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PRESS RELEASE

2B Advice Opens Satellite Office in Verona, Italy

Verona, 1 September 2019.

Privacy laws in Italy present a unique challenge for European Union and other companies doing business in Italy. The Italian Board of Ministers passed in August of 2018 the updated text of the Data Protection Code ([d.lgs.101/2018](https://www.gazzettaufficiale.it/eli/2018/08/23/0181700010001/01/20180823)) that is the adaptation of the old Italian Privacy Code to the EU [General Data Protection Regulation](https://eur-lex.europa.eu/eli/reg/2016/679/oj). Entire sections of the previously enacted Italian Privacy Code (d.lgs. 196/2003) have been removed outright and replaced with the equivalent section from GDPR. As could be expected, the finished law suffered from inconsistency according to [some experts](#).

Fines issues by the Italian Data Protection Authority (or "Garante" as it is known) can be substantial, and, sometimes, there is little credit given for effort if compliance is not achieved. The online voter consultation platform Rousseau was fined €50,000 in May 2019, even though the Garante acknowledged that progress had been made based on the recommendations in documents such as "E-voting handbook – Key steps in the implementation of e-enabled elections" and "[Recommendation CM/Rec\(2017\)5 of the Committee of Ministers to member States on standards for e-voting](#)" adopted by the EU Board of Ministers in 2017.

Exposure to such fines for companies doing business in Italy under the current complex rules is very high. To address the concerns of business, 2B Advice, global provider of technology-enabled privacy compliance and risk management services, has opened an office in Verona, Italy. The office will be led by data protection advisor Raoul Cortellini.

Mr. Cortellini says, "Each potential client represents a unique opportunity to integrate a privacy protection culture into that company's framework that promotes compliance as a natural activity. In addition to data protection experience, having a background in organizational psychology and Human Resources helps me to show my clients how they can make these changes".

With the backing of the experienced staff at 2B Advice and the company's proprietary privacy management platform, Italian companies and other companies doing business in Italy don't have to go it alone as they face the challenge of compliance with the new privacy laws.

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About 2B Advice:

2B Advice – the privacy benchmark is an international consulting firm with locations in Berlin, Bonn, Munich, Vienna (2B Advice GmbH), Brezno (2B Advice s.r.o., Slovakia), and San Diego (2B Advice LLC). 2B Advice offers solutions to all questions related to privacy management: consulting, implementation, software, training, auditing, and certification. 2B Advice operates at the interface between technology and law. The company combines legal and technical expertise. It is the stated goal of 2B Advice to become the leading international consulting company for privacy management.

Since 2014, EuroPriSe GmbH, which awards the only data privacy seal of approval recognized across Europe, has been an independent company within the 2B Advice group.

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