected results

SMEs

- Know more about the GDPR.
- Know what they have to do to comply with the GDPR.
- Will take privacy measures; this will ensure that the right to protection of personal data is implemented better.

General public

- Are more conscious of the fact that they have privacy rights.
- Will have less of a feeling that their privacy has been breached and nothing can be done about it.
- Are more aware that there is a law that protects them.

General public - youngsters

- Are more conscious of the fact that they have privacy rights.
- Know how to protect their privacy better.

Type and number of deliverables to be produced

SMEs

- 6 online videos with entrepreneurs
- 1 advertisement for trade press
- 2 SME events
- 1 online banner on trade websites

General public

- Purchase of radio commercials
- Purchase of online media space for video

Youngsters

- 1 educational package
- 1 advertisement about educational package, to be used in educational media.
- 1 online banner about educational package, to be used on educational websites.

PROJECT ABSTRACT – 814773 – AWARENESS

Call: REC-RDAT-TRAI-AG-2017
Project Number: 814773
Project Acronym: Awareness
Duration (months): 13

Project Title: The Icelandic Data Protection Authority's Awareness-raising project - 2018 Data Protection Reform

Coordinator: PERSONUVERND
RAUDARARSTIGUR 10
105 REYKJAVIK
Iceland

Total Cost: €133.796,00

Grant Awarded: €107.036,80

| Participant Name | Country | Participant Role | Grant Requested | % |
|------------------|---------|------------------|---------------------|---------|
| PERSONUVERND | IS | COORDINATOR | 107.036,80 € | 100,00% |
| | | | 107.036,80 € | |

ABSTRACT:

Objectives:

The Icelandic Data Protection Authority (Personuvernd) is preparing for the 2018 Data Protection Reform. A very important part of the preparation is raising awareness of the new General Data Protection Regulation (2016/679) amongst the general public and small and medium size enterprises (SMEs), and assist them with the implementation of the GDPR.

Activities:

The DPA will organize regional open seminars, publish brochures, create educational material for Data Protection Officers in Icelandic, and start an advice service for SMEs for 1 year. Practical information (including FAQs and guidelines) for SMEs will be published in a new section on the DPA's website.

Type and number of persons benefiting from the project:

The activities are designed to benefit SMEs and the general public. Particular aspects of the project will focus on children and teenagers (mainly brochures). The DPA's material for Data Protection Officers will be designed for and available to universities and other educational institutes and will be presented at the DPA's website. The DPA's aim is to reach as many people as possible from the general public and SMEs. For that purpose, the DPA will use the Internet along with other mediums to distribute information. For example, the DPA will record one of the seminars and make the recording available online.

Expected results:

Expected results of the project include increased data protection awareness amongst the general public. This will lead to people being better able to identify problems that may arise and manage them appropriately. Knowing one's rights is the first step in exercising those rights. The project will also help SMEs in Iceland to prepare for the GDPR taking effect and become GDPR compliant.

Type and number of deliverables to be produced:

8 regional seminars, 5 brochures (2000 copies each/online), Information section for SMEs on the DPA's website, Educational material for DPO's

PROJECT ABSTRACT – 814774 – DPSME

Call: REC-RDAT-TRAI-AG-2017
Project Number: 814774
Project Acronym: DPSME
Duration (months): 24

Project Title: General Data Protection Regulation – possibilities and responsibilities for small and medium-sized enterprises (SMEs); rights and risks for minors

Coordinator: DATU VALSTS INSPEKCIJA
BLAUMANA IELA 11/13-15
LV-1011 RIGA
Latvia

Total Cost: €120.004,91
Grant Awarded: €96.000,00

| Participant Name | Country | Participant Role | Grant Requested | % |
|------------------------|---------|------------------|--------------------|---------|
| DATU VALSTS INSPEKCIJA | LV | COORDINATOR | 96.000,00 € | 100,00% |
| | | | 96.000,00 € | |

ABSTRACT:

Objectives

Improve the readiness of the small and medium-sized enterprises (hereinafter - SMEs) to fulfil the requirements of the General Data Protection Regulation (hereinafter - GDPR), as well as awareness of the protection of personal data of special risk groups - minors.

Activities: workshops (x10 for SMEs and x10 for minors = x20); - conference for SMEs (x1); - competition for minors (x1)

Type and number of persons benefiting from the project:

- minors (as a result of the events (seminars and competition)), 898 children will participate in workshops and receive training with a following competition, at least 8 975 children aged 13 to 17 years (10% of the total number of children) will receive training materials;
- small and medium-sized enterprises (SMEs) (as a result of the events (seminars and conference), 1000 representatives of SMEs will receive training in workshops, 500 representatives will attend the conference to share experiences and discuss innovations in data protection field with experts, at least 10 000 representatives of SMEs (10% of the total number of active enterprises in the Republic of Latvia) will have acquired the information and use training materials about GDPR and personal data protection.

Expected results

Increased awareness of minors (aged 13 to 17 years) and SMEs about General Data Protection Regulation (GDPR), personal data protection in general, rights and responsibilities derived from changes in legal framework.

Type and number of deliverables to be produced

- National Communication Strategy will include design of training materials used in both (SMEs and minors) sets of workshops, strategy about how to approach minors and representatives for SMEs to maximize results of workshops both in terms of auditory spoken to and quality and actuality of information provided to auditory of workshops. Suggestions in regards to marketing campaign for enterprises, as well as advise in regards of design of presentations used by speakers will also be a part of communication strategy.
- 2 workshops for representatives of SMEs in each region in Latvia for 100 persons in each workshops = total 1000 persons and 1 conference for 500 representatives of SMEs.
- 2 educational seminars in each region in Latvia for 100 persons in each seminar = total 1000 persons and one national competition for at least 500 minors from at least 10 different regional schools.

PROJECT ABSTRACT – 814775 – STAR II

Call: REC-RDAT-TRAI-AG-2017
Project Number: 814775
Project Acronym: STAR II
Duration (months): 24

Project Title: Support small And medium enterprises on the data protection Reform II

Coordinator: NEMZETI ADATVÉDELMI ÉS INFORMÁCIÓSZABADSÁG HATÓSÁG
Szilágyi E. fasor 22/c
1125 Budapest
Hungary

Total Cost: €560.680,00
Grant Awarded: €448.544,00

| Participant Name | Country | Participant Role | Grant Requested | % |
|--|---------|------------------|---------------------|--------|
| NEMZETI ADATVÉDELMI ÉS INFORMÁCIÓSZABADSÁG HATÓSÁG | HU | COORDINATOR | 109.568,00 € | 24,43% |
| TRILATERAL RESEARCH LIMITED | IE | PARTICIPANT | 157.932,00 € | 35,21% |
| VRIJE UNIVERSITEIT BRUSSEL | BE | PARTICIPANT | 181.044,00 € | 40,36% |
| | | | 448.544,00 € | |

ABSTRACT:

There are pressing needs to

- (1) assist European Union (EU) data protection authorities (DPAs) in raising awareness among businesses, especially small and medium enterprises (SMEs), on the new EU legal framework for personal data protection, particularly the General Data Protection Regulation (GDPR), and
- (2) assist these SMEs in ensuring compliance therewith.

The new law and its novelties create much confusion and uncertainty as to its practical application, magnified by its upcoming applicability (May 2018). 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 and
- (4) a trial hotline (12 months) to respond to SMEs' questions, measuring its performance and the most frequently asked questions, and – on that basis –
- (5) prepare a digital guidance for DPAs on good practices in running a 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.