

## Robin Data at the central German craft fair 2019 in Leipzig.

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*Leipzig/Merseburg, 26.02.2019. For the first time Robin Data GmbH was represented at the central German craft fair in Leipzig. At the exhibition stand of the Saxony-Anhalt chambers of crafts, Robin Data talked to craftsmen who exhibited their products at the fair. Especially because, the General Data Protection Regulation (GDPR) is a topic that still raises questions in many companies. Even though the GDPR was introduced on May 25, 2018 and will soon be celebrating its first anniversary.*

Today, several exhibitors and participants from the field of "digital craftsmanship" presented themselves at the exhibition stand of the chambers of crafts of Saxony-Anhalt. For all crafts companies, the focus of the event was the presentation of their own products. Regardless of whether the different companies work with wood, glass, steel or food - the chambers of crafts provide support on a wide variety of topics. This also applies to the subject of data protection.

In addition to its own information services about data protection, the chamber of crafts in Halle also cooperates with Robin Data. Especially because the founder of Robin Data - Prof. Dr. Andre Döring - worked for many years as a data protection coordinator for various companies in the region: "*For me, the dialogues with crafts companies of the region are important. The close exchange helps us to respond even more individually to existing needs and challenges with our solution.*" says Prof. Dr. Andre Döring.



*Visitors in exchange with Robin Data at the Leipzig Trade Fair 2019.*

## Why the GDPR affects every craft business

Any company working with personal data has to deal with the General Data Protection Regulation, which has already entered into force on 25 May 2018. This involves the processing of data regarding employees, customers or even suppliers. The processing of this data generates responsibilities for every company, such as the duty of documentation, which in case of non-fulfillment can lead to high financial fines.

## Uncertainties in connection with the GDPR

The discussions at the central German craft fair showed that there are still many uncertainties long after the introduction of the DSGVO. Often crafts companies frequently deal with the following questions:

- What do I have to document as standard?
- When do I have to delete personal data?
- Do I have to name a data protection coordinator?
- To what extent do I have to inform people that I process their data?
- How can I protect the data of my employees and customers?

## How Robin Data supports your company

The implementation of measures in accordance with the GDPR is not optional and therefore an investment in the future of every company. However, small companies often do not have the necessary knowledge and time to do so. At this point Robin Data offers two possibilities. If required, the experts from Robin Data can be appointed as external data protection coordinators or data protection coordinators can independently implement the GDPR requirements using the data protection management platform developed by Robin Data.



*Prof. Dr. Andre Döring speaking at the "round table" with craftsmen, state secretary Thomas Wunsch and representatives of the chambers.*

## About Robin Data GmbH

Robin Data is a smart data protection management platform with which data protection coordinators independently implement the requirements of the General Data Protection Regulation (GDPR) in compliance with the law. With Robin Data, data protection coordinators have more time for analysis and personal consultation with their customers and reduce their administrative workload. The data protection management as a service promise reduces the risk of fines and liability.

Robin Data GmbH. Data protection made easy. [www.robin-data.io](http://www.robin-data.io)