



Till Infrastrukturdepartementet

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## Remissvar – Europeiska kommissionens förslag till förordning om harmoniserade regler för skälig åtkomst till och användning av data (2022/0047 (COD)), Dnr I2022/01039

### Schibsted's key positions on the EU Data Act

- We are positive towards initiatives to boost the European data-driven economy, and see that some data sharing initiatives might be useful. However, we strongly believe that **any data sharing initiatives must be strictly voluntary and not be made mandatory for private parties.**
- Schibsted and other companies must be given **room to collaborate with other players around data – EU regulation should not force or hinder such collaboration.**
- The EU Data Act should not include specific provisions regarding processing of personal data that goes beyond the GDPR.

### About Schibsted

Schibsted is a family of digital consumer brands based in the Nordics with world-class Scandinavian media houses, leading marketplaces and tech start-ups in the field of personal finance and collaborative economies. Millions of people interact with Schibsted companies every day, and our digital services aim to empower consumers. Schibsted consists of an ecosystem of various brands that offer different products and services to users and customers.

Schibsted is a data-driven company. The use of personal data is the core of our businesses, and we utilise data across our ecosystem of digital brands in order to attract users and customers, to develop and personalise our products and services and to keep users and customers engaged. We are strongly committed to protecting privacy and use personal data only in accordance with the GDPR.

## **Data sharing should not be made mandatory**

We are concerned with any provisions making sharing of data compulsory under specific circumstances. There are various initiatives both at the national and EU level related to boosting the data-driven economy, including through potential data sharing initiatives. Overall, we see this as positive. Data sharing initiatives can be particularly important for public data and in certain sectors such as transport or health. It is, however, extremely important that any data sharing is voluntary for private parties and based on business considerations. Therefore, it should not be made mandatory for private companies to share data with other players, as mandatory data sharing risks hindering innovation among European tech companies.

Another primary area of concern relates to the resources of the global giants and their ability to delay or resist any mandatory sharing. We fear that smaller players will not have this luxury, leading to a situation in which smaller companies are forced to share their data while the global giants are – in practice – not. This will disrupt fair competition to the detriment of consumers and companies while also weakening European players against both local and international competitors.

We see a strong need for European companies to be able to collaborate with other local and regional players, also in regard to data sharing. Such collaboration can be necessary for European companies to compete with the global giants. However, collaboration around sharing of data – be it personal or non-personal data – should in no case be made mandatory for private parties.

## **The EU Data Act should not include specific provisions regarding processing of personal data that goes beyond the GDPR**

The processing of personal data is already regulated within the GDPR. We are of the opinion that the EU Data Act must not include specific provisions regarding the use and sharing of personal data that goes beyond or on top of the provisions in the GDPR. All provisions regarding processing of personal data should be kept in the GDPR. The definitions of non-personal data and personal data must hence be clear within the EU Data Act.