Data Economy
towards human-centric, thriving and balanced data economy in EU

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DATA PRIORITIES 2019-2024 IN THE EU

- Mainstreaming and strengthening human-centric data economy as integral part of the single market

- Promoting ethical development and use of autonomous and intelligent systems (AI)

- Increasing trust of consumers in technologies, devices and applications related to processing of data

- Promoting high-speed data connections and positioning services meant for general use

- Striving for environmental and climate goals

WHY DO WE NEED PRINCIPLES FOR DATA ECONOMY?

- Unleashing the full potential of data economy requires:

- Data exchange is still much limited to open data, while customer data, personal data and business data still remain in proprietary/private custody by companies

  ➢ Brings benefits to big technology companies

- No common vision/accepted approach ("The big picture") to create open data markets that would benefit all companies (also smaller) and the individuals

PRINCIPLES FOR A HUMAN-CENTRIC, THRIVING AND BALANCED DATA ECONOMY

- During the Finnish Presidency of the Council of the European Union, Finland released the data principles.

- **Human-centric** – change begins with empowering indivuals!

- **Thriving** – conditions that unlock the use of data for innovation and growth!

- **Balanced** – data sharing benefits all!

BUILDING ON COMMON PRINCIPLES

ABILITIES TO

ACCESS · SHARE · ACT · TRUST · INNOVATE · LEARN

Need to identify measures by people, organisations and societies to ACCESS, SHARE, ACT, TRUST, INNOVATE, and LEARN with data.
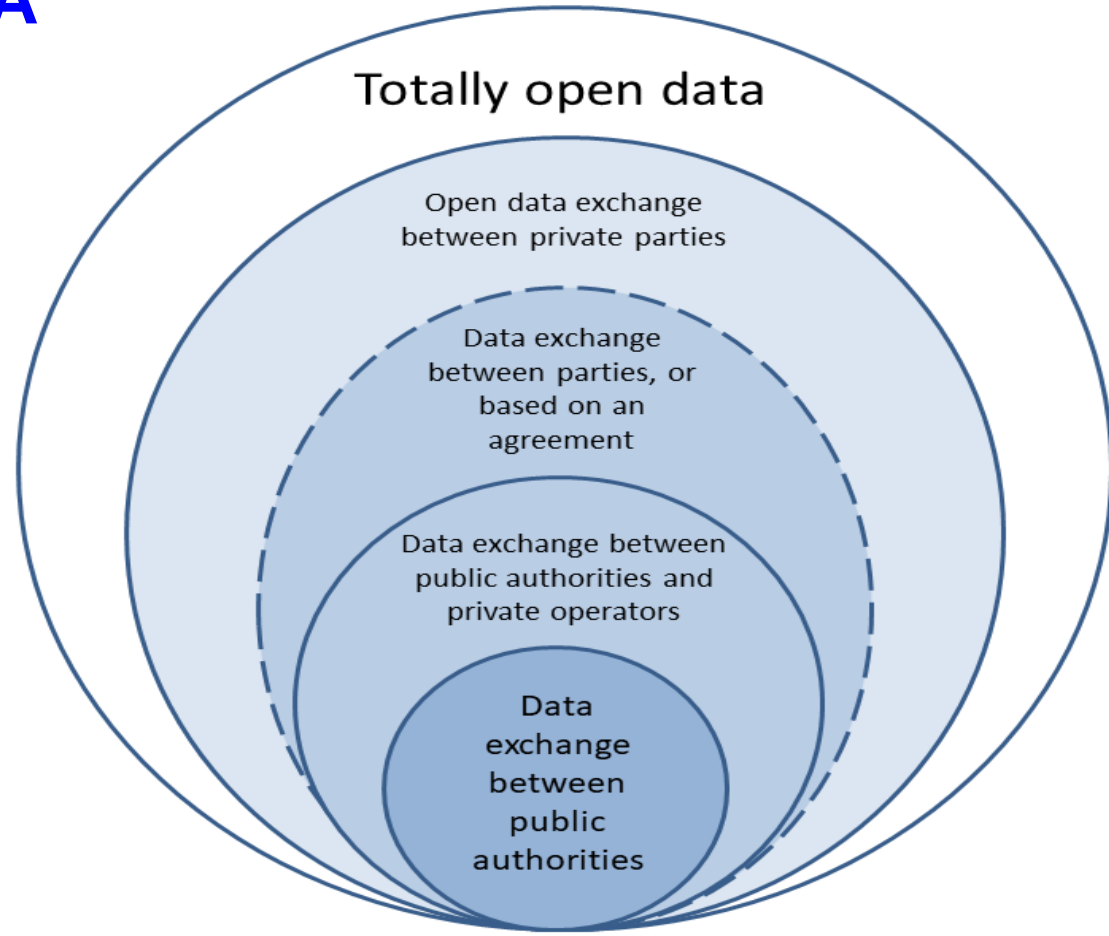
dataprinciples2019.fi

ACCESS

Access by default.

- Access to data according to various access rights (e.g. business-to-business, business-to-government) should be facilitated by technical or legal solutions and support.

- "FAIR" principles

ACCESS RIGHTS AND DECENTRALISED DATA SHARING INFRA

What we exchange and to **whom**

- Not all data needs to be shared to all parties, but according to their various roles
- Focus not on the ownership of data, but on the rights to use it

Totally open data

Open data exchange between private parties

Data exchange between parties, or based on an agreement

Data exchange between public authorities and private operators

Data exchange between public authorities
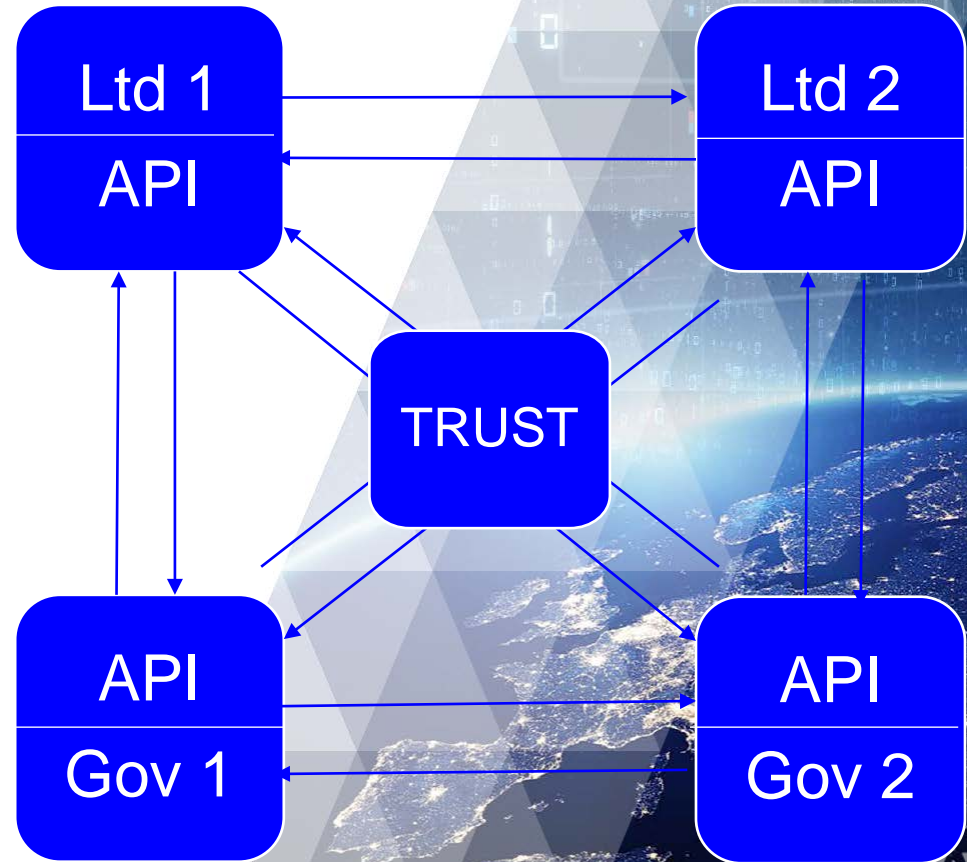
SHARE

Reusable by default.

- Data sets need to be interoperable and harmonised in a structured format to enable flow of data in automated processes.

TOWARDS DECENTRALISED DATA SHARING INFRA

HOW we exchange and build TRUST

- Private and public entities share their data through their own APIs
  - →Possibility to control who has the right to use the data - TRUST
  - →No need to build new common IT systems - SOFT INFRA

ACT

Human-centric by default.

- Individuals are guaranteed access to their personal data and means to manage the reuse of their data without lock-ins or impediments that inhibit access or portability (e.g. timeliness).

TRUST

Ethically sustainable by default.

- Building trust requires strong respect for human rights, and transparency, reliability and the inclusion of all stakeholders.

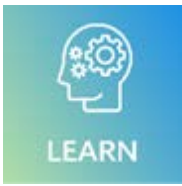- Data security and privacy by design should be integral parts of business and service development practices.

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INNOVATE

Level-playing field by default.

- Data market access should be open to all on fair and non-discriminatory basis for the benefit of everyone.

- Undistorted competition in data markets should be guaranteed.

LEARN

Renewal by default.

- A thriving data economy requires societal change and constant re-evaluation and up-scaling of people's skills and organisational capabilities.

Expected Commission working plan on Data (tbc)

Europe fit for the digital age	A new industrial strategy for Europe	Increasing cybersecurity
	- Industrial Strategy (Q1 2020) - Single Market Barriers Report (Q1 2020) - Single Market Enforcement Action Plan (Q1 2020) - SME Strategy (Q1 2020)	

LV

European Strategy for Data

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  PSI)
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  Q2/2022