



The data economy of the future  
is already here

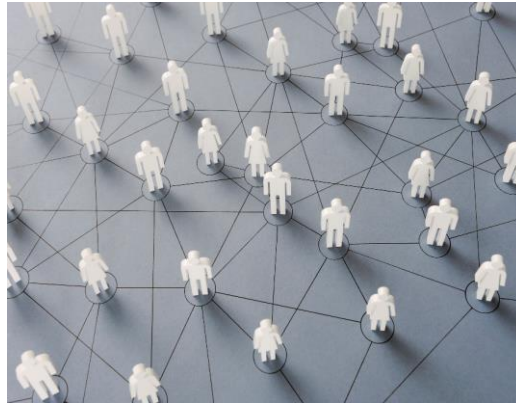
*Debate on the new Data Act*

10 May 2022

*Roberto VIOLA, Director General, DG CNECT*

# “Regulate *who* can use *what* data, and under *which* conditions”

Ensure **fairness** in  
the allocation of  
data value



Make more data  
available while  
safeguarding  
incentives for **data**  
**generation**



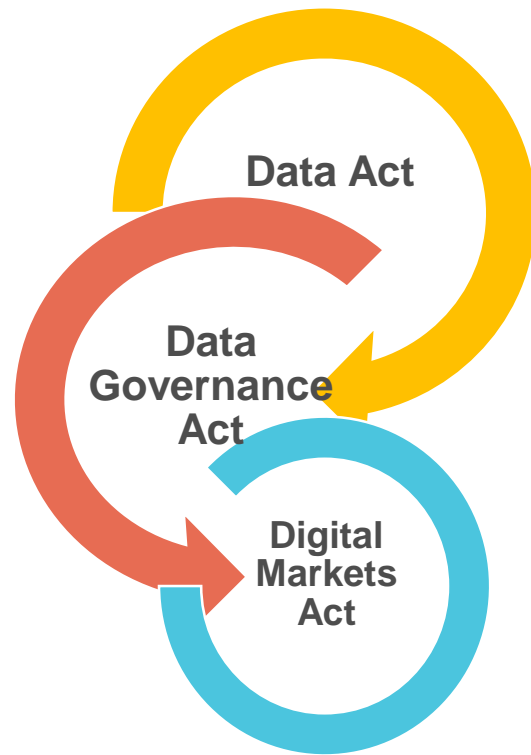
Unlock the value  
of Europe's  
**industrial data**



Help the EU to  
become a **global**  
**leader** in the data  
economy



# Interaction with other instruments



Aim
Ensure <b>FAIRNESS</b> in the allocation of data value among the actors of the data economy
Ensure <b>TRUST</b> in data transactions (Political agreement reached within 1 year from the adoption of the proposal)
Tackle imbalances caused by the <b>MARKET POWER</b> of gatekeepers

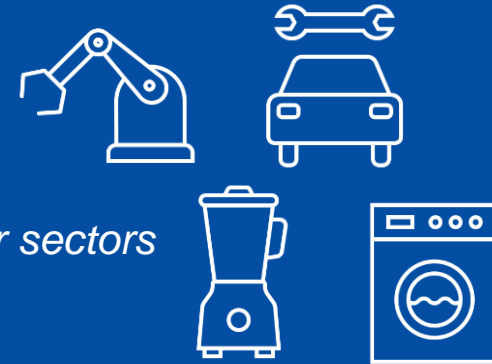
**GDPR:** *The Data Act does not change or amend, but complements and builds on the rights existing under the GDPR.*

**Sectoral legislation:** *further requirements on technical aspects, limits on the rights of data holders and aspects going beyond data access and use can be specified.*

# Data Act – topics covered

## Better access to IoT data

*Rules for IoT data also frame data sharing in other sectors*



**Tackle contractual unfairness**



**Make business data available for the common good**



**Easier switching between cloud services**



**Facilitate data flows through technical standards and interoperability**

# Use of data in an Internet-of-Things context (B2B & B2C)

Before



**User**  
(individual or company)

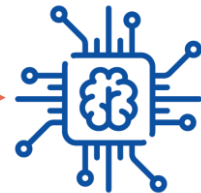
Limited application of portability

Little to no interaction



**Manufacturer**

Various obstacles for data sharing  
(technical, legal, etc.)



**Third Party**

After



**User**  
(individual or company)

Enhanced access and transparency

Granting access to data for improved services



**Manufacturer**

Clear and fair rules on data use



**Third Party**



# What is the Data Act going to change?



Harmonized rules on data access and use to **unlock the potential of the EU's industrial data**



New data-based business opportunities



**Empower individuals and companies** using connected products and related services



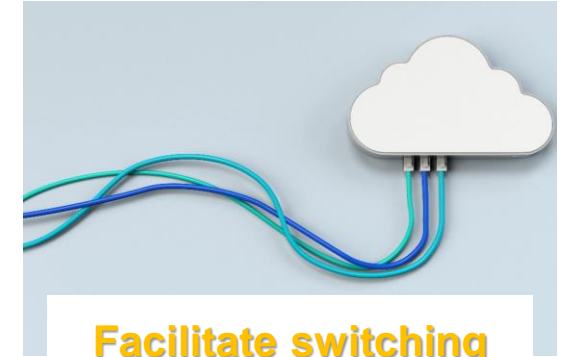
More transparency and control as well as better decisions over data



**Improved public service** delivery, including effective response to public emergencies



Better and more efficient public services and policies



**Facilitate switching for cloud users**



Multi-vendor, interoperable and federated cloud/edge services market