



INVITATION

Ladies and Gentlemen,

the Research Consortium

Forum Privacy

cordially invites you to a lunchtime event

as part of the “ForumPrivacy@noon” series entitled

Data protection as a competitive advantage?

on Wednesday, 26 June 2019, 12.00 pm – 2.00 pm

(Light lunch from 12.00 pm, event starts 12.30 pm)

at the

Representation of the State of Hessen to the European Union

Rue Montoyer 21 · 1000 Brussels

The GDPR is often accused of having become a bureaucracy monster and of making data protection more difficult to implement. The GDPR would also treat large corporations, medium-sized companies and start-ups equally. The same strict rules apply to all companies - from start-ups to Google, Amazon and Facebook - even if the risks posed by the large data processing companies are of course quite different.

How justified are these accusations? And how do companies judge this? Do they see their competitiveness impaired by the GDPR? Or do the strict rules of the GDPR - used wisely - ultimately even give them a competitive edge? Two scientists from the Forum Privacy research association, Prof Dr Christian Matt and Dr Nicholas Martin, interviewed a number of start-up companies about this. They will present their results and the resulting policy challenges at the event.

The legal expert Dr Christian Geminn from the Scientific Centre for Information Technology Design (ITeG), a research institute at the University of Kassel, says that data protection must pay off for manufacturers, developers and users of data processing systems. The legislator must create incentives by mobilising the interests of companies to be able to use data protection as a convincing sales argument. He will explain what incentives these can be and how they can be established - and put them up for discussion.

Welcome

Mark Weinmeister, Deputy Secretary for Europe of the State of Hessen

Introduction

Dr Michael Friedewald, Forum Privacy / Fraunhofer Institute for System- and Innovation Research ISI

Impulse Talks

Dr Nicholas Martin, Forum Privacy / Fraunhofer Institute for System- and Innovation Research ISI

“GDPR – Boon or Bane for Start-Up Innovation?”

Dr Christian Geminn, Forum Privacy / ITeG, University of Kassel
“Encouraging high data protection standards in a competitive market”

Panel Discussion

Marie-Therese Ettmayer, Team Leader, DG Connect, European Commission

Corinna Schulze, SAP, Director EU Government Relations

Benjamin Ledwon, bitkom, Head of Brussels Office

Prof Dr Christian Matt, Forum Privacy / University of Bern

Dr Christian Geminn, Forum Privacy / ITeG, University of Kassel

Moderation

Hendrik Kafsack, Frankfurter Allgemeine Zeitung

Simultaneous interpretation into English/German.

Please register via the following link: <https://eu.hessen.de/ForumPrivatheit>

With the friendly support of the Representation of the State of Hessen to the European Union.



Forum Privacy is an interdisciplinary research consortium funded by the German Federal Ministry of Education and Research that has been dealing with the increasingly urgent questions of privacy since 2014. The focus is on the search for adequate and modern data protection. Forum Privacy brings together the expertise of seven institutions from science and practice. It supports decision makers with orientation know-how and provides a platform for an exchange between academics, policy-makers, industry and citizens.

More information can be found at: www.forum-privatheit.de