

# EU Data Act Manifesto

## for users of connected products

The EU Data Act is a European regulation, designed to unlock the full potential of data from connected products, driving innovation across Europe and enhancing economic, work, and living conditions. Understanding and asserting your rights is the first step of this great initiative. Are you ready to act?

F.A.Q.'S

### What is meant by connected product?

An item that obtains, generates or collects data concerning its use or environment and that is able to communicate product data via an electronic communications service, physical connection or on-device access.

### What is meant by data holder?

Connected products generate and transmit data about their status, usage, health, environment, etc. This data may be stored locally on the user's IT systems or on remote platforms managed by the product manufacturers or their technology partners. In the latter case, the EU Data Act designates these entities as data holders.

### Am I a user of a connected product?

A user of a connected product is any individual or legal entity that owns or has a temporary right to use (e.g. rental) a connected product. This applies to both consumer products (wearables, cars, appliances, etc.) and industrial products (industrial machinery, professional equipment, etc.).

### Why you should care about the EU Data Act: your concrete benefits

Data is a valuable, non-rival, and inexhaustible resource that can serve multiple purposes at once. With the Data Act, you gain the power to decide how your data is used and who can access it—unlocking concrete benefits such as extending product lifespan, improving efficiency and productivity, reducing consumption and environmental impact, minimizing the risk of unforeseen issues, cutting assistance, maintenance, and repair costs, and achieving your goals more effectively.

THE 4 RIGHTS AND THEIR BENEFITS

## 1

### Protection and transparency regarding data and the use that the data holder may make of it

You can enable device connection and share data with greater peace of mind

The EU Data Act promotes the sharing and circulation of data, with a strong emphasis on protecting your rights and ensuring transparency in its use.

**Transparency on generated data**  
Manufacturers or sellers of connected products have to inform you about the type, format, volume, and frequency of the data generated.

**Transparency on data use**  
Data holders have to declare all intended uses of the data they collect.

**Protection of sensitive commercial information**  
For business users, data holders cannot use the data to gain insights into your economic situation, resources, or production methods.

**Protection against unfair terms**  
Any contractual terms unilaterally imposed that limit your rights to access or use data are considered unfair.

**Simplified dispute resolution**  
In case of disputes over documentation, access, or data sharing, you may turn to designated bodies that act impartially, quickly, and at low cost.

#### WHAT YOU CAN DO

- Set aside concerns about improper use of your data to unlock all the benefits and opportunities offered by the data holder, accessing its digital and connected services, having direct access to your own data, and sharing data with third parties.
- Review your contracts to ensure they comply with the EU Data Act.

## 2

### Right of access to data

You can more easily access data to use as you wish, for example by developing processing or analysis software.

The EU Data Act gives you the right to access the data generated by the connected products you use. Manufacturers or sellers of connected products have to provide you with clear information on how to access this data. Access can be direct or indirect. In the first case, you can access data via interfaces available on the connected product. If this is not possible, you have the right to access data indirectly. To do this, you can contact the data holder, who is obliged to provide you with data in an easy, secure, free, complete, structured manner and in formats that can be read directly by software. Where technically possible, access must be continuous and in real time. To make full use of data, you are also entitled to access so-called "metadata"—information that makes raw data understandable and usable, such as its structure and format, units of measurement, timestamps, vocabularies, classification schemes, taxonomies, and code lists.

#### WHAT YOU CAN DO

- Ask the manufacturer or seller how to access your data.
- If direct access is not available, ask the data holder to provide you with indirect access.
- Make sure you also receive all the necessary information (metadata) to correctly interpret the data.

## 3

### Right to request the data holder to share data with third parties

You can benefit from a new range of third-party services that can process and leverage your data to deliver tangible benefits.

The EU Data Act gives you the right to request the data holder to share the data generated by the connected products you use with third parties. Based on the data collected, these parties are able to offer you benefits through value-added services. This right applies even if you already have direct access to data.

#### WHAT YOU CAN DO

- Identify third parties that could offer you benefits if they had access to your data, and share this manifesto with them.
- Find third parties already prepared to leverage the EU Data Act to provide you with data-driven services.
- Request the data holder to share the data from the connected products you use with these third parties.

#### Examples of third parties

**Software companies**  
They can process the data, develop models, and program AI systems to provide you with information, analyses, recommendations, prescriptions, or useful predictions.

**Technical Service, installation, repair, and maintenance centers**  
They can use the data to deliver faster, more efficient, and more cost-effective services, with higher service levels or guaranteed results.

**Suppliers of spare parts or consumables**  
They can use the data to ensure more timely, continuous, and cost-effective supplies.

**Manufacturers of connected products already offering connected services**  
They can use the data to extend the connected services they already provide to include the connected products you use.

**Financial or insurance institutions**  
They can use the data to better manage risks and offer you more tailored and advantageous financing services or insurance policies.

**Utilities**  
They can use the data to optimize the supply of energy or water and offer you more targeted and competitive contracts.

**Research centers and universities**  
They can use the data to carry out studies, research, and analyses from which you may also benefit.

## 4

### Freedom to switch between data processing Services

You can switch from one cloud data processing service provider to another, or to your own local infrastructure, with greater ease.

The EU Data Act promotes a more competitive and open market for cloud data processing services by enabling:

**Seamless switching**  
Switching between data processing services of the same type—or to your local infrastructure—will be simplified, ensuring full portability of all your data and digital assets.

**Elimination of switching charges**  
Switching charges will be gradually phased out and completely abolished by January 12, 2027.

**Standardized interoperability**  
Open standards and specifications will be encouraged to ensure interoperability across different services, reducing vendor lock-in risks and supporting multi-cloud and multi-platform strategies.

#### WHAT YOU CAN DO

- Ask your cloud data processing service provider how they ensure the portability of your data and how they support switching to another provider.

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PATRONAGE



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\*Application of the EU Data Act: from 12 September 2025, on all connected products placed on the EU market, regardless of their origin and date of purchase.

\*\*The Data Act is part of the broader European data strategy framework, along with other laws such as the DGA.