

# #RNIDS INFO



# 38

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## GUARDIANS OF INTERNET IDENTITY

The 9<sup>th</sup> annual conference on the Internet – **DIDS 2018** – was held **6<sup>th</sup> and 7<sup>th</sup> March** at the **Metropol Palace hotel** in Belgrade. Some 450 visitors and 2000 online viewers listened to 16 international and local speakers during the first day, while the second day was set aside for the **Regional TLD Forum**.



This year's **Serbian Internet Domains Day** had a celebratory tone, marking the 10<sup>th</sup> anniversary of the .RS domain, and was titled "**Guardians of Internet Identity**". Three themed blocks during the first day of the conference were devoted to current topics from the digital world, such as personal data protection in the light of the GDPR, the role of digitalisation in the preservation of heritage and the importance of having an online presence for business.

DIDS was, as always, **free to all visitors** who registered using email addresses on regional Internet domains. The event was opened by **Tatjana Matic**, State Secretary in the Ministry of Trade, Tourism and Telecommunications. The second day of the conference hosted the Regional TLD forum, an industry gathering for representatives of the national Internet registries from the region. **28 media sponsorships** were secured (print media, radio, TV, web), while the live stream was accessible on RNIDS' YouTube channel and Facebook page and another **10 online locations**. Some **30 journalists** attended, and around **240 media references** were recorded.

**Programme Committee of DIDS 2018:** Vojislav Rodić (chair), Miloje Sekulić, Ivan Minić, Tamara Vučenočić, PhD, and Mirko Marković.

**Organising Committee of DIDS 2018:** Vojislav Rodić (chair), Žarko Kecić and Predrag Milićević.

**ДИДС 2018**  
Дан интернет домена Србије

**ЧУВАРИ  
ИНТЕРНЕТ ИДЕНТИТЕТА**

Сајбер    Дигитално    Онлајн  
**ЛИЧНОСТ    НАСЛЕЂЕ    ПОСЛОВАЊЕ**

**Регионални  
TLD форум**

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ОРГАНИЗАТОР: РНИДС

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## CYBER PERSONALITY

**BLOCK 1 / Moderator: Vladimir Radunović**

"When they passed down the tradition of Argus Panoptes, the all-seeing giant of a thousand eyes, the ancient Greeks could not have imagined that his creators would turn out to be not gods but humans." These were the words of moderator **Vladimir Radunović**, opening the first themed block called "Cyber Personality" – on personal data protection on the Internet. There are a great many people out there collecting personal data. This data is processed, cross-referenced and packaged up and then, in some cases, sold or manipulated in other ways. Two years ago the European Union passed the General Data Protection Regulation – the GDPR – which comes into force at the end of May 2018. It lays down detailed rules on working with the personal data of citizens: how and why it can be collected, how it is to be stored and how it is to be protected from third parties.

Although it applies to companies from the EU, the impact of the GDPR also extends to those working with these companies, as well as enterprises offering services or goods in these territories, which includes Serbian programmers, companies and outsourcing agencies. Those in breach of the Directive can face large monetary fines – up to 20 million euros or 5% of the company's annual global revenue, warned **Thomas Rickert**, leader of the Names & Numbers Forum at Eco, the German Association of the Internet Industry. In future, anybody wishing to do business with European companies will have to explain to their clients why they are collecting the data, and to only collect data necessary for a particular business purpose, and to undertake to protect this data.

The Directive has primarily been designed to protect the public. However, objections were also expressed at the conference at the imposition of such rules on sovereign states that are not EU members. **Cormac Callanan, PhD**, CEO of Aconite Internet Solutions, Ireland, responded to this by saying that previously it was companies like Facebook and Google who imposed their own rules (dis)respecting user privacy. But now the situation was reversed, he said: Europe was imposing its own rules, not to the benefit of corporations but of citizens. Rickert believes this could become a global practice, pointing out that the EU could not compel only its own companies to respect these rules since it would lose competitiveness in the market. That is why all international companies doing business in the European market will have to respect the GDPR. Since the whole world is connected, he said, so the impact of the Regulation will soon be global.

**Nevena Ružić**, assistant to the general secretary of the Commissioner for Information of Public Importance and Personal Data Protection, noted that protection of privacy also meant protection of dignity, and expressed the hope that Serbia would take on board these rules of behaviour in their essence and not merely accept them as part of the obligation to harmonise its laws with the regulations of the EU.

## DIGITAL HERITAGE

**BLOCK 2 / Moderator: Tamara Vučenović, PhD**



Personal data of course needs to be protected, but on the other hand data of great significance to a society, such as cultural or scientific content, needs to be made available to the broadest possible audience – that was the conclusion of the second themed block, "Digital Heritage", moderated by **Tamara Vučenović, PhD**, editor of the Radio Belgrade 2 Educational Programme.

Introductory speaker, **Matjaž Filo**, manager of the IT sector at the University of Ljubljana Faculty of Social Sciences, talked about the Slovene experience in digitising cultural, scientific and historical material. "Slovenia has invested in the construction of a State Cloud which has made it possible for all institutions and state administration bodies to be networked and to quickly and simply exchange information," Filo said, adding that the Slovenes had also worked on the digitisation of content that could not always be stored in the cloud. As he explained, digitisation did not just mean scanning paper documents but also preserving audio and video content at a sufficiently high quality, as well as the metadata and descriptions relating to it.

**Adam Sofronijević, PhD**, deputy director of the Svetozar Marković University Library in Belgrade, said that this effort was worthwhile, since to give people access to digital sources was to give them knowledge, and the power to create and grow. This was the motivation behind this library's move to make 600,000 digitised pages of old newspapers accessible to the public.

The Internet has also made it easier for scientists to connect and to exchange experiences. "Digitalisation helps small countries develop science without the need for expensive, bulky equipment, and that is significant for Serbia," said **Nikola Božić**, programme director of the Petnica Science Centre, adding that this was an ideal example of how technology could be used to democratise science.





## ONLINE BUSINESS

**BLOCK 3** / Moderator: Radomir Lale Marković



The effect of a company's presence online on its business performance can actually be measured, which is just what the Gfk research company and analytics company Mineco Computers did on behalf of RNIDS, in a study conducted in December 2017.

The results of the "2017 Digital Vitality Index of small, micro- and medium enterprises in Serbia" study were presented by **Milovan Matijević** and **Branka Matijević** in the third themed block, "Online Business". In Serbia the internet presence index for micro-, small and medium enterprises is very low – 11 out of a total of 100 points. The most common communication channels for these companies are websites, which 45% of companies surveyed had, and Facebook pages (28%), while less than 5% of companies had Twitter or LinkedIn accounts, used online business analytics, had online ordering facilities, or had a YouTube account, a mobile application or a blog. It was interesting to note that older companies, established in the 1990s, were more likely to have websites than younger companies – an unexpected result if we assume that the latter are run by members of more recent generations. Of the total number of companies researched that had their own website, 79% had an .RS domain – not surprising given that 72% of consumers express great confidence in it.

During the panel debate, led by **Radomir Lale Marković**, these results were also commented on by .RS domain owners from the world of business, who also presented their successful websites **vivatrail.rs**, **garden.rs**, **archiplay.rs**, **iskonmode.rs** and **teglas.rs**.



**MORE INFO:** [dids.rs](http://dids.rs) and [дидс.срб](http://дидс.срб)  
**VIDEO:** [youtube.com/rnidsonline](https://youtube.com/rnidsonline)

## VISITOR COMMENTS

**BLOCK 1** - rated 4.3 (on a scale of 1 to 5)

- > A very nicely thought-out topic, the speakers really helped us to better understand the GDPR and what awaits us after May.
- > The topic was not tailored to the needs of the audience – how exactly does GDPR affect them? What should or shouldn't they do? Apart from WHOIS, what has it got to do with domains? All a bit too general.
- > I think we ought to organise a separate panel debate just on the topic of GDPR and its repercussions for online business.
- > The topic needs a lot more time set aside for it.
- > Everything was well balanced – the timing, the amount of time given to the participants in relation to the topic.

**BLOCK 2** - rated 4.0

- > The introductory talk didn't keep our attention and wasn't all that clear. Discussion participants were a little passive, except for the University library representative, who did keep our attention.
- > Very good topic and excellent guest from Slovenia.
- > Excellent block with very good moderator who was very in tune with the group.
- > Other forms of digital heritage should have been covered, not just books.
- > An excellent topic that isn't discussed much. Dialogue needs to be continued.

**BLOCK 3** - rated 4.3

- > The research presented in the introduction was a perfect fit.
- > The presentation of the research results was a little dry, with too much statistical data. The discussion participants from different areas of business were interesting, and a perfect fit, along with the very eloquent moderator.
- > It was very good to hear the stories of young entrepreneurs directly from them.
- > Excellent talks. The introductory talk fit in well, as did the discussion after.
- > Very affirmative for our national domain. That's the way it should be. Interesting.

**ORGANISATION** - rated 4.7

- > Nothing was out of place, perfect mix of varied speakers, topics and especially the informal discussion.
- > I can't find any fault, the organisation and choice of topics were top-notch.
- > It gets better every year, although the quality of guests/speakers isn't increasing. The topics are covered in a very general way – it's informative but not actually useful.
- > The research that revealed that a very large proportion of companies do not understand the benefits of online business.
- > I liked the organisation itself, everything was done to a high standard.

147 visitors took part in the survey.



## REGIONAL TLD FORUM 2018

The fourth regional Internet gathering, this time held under the title **Regional TLD forum**, was held **7<sup>th</sup> March** as an attendant programme to DIDS 2018.

The event was for invited industry participants only, with **25 representatives** attending from the ccTLD registries of all the former Yugoslav republics. Taking part were representatives from the Montenegrin registry **doMen** (.me), the Macedonian – **MARnet** (.mk), the Croatian – **CARNet** (.hr), the Slovene – **ARNES** (.si), the Bosnia and Herzegovina registry – **UTIC** (.ba) and **RNIDS** (.rs).

The **Programme Committee for RTLDF 2018** comprised **Goran Milanković** (.rs), **Dejan Đukić** (.rs), **Vanja Radojević** (.hr) and **Bojan Crnogorac** (.ba), who led sessions of the forum. A number of topics were covered through presentations and discussions, primarily legal in nature (the GDPR, user complaints, procedures, court disputes, regulations, contracts with ARs, general terms for registrations), but there was also discussion of user support, the regional Anycast and marketing topics.

At the end of the RTLDF, attendees were asked to evaluate the meeting, and all agreed that this year's event had met expectations and that meetings to exchange ideas and experiences should be more frequent, which prompted the proposal by the Montenegrin registry that the next meeting be held in Montenegro in October.

