



General Data Protection Regulation (GDPR) 2019 – Legal Framework and practical implications

Specialized workshop with attendance certification of technical knowledge pursuant to Art. 37 para. 5 GDPR

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Summary

Even though several months have passed since the Data Protection Basic Regulation (DSGVO) became applicable, the German economy is still struggling to implement the European regulation. According to a survey conducted by the digital association Bitkom e.V. among more than 500 companies, only a quarter (24 percent) of German companies have fully implemented the GDPR. Many enterprises are still uncertain about the new privacy regulations: urgent privacy issues remain unresolved, process adaptations often take excessive time, and unsatisfied customers request the premature deletion of their data..

In this workshop the participants will obtain a wide-ranging overview of the European regulation, and it's implementation into the national BDSG. Based on current use cases, participants will be provided with concrete recommendations for an efficient and compliant implementation of the new privacy requirements in their own organizations.

Content of the workshop

- Areas of application and fundamental principles of the GDPR
- New and old legal requirements
- Purpose limitation / Change of purpose
- Procedural directory / Privacy impact assessment
- Data Processing Addendum and Data Transfers to Third Countries (Safe Harbor / Privacy Shield)
- New approaches (e.g. right to be forgotten, data portability, accountability)
- Role and responsibilities of the internal data protection officer
- The competences of supervisory authorities and potential sanctions
- Shaping efficient and compliant data flows within the company
- Impact of the GDPR on direct marketing and social media

What will you learn in this workshop?

You will receive a comprehensive and effective overview of the fields of application and basic principles of the GDPR and the BDSG. You will familiarize yourselves with a range of practice-oriented approaches (accountability, information and deletion, etc.) and instruments (privacy impact assessment, procedural directory and TOMs, etc.). You will gain knowledge on how to safely operate in international business activities (privacy shield, adequacy decision) as well as marketing activities (social media and direct marketing etc.) in compliance with privacy regulations. You will learn how to use resources and existing structures optimally in order to quickly and efficiently shape your business processes in accordance with data protection regulations. The certificate of attendance to the workshop provides proof of the expertise required from data protection officers.

Who is this workshop intended for?

The workshop is particularly intended for data protection officers, but also for executives and for all employees working with customer data or personal data. The workshop can be used as evidence for the technical knowledge of data protection officers.



Additional information

- The workshop serves as a proof of expertise for data protection officers and takes place in small groups. This allows our speakers to better address individual questions.
- The workshop can only be held if a minimum of five attendees is reached.
- Bitkom Akademie is a [recognized training institution in Baden-Württemberg](#) and [North Rhine-Westphalia](#). Under the Bildungszeitgesetz, participants can apply for educational holidays or exemption. On request, we can also provide requests for accreditation of our events in other federal states.
- Lunch and drinks are included in the price of the training.
- Tip: use the [special conditions offered by our partners](#) for your journey to our academy workshops.

Workshop program

Compliant and practice-oriented implementation of the General Data Protection Regulation (GDPR)

DAY
1

09.00-09.10

Reception and introduction round by the workshop moderator

09.10-10.45

Part 1: Sources, area of application and basic principles

- Material and local area of application
- The circumstances under the old and the new legal framework
- Purpose limitation / change of purpose
- Information and documentation
- Procedural directory / Privacy Impact Assessment

10.45-11.05

Coffee break with an opportunity to share experiences and network

11.05-12.30

Part 2: New approaches / Data Privacy Officer / Data Processing Addendum

- New approaches (e.g. Right to be forgotten, Data portability, Accountability)
- The Data Privacy Officer
- Data Processing Addendum
- Technical and organisational Measures (TOMs)
- Dataflows within the company

12.30-13.30

Lunch

13.30-15.00

Part 3: The supervising authority / Third country data transfers / Direct marketing

- Supervisory powers of the authorities and potential sanctions
- Third country data Transfers – Privacy Shield & Co.
- Impact of the GDPR on direct marketing and social media

15.00-15.20

Coffee break with an opportunity to share experiences and network

15.20-17.00

Part 4: Practice-oriented implementation

- Identifying the company's needs
- Define and prioritize criterias
- Drawing a timetable
- Practical tips for your company's privacy management

17.00

End of the workshop

Your speakers



Ali Tschakari LLM

Consultant Privacy and Data Protection Officer
Bitkom Consult
Bitkom Servicegesellschaft

Ali Tschakari is a consultant in the field of data protection at Bitkom Consult, and . He advises several start-ups, medium-sized and large companies on privacy and its structural implementation in corporate management, as well as being their Data Protection Officer. As a speaker for the Bitkom Academy, he trains specialists and executives on data protection issues. Ali Tschakari graduated with a Master of Laws (LL.M.) in banking and data protection law and gained several years of professional experience as a commercial lawyer in the areas of compliance and data protection.



Manon Adam LLM

Consultant Privacy and Data Protection Officer
Bitkom Consult
Bitkom Servicegesellschaft

Manon Adam is a consultant at Bitkom Consult. She is the certified data protection officer of the Bitkom Group and advises companies in the digital industry on privacy matters. As a lecturer at the Bitkom Academy, she regularly trains managing directors, data protection officers and IT managers on legal and technical aspects of current privacy issues, such as the implementation of cloud solutions. Manon Adam studied law in Nanterre and Postdam and graduated with a Master of Laws (LL.M.) in Cybercrime. She has several years of experience as a data protection officer and data privacy manager, including the healthcare industry.

Shortfacts



Preise

650 €* Regular

550 €* for Bitkom members

**excl. VAT*



Dates & locations

Please refer to the Bitkom Akademie website for dates and locations.

[here ↗](#)

Contact us. We will be happy to help!

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