

Data Economy

Guidebooks and other tools, new possibilities brought by EU data regulation

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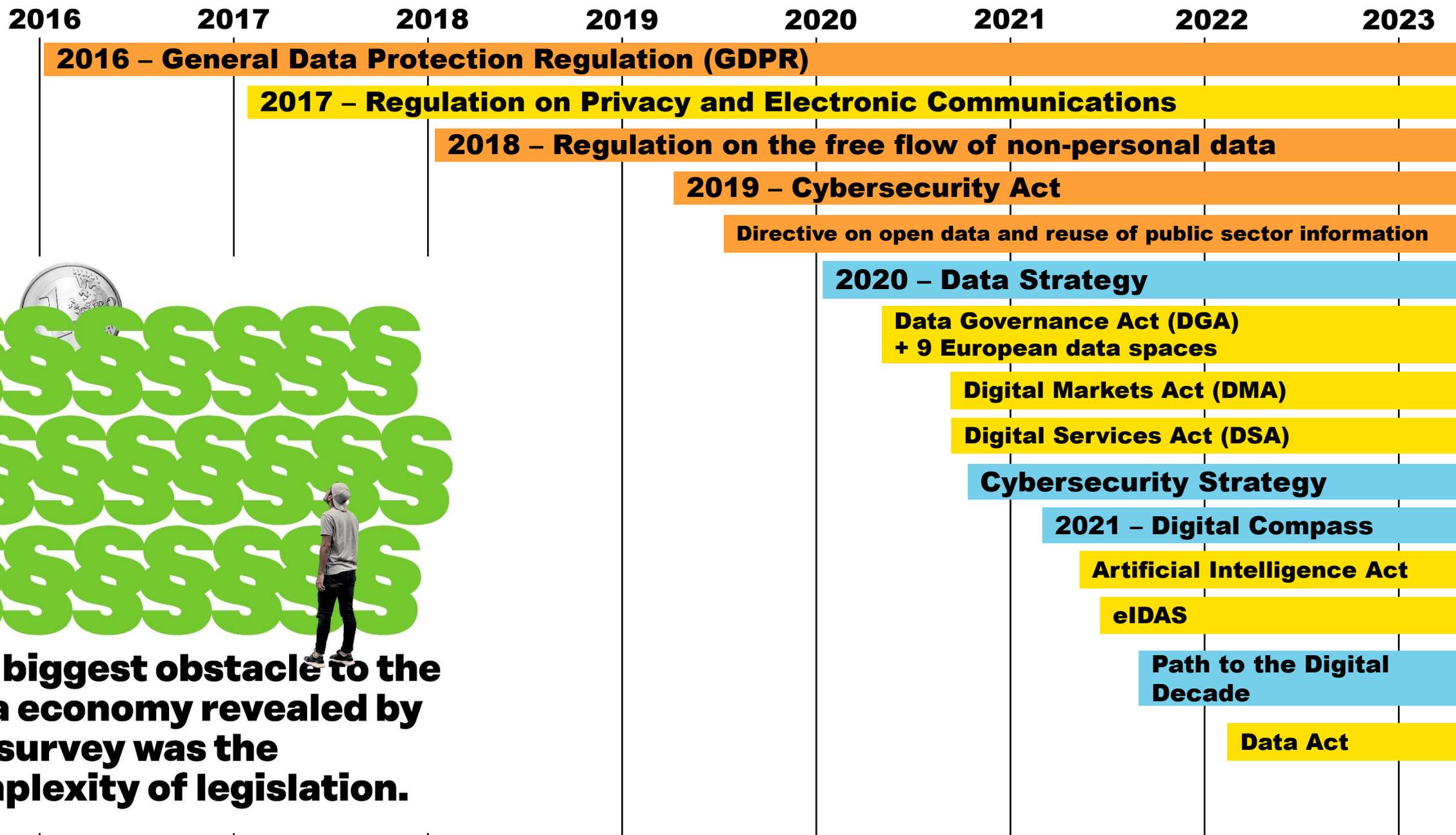
Data and AI, Sitra

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<https://www.sitra.fi/en/>

Kajaani, 2024-09-12





The biggest obstacle to the data economy revealed by the survey was the complexity of legislation.

Source: Sitra's survey, May 2021

[The future of European companies in the data](#)

The Big 5 EU data acts

1

DSA: Digital Services Act

2

DMA: Digital Markets Act

3

DGA: Data Governance Act

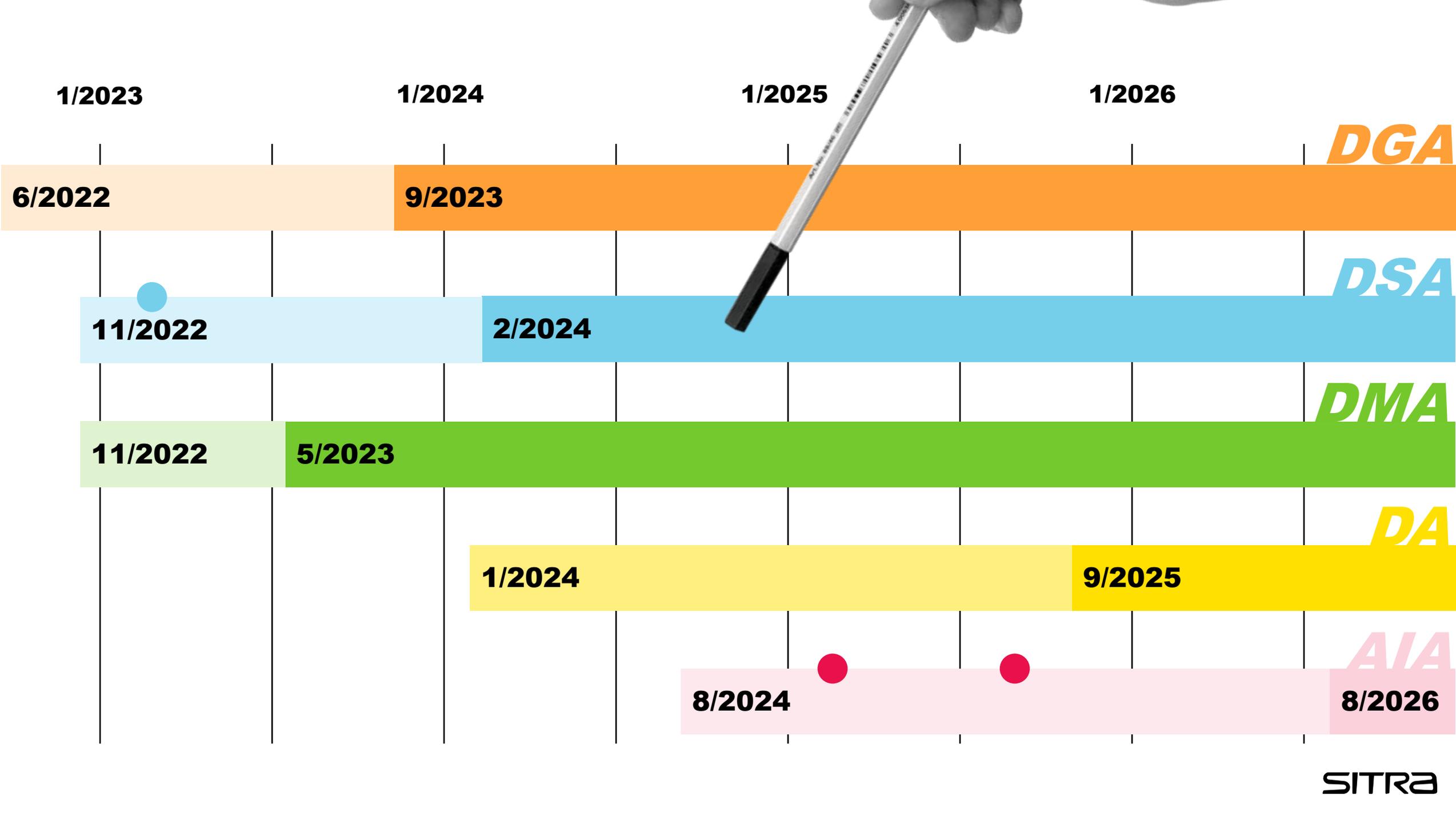
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DA: Data Act

5

AIA: Artificial Intelligence Act





1/2023

1/2024

1/2025

1/2026

DGA

6/2022

9/2023

DSA

11/2022

2/2024

DMA

11/2022

5/2023

DA

1/2024

9/2025

AIA

8/2024

8/2026

SITRA

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**Clear
content
moderation
rules**

**Transparent
principles
for
platforms**

**Fair rules
for targeted
advertising**

DSA

**More
freedom of
choice**

**Access to
data about
users**

**Fair
rankings and
visibility**

DMA

Gatekeepers

Very Large
services

SMEs

Intermediary services

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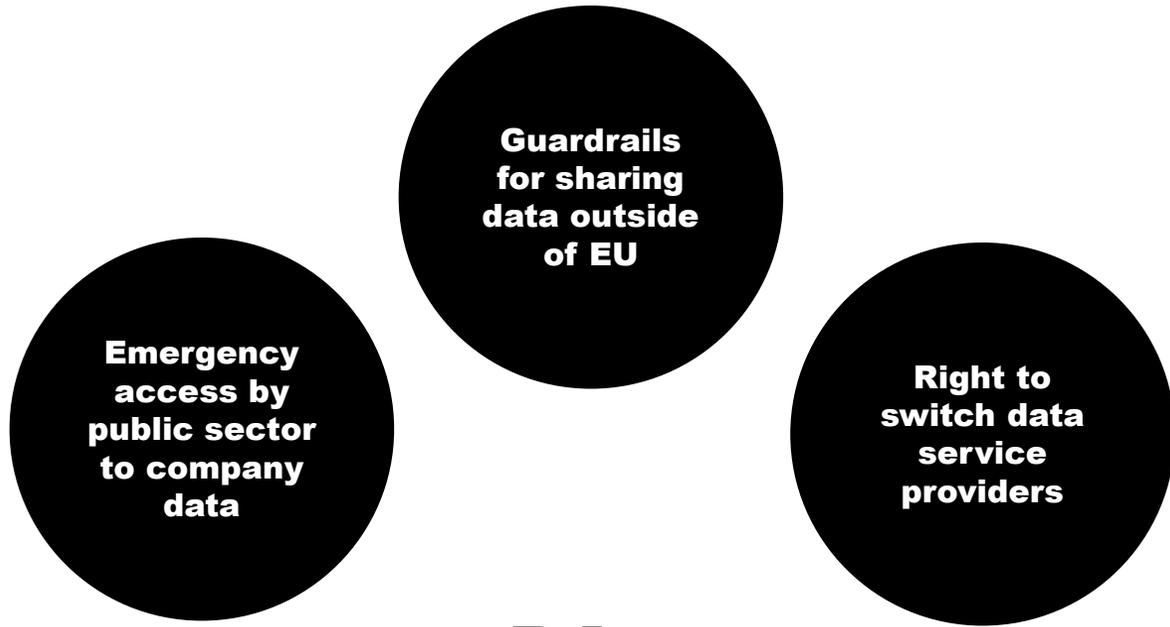
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DA: Data Act

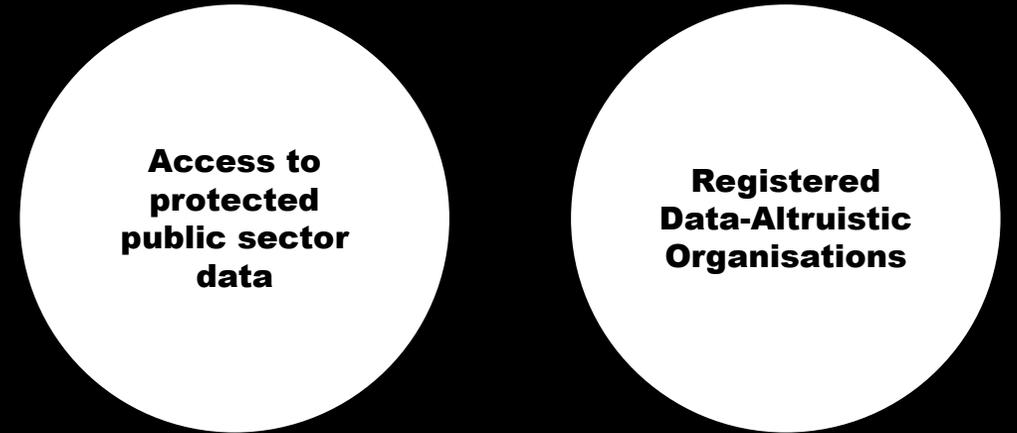
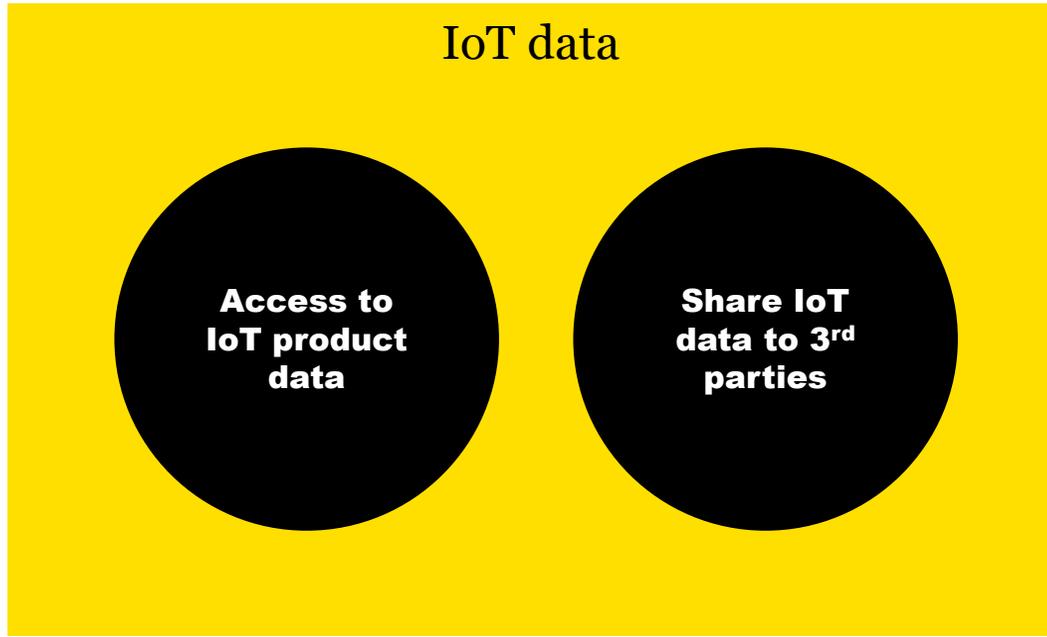
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AIA: Artificial Intelligence Act





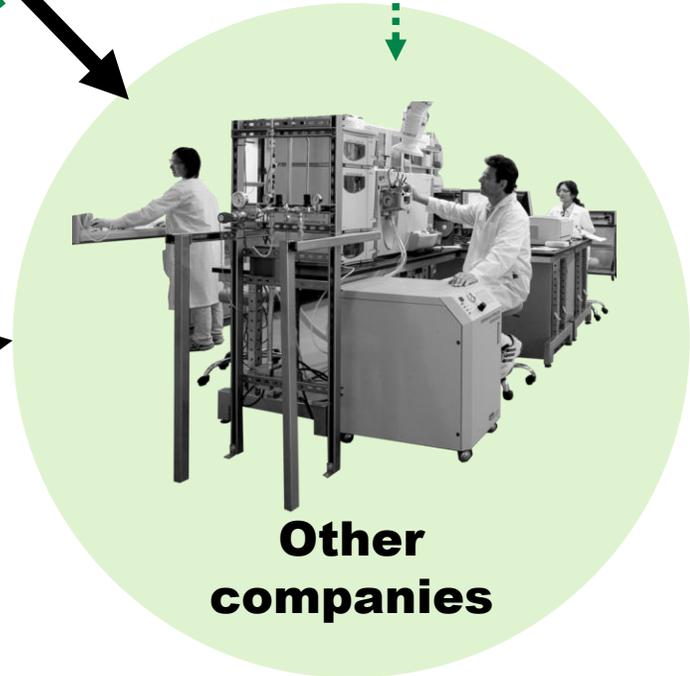
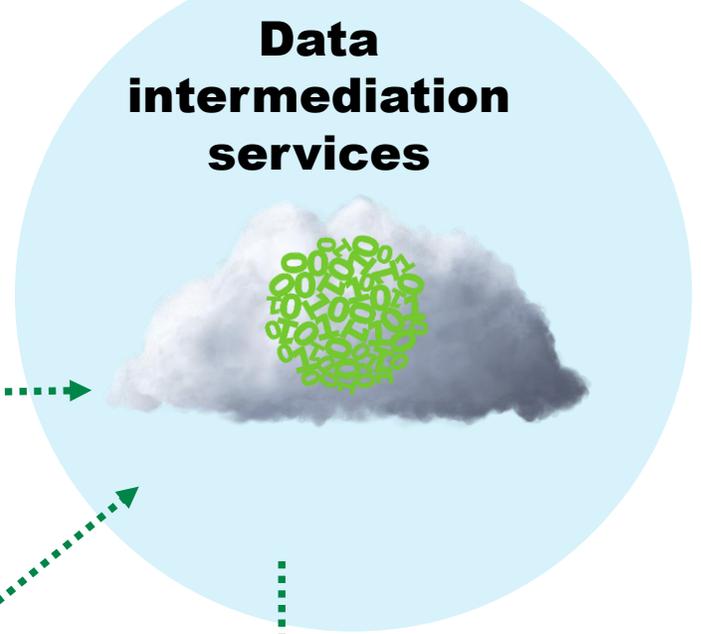
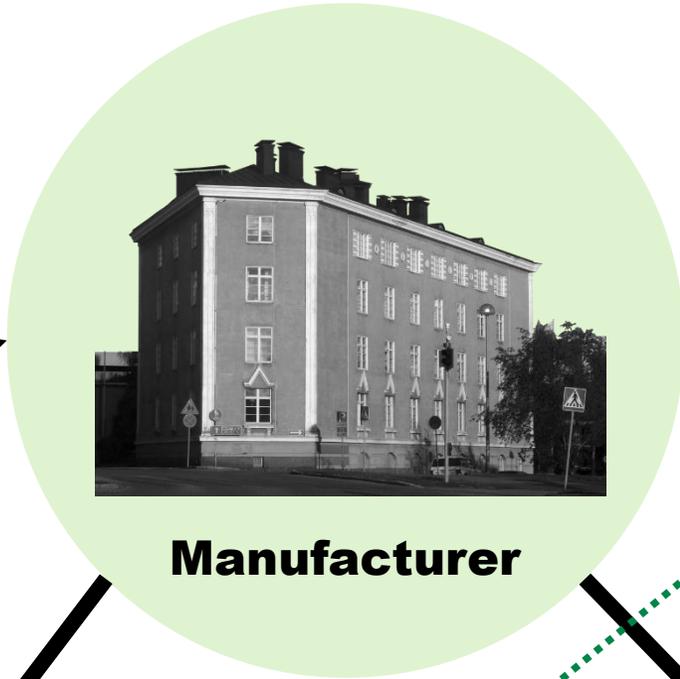
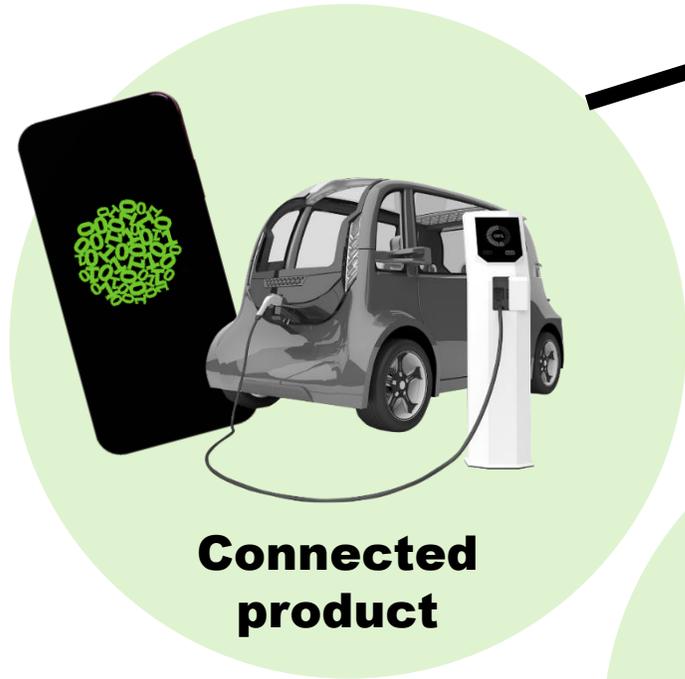
DA



DGA



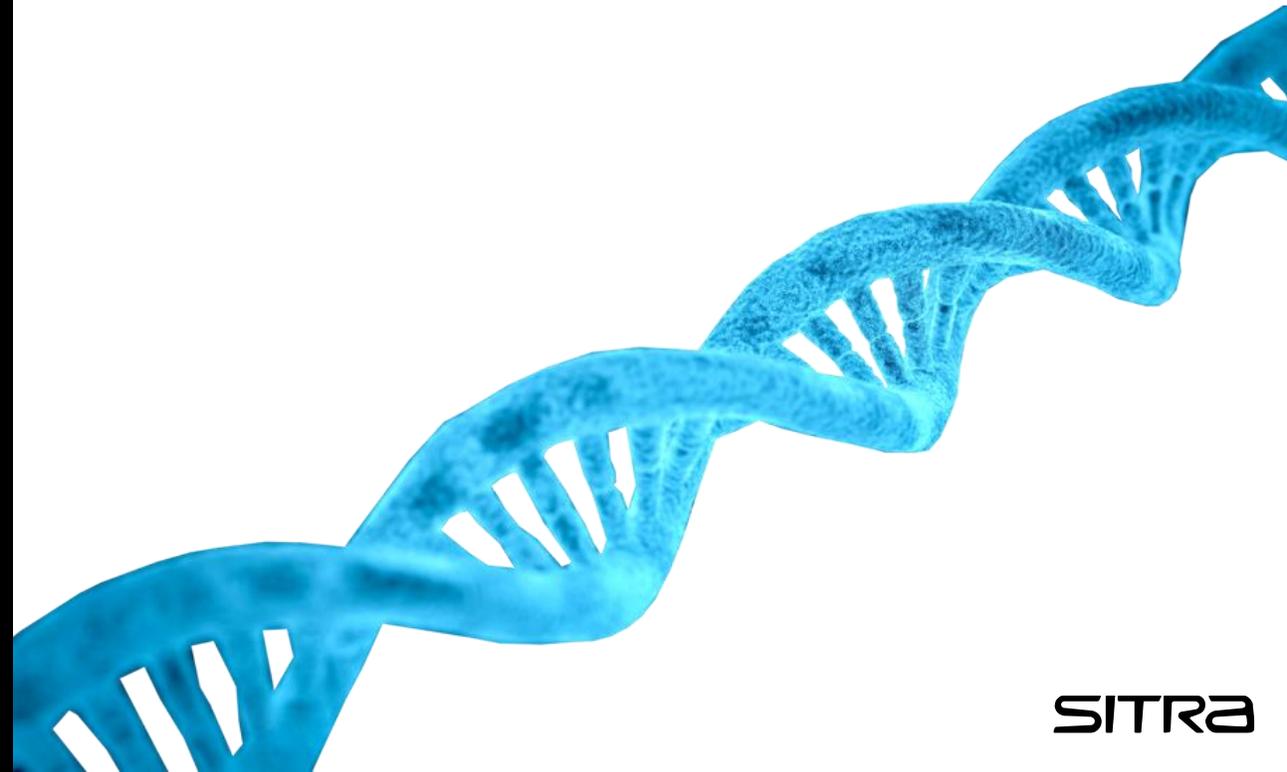
IoT data on the move



DGA: Data intermediaries



DGA: Data altruistic organisations



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**Risk-based
rules**

AIA

**Trans-
parency of
generative AI**

**Informing of
the use of AI**

Excessive risk to fundamental rights

These AI systems are a threat to humans and are entirely forbidden.

- Cognitive-behavioural manipulation of people and vulnerable groups
- Social scoring
- Biometric identification and categorisation of people
- Real time biometric identification with eg. facial recognition

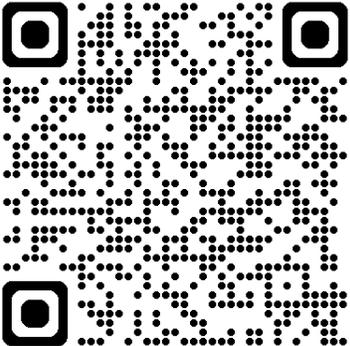
Some exceptions for legal purposes.

High risk to fundamental rights

1. Use of AI in products under product safety regulationa
 - e.g. cars, toys, aviation, medical devices...
2. AI systems of certain domains must be registered
 - Critical infrastructure
 - Teaching and training
 - Employment, employees, entrepreneurship
 - Use of critical services
 - Legal
 - Immigration, border control
 - Legal aid and paralegal services



How about a cup of regulations?



Tools



**Competitiveness
from data –
handbook and
work sheets**

**Data economy
ABC
Online courses
(1 & 2)**



**Rulebook 2.0 for
the fair data
economy**

**Model clauses for
data sharing**

**Growth from data
materials for
SMEs**



