

Organized by the Agency for the Protection of Personal Data and the Croatian Chamber of Commerce - Pula County Chamber, on June 27, 2022, a free workshop "How to harmonize business with the General Data Protection Regulation" was held in the premises of the Croatian Chamber of Commerce in Pula, intended for micro, small and medium-sized entrepreneurs. .

During the workshop, the experts of the Personal Data Protection Agency pointed out to entrepreneurs their obligations and the key steps that need to be taken in order to bring their business into line with the legislative framework for the protection of personal data. The first and most important step when harmonizing with the provisions of the General Data Protection Regulation is informing about all obligations, which the Agency helps by holding such workshops.

On this occasion, experts from the Personal Data Protection Agency pointed out that the GDPR is not a burden or an obstacle, but an opportunity for entrepreneurs to improve their business and make better use of the personal data they collect. At the same time, the legal and transparent processing of personal data gives them the opportunity to gain an advantage on the market over competitors, because in today's digital age it is very important for consumers/clients/users to know that the data they provide to organizations for use is safe and protected.

It is crucial that everyone who processes personal data be well informed about their obligations, coordinate their operations and thus avoid situations in which they may find themselves in the role of violators of the General Data Protection Regulation, and therefore risk high fines.

In the first part of the workshop, participants were introduced to the key terms of the General Data Protection Regulation, such as who is the manager and processor, what are the legal bases for processing personal data, what is the privacy policy, and the like. Understanding the basic terms of the Regulation is essential in order for entrepreneurs, as data controllers, to properly process personal data.

Technical and organizational measures for the protection of personal data, why a data protection officer is important, but also what to do in the event of a personal data breach, are just some of the topics covered during the second part of the workshop. In addition, the Agency's experts answered the questions of entrepreneurs and thus provided them with concrete help when harmonizing with the GDPR.

This workshop is one of the activities of the Personal Data Protection Agency as part of the ARC (Awareness Raising Campaign for SMEs) project, co-financed by the EU program "Rights, Equality and Citizenship", and the project is

implemented with the aim of providing support to micro, small and medium-sized enterprises, entrepreneurs and craftsmen when harmonizing business processes with the provisions of the General Data Protection Regulation.

You can find out more about the project at the link <https://arc-rec-project.eu/naslovna/>.