

Definition and recommended actions	The company is transparent with regard to data use	The company considers the rights of individuals (exceeding the GDPR's requirements)	The company has competence in and understanding of its data repositories	The company sees to good data life-cycle management	The company shares data with its stakeholders
Organisation, operations and processes	Data-related internal and external guidelines can be found and accessed easily.	The future perspective is taken into account in the planning of operations – e.g. changes in customer needs and the operating environment.	Data strategy is a core component: it is important to understand and define what kinds of data can be acquired for use and shared – as well as from where and how this data can be acquired.	The necessity of existing data is determined on the basis of its materiality. Future scenarios are used in data strategy work.	Decisions are made on the basis of the company's data strategy. Ready-made agreement and non-disclosure templates are used.
Internal roles, responsibilities and resources	Responsibilities are clear. The ability to communicate them comprehensively, both internally and externally, is ensured.	The customer perspective is taken into account at different organisational levels, also outside the customer interface.	Data skills and competence are taken care of throughout the organisation.	Those responsible for data management and related decisions, systems and actions are defined clearly.	Internal processes are clear before the company participates in data-sharing networks.
External operations and consideration of stakeholders	Open guidelines about data-use rules, terms and conditions are prepared for internal use and for co-operation partners. It is ensured that terms of use and statements are easy to understand.	Accessibility and different user skill levels are taken into account when communicating about data use. Consumers' different roles as data sources are taken into account.	It is ensured that there is openness regarding the types of data collected and the reasons and purposes for data collection. An understanding is established about the kinds of data that are worth sharing with each partner.	If necessary, external assistance is used to promote the sharing of data with partners.	Only reliable parties are chosen as partners – the partners' data use, management and principles are also clearly described.
Exercising influence in the operating environment	The company actively takes part in discussions on the use of data in different forums. A culture of openness is fostered.	Customers are included in the development of processes and operations.	Agile co-operation experiments are carried out and customer needs are identified with the aid of existing data.	Co-operation is carried out with other parties to find good practices.	In co-operation projects, the advantages, benefits and roles of all parties are described clearly. Data sharing must benefit everyone.