



Ansbach, 5 December 2017

## Press release

### Startup-friendly GDPR adoption

The Bavarian Data Protection Authority for the Private Sector (BayLDA) participated in the Startup Nations Summit (SNS) 2017 in Tallinn, Estonia. This network for entrepreneurs and policy shapers provides a platform to discuss innovative ideas for startups. The BayLDA supported the Policy Hack at the SNS to help startups with regulatory challenges of the General Data Protection Regulation (GDPR).

#### The Startup Nations Summit: Event focus

The SNS is the annual meeting of the global Startup Nations policy network. Launched in 2012, it is a by-invite-only forum event with the target to learn from each other about regulatory challenges and implementations. This year, the SNS took place in Tallinn from 20 November 2017 to 22 November 2017 and provided an excellent platform to discuss innovative ideas covering various areas which are important for young businesses.



*Official logo of the SNS - source: [summit.startupnations.co](http://summit.startupnations.co)*

Part of the SNS was the so called Policy Hack, where eight teams from around the world presented innovative ideas for creating a “regulatory sandbox”. Such a regulatory sandbox is a possibility to bring original ideas and regulatory requirements together. The session in Tallinn started with a preparation period and after this, all teams had to present their ideas in a five minute talk. Three finalists were chosen by a jury consisting of members from the industry and from the public sector. After time for refining, the finalists presented their ideas again to all participants of the SNS event.

#### First participation of the BayLDA at the Policy Hack

For the first time ever, the BayLDA participated in the SNS and was actively involved with two employees from the department of IT Security and Privacy Engineering. The BayLDA supported at the Policy Hack an international team consisting of a member of the German Federal Ministry of the Interior and entrepreneurs from Estonia, Bahrain and the Netherlands. This team was led by Lenard Koschwitz from the organisation “Allied for Startups” and it chose the topic “Startup-friendly GDPR adoption”.

The GDPR team provided a solution for a “regulatory sandbox” which could bring the supervisory data protection authorities and young businesses closer together for implementing the GDPR. The goal of this team was to have five questions covering main topics such as purpose, awareness, risks, security and transparency of data processing, prepared as a starting point especially for startups in implementing the GDPR. These key aspects should give startups the flexibility they need in their fast-paced environment with new and innovative ideas and highlight at the same time that data protection has to be an essential part of the business. Furthermore, it provides a chance to eliminate uncertainty on the side of the businesses and presents a safe place for dialogues between the startups and the supervisory authorities.

The idea of the GDPR team was presented successfully in the first round of talks and was elected to the final. In the end, the third place was reached.



Photo of the final - source: BayLDA

### Outlook for a startup-friendly GDPR adoption

Summary of the BayLDA for the event was that although these five key questions can be a good basis for startups, the GDPR requires much more effort from startups to be compliant with the essential legal regulations. To bring fast-paced startups and the data protection authorities together, the BayLDA is currently developing guidance how to understand easily the main points of the GDPR. Every startup and small business can use this guidance to analyse its understanding of the GDPR. This information for startups will be published soon on the website of the BayLDA:

[www.lda.bayern.de](http://www.lda.bayern.de)

### Data protection across borders

Thomas Kranig, president of the BayLDA, appraises the current situation as follows: *“Data protection is not anymore just a national issue. With the GDPR, we realize that not only European businesses but internationally acting companies as well have to familiarize themselves with the requirements of the European GDPR. Currently, it seems that both feel the pressure to implement these new regulations. For this reason, we try to contribute our part to answer questions regarding the understanding of the GDPR and the upcoming ePrivacy Regulation. We have received confirmation in Tallinn that startups and small businesses feel often quite overwhelmed and hindered by the flood of regulative matters. Consequently, we want to strengthen our consulting focus on startups and small businesses and provide some help for getting started with the new requirements for data protection. We have done a first step with the project in Estonia.”*

**Thomas Kranig**  
President