

PRESS RELEASE

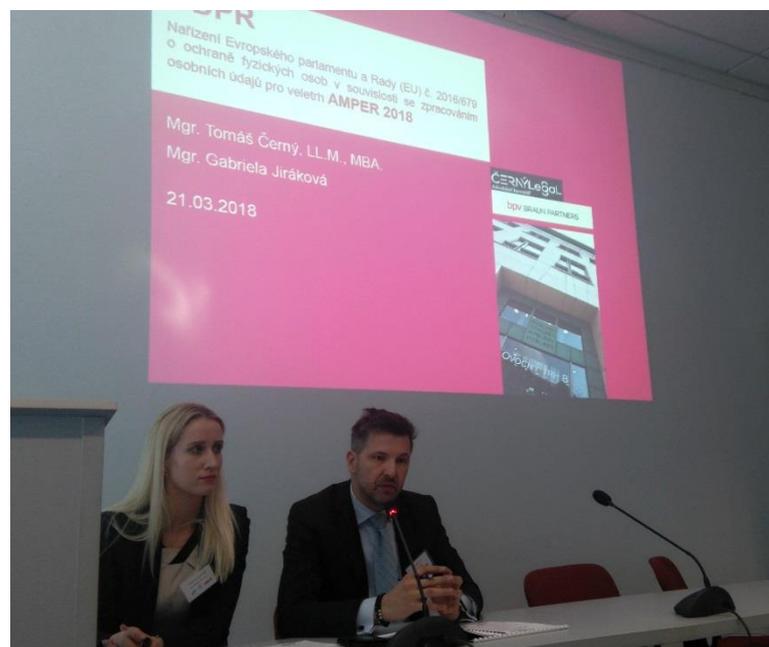
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GDPR: NO NEED TO PANIC

On 21 March 2018, **bpv BRAUN PARTNERS** took part in the conference “Law in Technology” at the **Amper Trade Fair** in Brno, where attorneys Gabriela Jiráková and Tomáš Černý shared their experience in a presentation called “**Taking the Confusion and Stress out of Personal Data Protection**”.

Mgr. Gabriela Jiráková summarized the GDPR principles and explained the duties of the Data Protection Officer and when companies need a Data Protection Officer.

She also guided the participants step by step through the GDPR implementation process – from the initial audit to implementing specific measures. At the end of her contribution, Gabriela Jiráková spoke about penalties and reassured the audience that the steps taken to mitigate the damage caused to data subjects are taken into account when imposing penalties, and that the regulation should not be underestimated nor overestimated. However, she also emphasized that companies should be informed and prepared. In this context she noted that **bpv BRAUN PARTNERS** offers both full and partial assistance in transition to GDPR and external data protection officer services.



Mgr. Jiří Bárta, LL.M., partner and head of the GDPR team, adds, “*We are working intensely on implementing the new GDPR. We are pleased to see that participants are coming to our seminars better and better informed, and therefore we can often discuss very specific topics. I see our role in creating GDPR solutions adapted to our clients’ needs and making them both functional and effective.*”

The one-day conference Law in Technology, which was a part of the largest electrotechnics trade fair in Central Europe, clarified the changes in the legislation, and feedback from participants indicated it was very helpful.

About us:

bpv BRAUN PARTNERS is one of the leading international law firms in the Czech Republic and Slovakia. It is also a founding member of **bpv LEGAL**, a close association of law firms operating in Central and Eastern Europe for many years. Its team consists of more than 35 lawyers offering its clients, key Czech and foreign companies, comprehensive services in many areas of law. The key

expertise of **bpv BRAUN PARTNERS** includes merger and acquisitions, corporate law, real estate law and also tax advisory services. Its experts also deal with copyright and IT law, competition law, energy and labour law, life sciences and represent their clients before Czech, German and international courts and in arbitrations. See more at www.bpv-bp.com.

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