

Current Activities in the Field of Data Law

1st Potsdam Talk about Data Economy

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Federation of German Industries

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Current Activities in the Field of Data Law

Agenda

1. **German Data Strategy**
2. **Data Policy in the coalition agreement of the new federal government**
3. **Empirical study on the German data economy**

Current Activities in the Field of Data Law

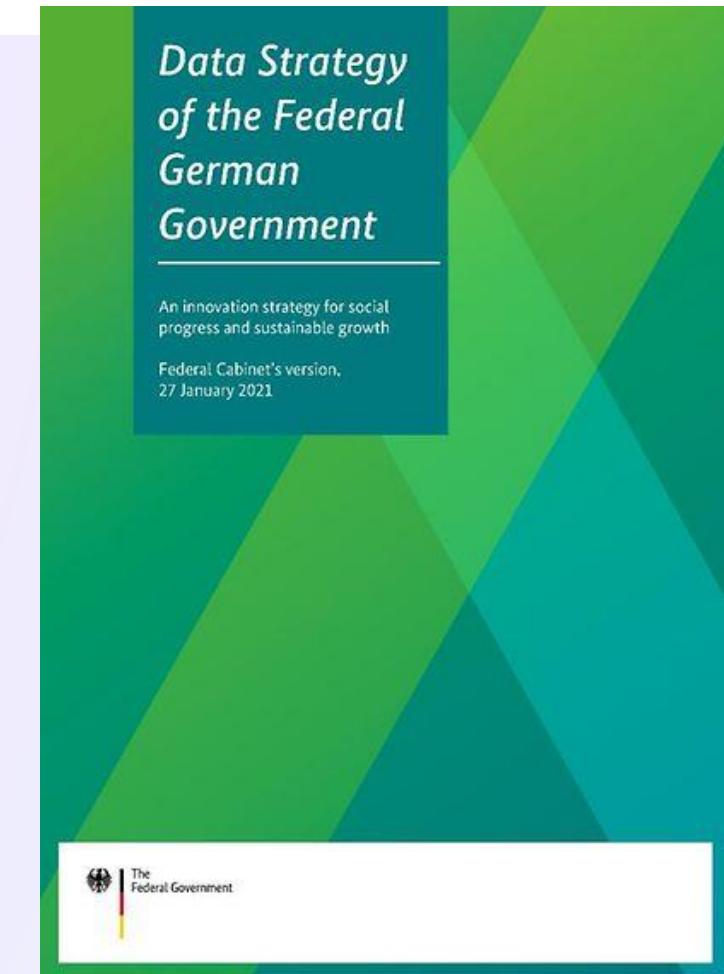
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Data Strategy of the Federal German Government

“An innovation strategy for social progress and sustainable growth”

Four Chapters / >240 measures of the Data Strategy:

- I. The foundations: creating effective and sustainable data infrastructures
- II. Increasing innovative and responsible data use
- III. Improving data skills and establishing a data culture
- IV. Making the Federal Government a world leader in data use



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Data Policy in the coalition agreement of the new federal government

Ch. II: Use of data and data law

- **Raising the potential of data (German Data Act)**
 - Support data infrastructures
 - Improving data access for SMEs and Start-Ups
- **Implementation of a German Data Institute**
 - Implementation of Data Trusts
 - Access to research data
- **Anonymisation of data**
 - Support anonymisation techniques
 - Create legal certainty through standards
- **Further data policy aspects**
 - Improving the use of health data
 - Improving the use mobility data



Empirical study on the German data economy

Representative survey of over 500 industrial companies

- > 98 % Small and medium-sized enterprises (SME)
- Survey took place in September/October 2020

Structure of the survey:

1. „Data-Readiness“
2. Willingness to share data / data sharing obligations
3. Obstacles for more economic use of data



**Datenwirtschaft
in Deutschland**

Wo stehen die Unternehmen in der Datennutzung und was sind ihre größten Hemmnisse?

Eine Studie im Auftrag von:

IW
IWCONSULT

BDI
Bundesverband der
Deutschen Industrie e.V.

You can find the study [here](#) (only in German)

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Empirical study on the German data economy

1. „Data-Readiness“

- Only 28 % are considered "digital" in terms of their own data management.
- 40 % of large companies are classified as "digital".

| Size-category of the enterprise (Employees) | | |
|---|-----------------------------------|-------------------------------------|
| Under 49 (Small Enterprises) | 50 to 249 (Medium Enterprises) | 250 and more (Large Enterprises) |
| 90,8 | 7,5 | 1,7 |
| Industry sectors | | |
| Industry | Logistics | Service provider |
| 24,9 | 24,8 | 50,3 |
| Data Readiness | | |
| Less digital | | Digital |
| 72,0 | | 28,0 |

2. Willingness to share data / data sharing obligations

- 26 % have a need for data from external sources
- 12 % are willing to share data with third parties
- 86 % reject a data sharing obligation (also for companies with a dominant market position)

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Empirical study on the German data economy

3. Obstacles for more economic use of data:



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Thank you!

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