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Press Report

## Recapturing sovereignty

**Regensburg, 20<sup>th</sup> of July 2018** – The filesharing specialist Dracoon had invited to a round table discussion on the topic "48 days of GDPR - now what? The conclusion: the general data protection regulation is a great opportunity for Europe.

"Some long for it, others are driven insane by it." With these words Marc Schieder, CIO at cloud provider Dracoon from Regensburg, greeted the guests of the round table "48 days GDPR - now what? The filesharing specialist had invited entrepreneurs, decision-makers and self-employed people together with the Wirtschaftszeitung to talk about their first experiences with the European General Data Protection Regulation (EU GDPR). Indeed, there were those among the participants for whom the GDPR caused sleepless nights, and those who see the GDPR as a long overdue tool for recovering the lost sovereignty of data.

Christian Volkmer, managing director of Project 29, advises 3500 clients with his company on legal compliance concerning GDPR and initially tried to calm the related hysteria. Especially in the run-up to the deadline of 25 May - when the GDPR came into force after a two-year transitional period - the new regulation had caused great uncertainty among companies. Not least because claims of payments of up to 20 million euros or four percent of annual worldwide turnover are involved. "The whole situation is a bit odd. 99.9 percent of what we now see in the GDPR was already contained in the German Federal Data Protection Act." The increased attention is owed above all to the threatening punishments. "And here it is also true that the supervisory authorities are still coming to grips with the subject. Their goal is not to impose fines on one medium-sized company after another." Nevertheless, according to Volkmer's urgent advice, companies should make the handling of data transparent, inform about its use and document it accordingly. "One of the most important points is that companies regularly - once a year - check whether their data protection measures still correspond to the state of the art.

Sabine Sobola, lawyer for IT, Internet and data protection law at Paluka Sobola Loibl & Partner and lecturer for IT law at the University of Regensburg and IT and commercial law at the OTH Regensburg University of Applied Sciences, also reassured: "Things will not be as bad as they seem." She advised entrepreneurs to work from the outside inwards in implementing the GDPR: "It is important for now that the website is encrypted and contains an up-to-date data protection declaration". Once the most visible topic of the website has been clarified, further topics can be successively tackled. For example, secure data communication. Dracoon has a lot of know-how here. The company offers a GDPR-compliant cloud solution - and thus an alternative to Dropbox. "We help our customers worldwide to communicate securely without data flowing off," says Marc Schieder. The GDPR is not causing sleepless nights for him. "This is a marketing budget we couldn't have paid for."

Speaking of budget: In the GDPR, the three data protection experts also saw a means of curbing the data collection rage of companies such as Facebook. In the course of the Cambridge Analytica data scandal, Facebook was sentenced to pay 565,000 Euros. "This does not really affect such a company.

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The porter writes out such sums," Volkmer said. "With the GDPR, we now have a sharper sword at hand." Sabine Sobola: "In the B2B area, Facebook and WhatsApp cannot be used in compliance with the GDPR. Either the business model is changed, i.e. there is a payment model, but no sale of personal data, or a European product is introduced."



They discussed with moderator and editor-in-chief Martin Angerer (right) the experiences 48 days after the entry into force of the EU GDPR (from left): Christian Volkmer, Marc Schieder and Sabine Sobola.