# EU Data Act comes into force, reshaping data sharing and innovation



The European Union's Data Act came into force on 12 September 2025, marking a significant step in the bloc's efforts to give individuals and businesses greater control over data generated by connected devices such as smartwatches, cars, and industrial equipment. According to the European Commission, the Act empowers users to access, use, and share the raw data their devices create, opening new avenues for innovative services and fostering a more competitive digital market.

Under the legislation, citizens can now ensure that any repair service—not just the original manufacturer—can access necessary device data, enhancing consumer choice and promoting a broader service ecosystem. Industrial sectors, including manufacturing and agriculture, benefit from improved access to data about equipment performance, potentially driving operational efficiencies and technological advancements. Additionally, the Act facilitates cloud users' ability to switch between providers or simultaneously use services from multiple vendors, aiming to increase flexibility and competition within the EU cloud market. The regulation also prohibits unfair contractual terms that restrict data sharing, thereby supporting fairer business practices.

This law represents a novel approach to data governance, focusing on sharing private sector data in ways not previously seen. Chris Gow, senior director for EU public policy and head of the Brussels office for government affairs at Cisco, highlighted this uniqueness, noting that companies and enforcement agencies are still navigating how the Act will work in practice. Gow remarked to Computer Weekly that while many data governance frameworks focus on protection or organisation of data, the EU Data Act breaks new ground by emphasising data sharing rights within the private sector.

Despite the Act’s ambitions, the introduction has been met with what some describe as regulatory fatigue, particularly in the UK. Linzi Penman, head of the UK technology practice at law firm DLA Piper, told Computer Weekly that the regulation appears to have slipped under the radar of many organisations. She attributed this partly to the complexity of the Act and the broader challenge of managing the EU’s dense and evolving digital regulatory environment. Penman also pointed out that as of the enforcement deadline, no member states had yet adopted laws specifying enforcement regimes for the Act, underlining the implementation hurdles ahead.

The Data Act is a crucial piece of the European data strategy, aimed at establishing a unified data market within the EU. It is designed to promote fairness in the distribution of value generated from data among all stakeholders, stimulate a competitive data ecosystem, and open up numerous opportunities for data-driven innovation. The Act also includes specific safeguards to protect trade secrets and prevent unlawful data transfers, particularly from third-country authorities requesting non-personal data held within the EU.

Moreover, the regulation promotes the development of interoperability standards for data-sharing and processing services, aligning with the EU’s broader standardisation strategy. This is expected to facilitate seamless data flows while maintaining confidentiality, thereby encouraging more entities to participate actively in the evolving data economy.

The Council of the EU adopted the Data Act following intense negotiations, reflecting a consensus on the need for harmonised rules across all economic sectors on fair data access and use. This legislative milestone aims to balance the interests of data holders and users, ensuring that data becomes more accessible to all, from consumers and small businesses to large enterprises.

In sum, while the EU Data Act sets out an ambitious framework to reshape data governance in Europe, it also presents challenges related to practical enforcement and sectoral adaptation. Stakeholders across the continent are now tasked with interpreting and implementing these new rules effectively to realise the Act's full potential in delivering a fair, innovative, and interoperable data economy.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.computerweekly.com/news/366630833/EU-Data-Act-comes-into-force-amid-fears-of-regulation-fatigue), [[2]](https://www.computerweekly.com/news/366630833/EU-Data-Act-comes-into-force-amid-fears-of-regulation-fatigue), [[4]](https://commission.europa.eu/news-and-media/news/data-act-enters-force-what-it-means-you-2024-01-11_en)
* Paragraph 2 – [[4]](https://commission.europa.eu/news-and-media/news/data-act-enters-force-what-it-means-you-2024-01-11_en), [[5]](https://www.consilium.europa.eu/en/press/press-releases/2023/11/27/data-act-council-adopts-new-law-on-fair-access-to-and-use-of-data/)
* Paragraph 3 – [[1]](https://www.computerweekly.com/news/366630833/EU-Data-Act-comes-into-force-amid-fears-of-regulation-fatigue), [[6]](https://digital-strategy.ec.europa.eu/en/news/european-data-act-enters-force-putting-place-new-rules-fair-and-innovative-data-economy)
* Paragraph 4 – [[1]](https://www.computerweekly.com/news/366630833/EU-Data-Act-comes-into-force-amid-fears-of-regulation-fatigue)
* Paragraph 5 – [[1]](https://www.computerweekly.com/news/366630833/EU-Data-Act-comes-into-force-amid-fears-of-regulation-fatigue), [[3]](https://digital-strategy.ec.europa.eu/en/policies/data-act-explained), [[7]](https://www.secnewgate.eu/the-data-act-enters-into-force-whats-next/)
* Paragraph 6 – [[6]](https://digital-strategy.ec.europa.eu/en/news/european-data-act-enters-force-putting-place-new-rules-fair-and-innovative-data-economy), [[7]](https://www.secnewgate.eu/the-data-act-enters-into-force-whats-next/)
* Paragraph 7 – [[5]](https://www.consilium.europa.eu/en/press/press-releases/2023/11/27/data-act-council-adopts-new-law-on-fair-access-to-and-use-of-data/)
* Paragraph 8 – [[1]](https://www.computerweekly.com/news/366630833/EU-Data-Act-comes-into-force-amid-fears-of-regulation-fatigue), [[4]](https://commission.europa.eu/news-and-media/news/data-act-enters-force-what-it-means-you-2024-01-11_en)

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## Bibliography

1. <https://www.computerweekly.com/news/366630833/EU-Data-Act-comes-into-force-amid-fears-of-regulation-fatigue> - Please view link - unable to able to access data
2. <https://www.computerweekly.com/news/366630833/EU-Data-Act-comes-into-force-amid-fears-of-regulation-fatigue> - The European Union's Data Act, effective from 12 September 2025, grants citizens control over data generated by connected devices like smartwatches and cars. It enables business and consumer users to access, use, and share raw data from their devices. The Act also allows manufacturing and agriculture companies to access data on industrial equipment performance, enhancing efficiency. Additionally, it facilitates cloud users in switching between providers or using multiple services simultaneously and prohibits unfair contracts that hinder data-sharing.
3. <https://digital-strategy.ec.europa.eu/en/policies/data-act-explained> - The Data Act, effective from 12 September 2025, is a key component of the European data strategy, aiming to establish a European single market for data. It ensures fairness in data value allocation among stakeholders, stimulates a competitive data market, and opens opportunities for data-driven innovation. The Act also facilitates the seamless transfer of valuable data between data holders and users while upholding confidentiality, encouraging more actors to participate in the data economy.
4. <https://commission.europa.eu/news-and-media/news/data-act-enters-force-what-it-means-you-2024-01-11_en> - The EU's Data Act, effective from 12 September 2025, improves access to data in the EU market for individuals and businesses. It allows consumers to request that any repair service, not just the manufacturer, access data from their smart devices. The Act also enables users to share data with third parties, fostering new opportunities for data-driven services. Additionally, it clarifies that both parties can access all data collected by connected devices, enhancing transparency and collaboration.
5. <https://www.consilium.europa.eu/en/press/press-releases/2023/11/27/data-act-council-adopts-new-law-on-fair-access-to-and-use-of-data/> - The Council of the EU adopted the Data Act, establishing harmonised rules on fair access to and use of data. The regulation sets new rules on who can access and use data generated in the EU across all economic sectors, aiming to ensure fairness in the allocation of value from data among actors in the digital environment, stimulate a competitive data market, open opportunities for data-driven innovation, and make data more accessible to all.
6. <https://digital-strategy.ec.europa.eu/en/news/european-data-act-enters-force-putting-place-new-rules-fair-and-innovative-data-economy> - The Data Act, effective from 12 September 2025, introduces new rules for a fair and innovative data economy in the EU. It allows European enterprises to combine data services from different cloud providers, benefiting from the vast opportunities in the EU cloud market. The Act also includes safeguards against unlawful requests by third-country authorities to transfer or access non-personal data held in the EU and promotes the development of interoperability standards for data-sharing and data processing services.
7. <https://www.secnewgate.eu/the-data-act-enters-into-force-whats-next/> - The Data Act, effective from 12 September 2025, introduces measures to protect trade secrets and clarify the concept of exceptional need for government-to-business data access. The regulation aims to ensure fairness in data sharing and provides safeguards against unlawful data transfers. It also promotes the development of interoperability standards for data-sharing and data processing services, aligning with the EU's standardisation strategy. The Act reviews certain aspects of the Database Directive to clarify data access rights.