The new guidelines look fair, and I applaud the effort to harmonize the rules between EU member countries. What would really help me as a Data Protection Officer is if there was a calculation tool, or a list of examples, that could be used to determine the likely fine. This would make it much easier to convince management of the importance of a topic, since I could easily tell them that 'if you don't fix this, you risk a fine of X'.

Thanks for your efforts so far!