

# An Economic Perspective on the Use of Data

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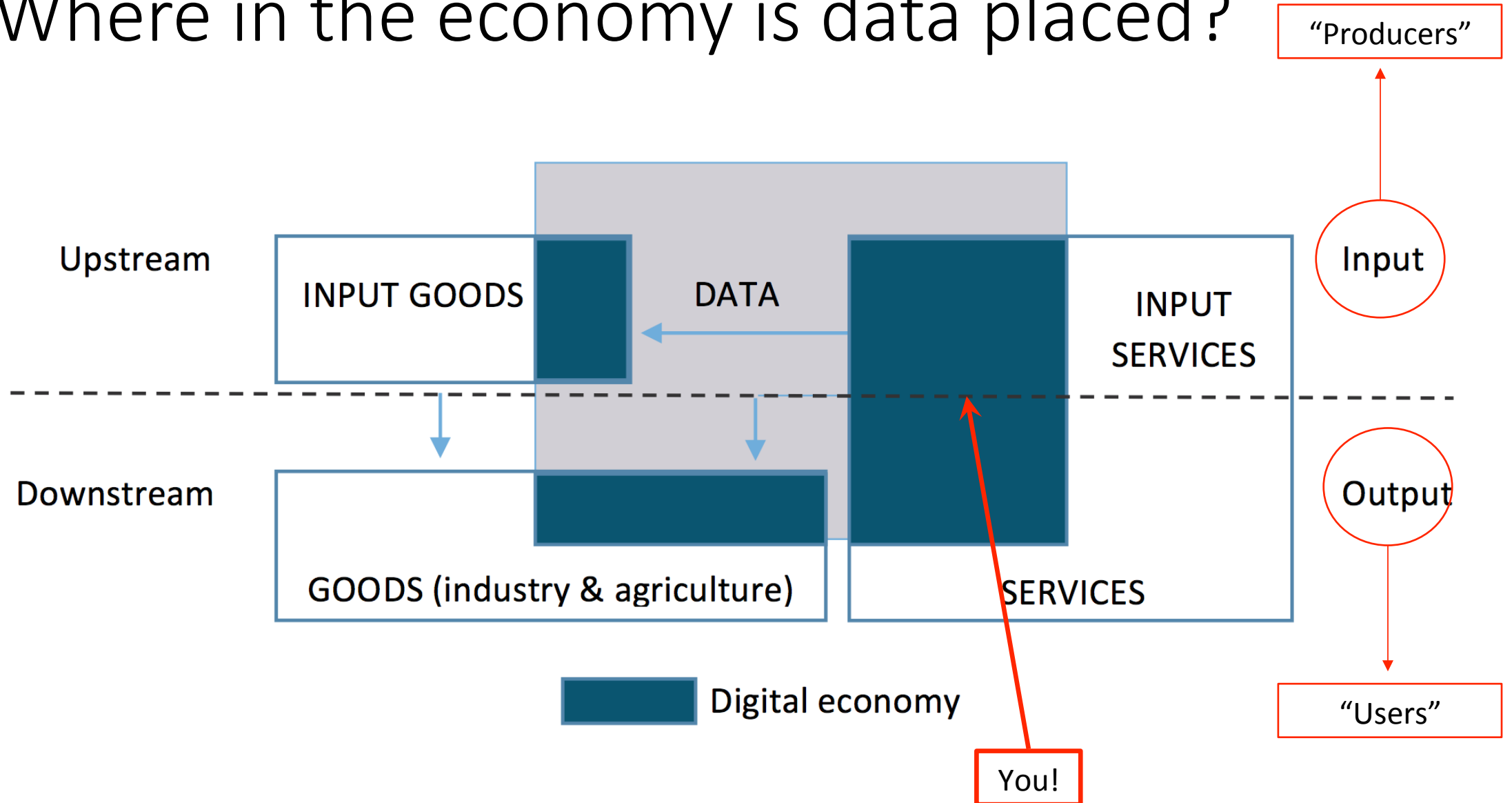
**Brussels, September 11, 2015**

A stylized white letter 'E' is centered within a dark blue square in the bottom right corner of the slide.

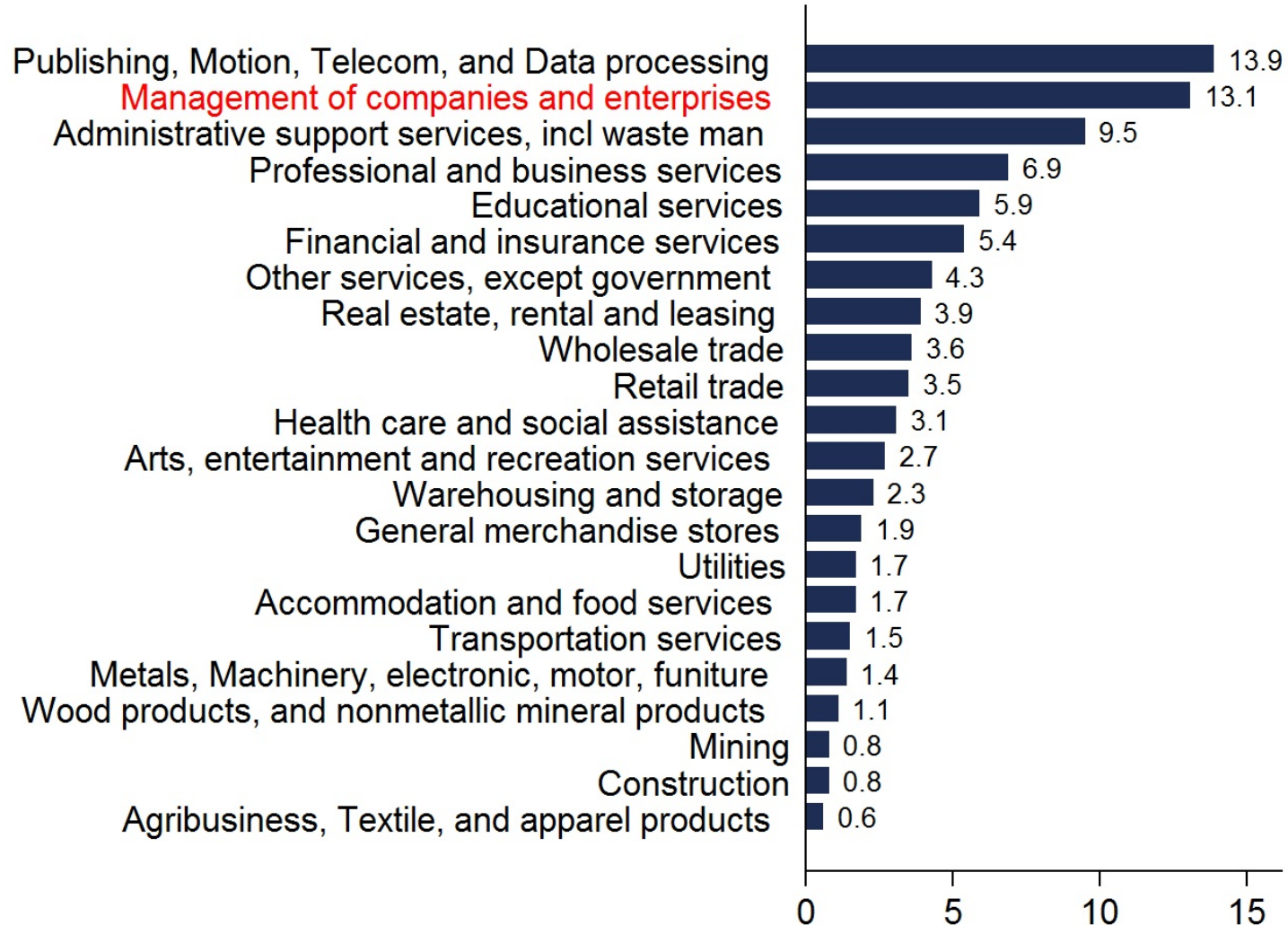
# Outline

- Where in the economy is data placed?
  - Who are the producers and users of data?
  - Google, Twitter and Facebook
  - Note only...
- Production and Trade in data
  - Why so important, economically?
  - What barriers could prohibit efficient production and trade in data?
  - What are their effects?
- Russia example of how it could harm the economy

# Where in the economy is data placed?



# Not only Google, Twitter, and Facebook...



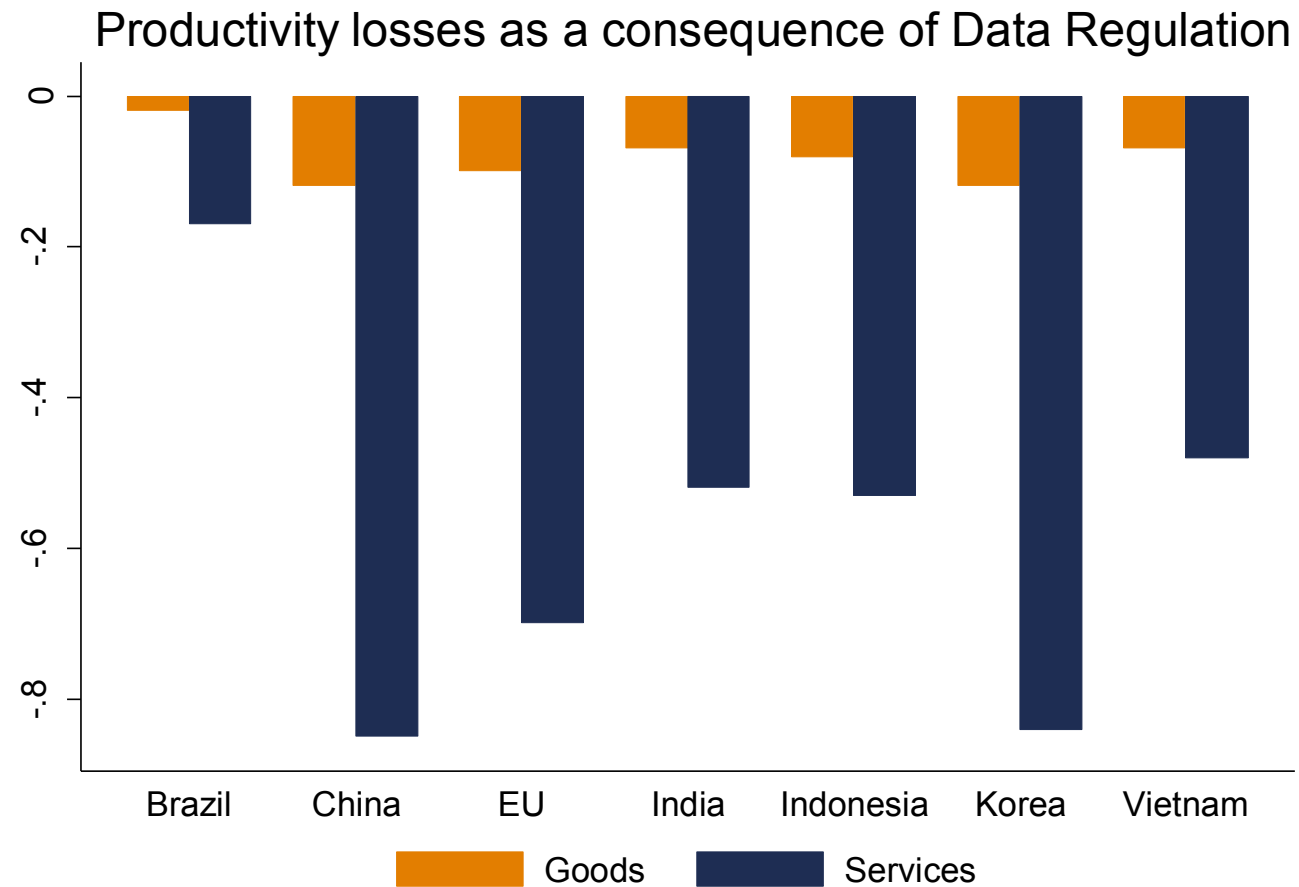
# Why so important?

- Much data embedded into (mostly) services
  - In turn, services are most used in the wider economy (slide 1)
  - Up to > 70% percent of OECD GDP is services
  - Data plays an important story in production and trade
- But there is more...
  - Services have a clear link to productivity
  - Productivity is the engine of economic growth in our time
  - Barriers in data = your economy becoming “just less efficient”

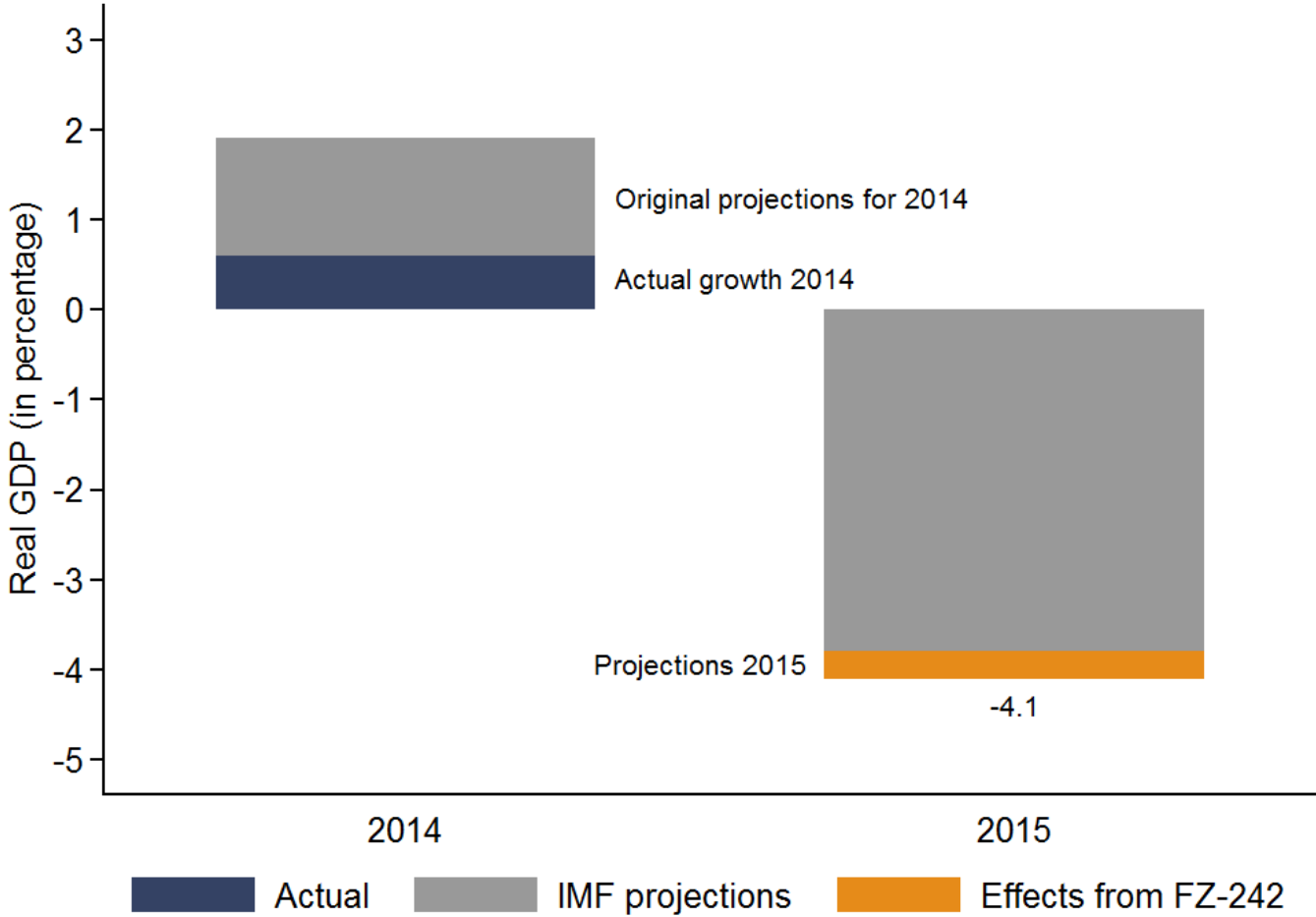
# How do these barriers look like? E.g. GDPR

<b>Regulatory measure</b>	<b>Outcome</b>
<b>Is there a data localisation requirement?</b>	Yes / Limited / No
<b>Is there a strict consent requirement for the collection, storage, dissemination of personal data?</b>	Yes / No
<b>Does the law provide users with the right to review their stored information?</b>	Yes / No
<b>Does the law provide users with the right to be forgotten/ deleted?</b>	Yes / No
<b>Is a notification of breaches towards the government/user obligatory?</b>	Towards government / user / government & user
<b>Are data protection impact assessments obligatory?</b>	Yes / No
<b>Is a data protection officer required?</b>	Yes / No / Qualified Yes
<b>Are there administrative sanctions for non-compliance? How high?</b>	Varies according to height of sanctions
<b>Does the government require easy access to companies' data?</b>	Yes / No
<b>Are companies required to retain data for a fixed period of time?</b>	Yes / No

# What are their effects?

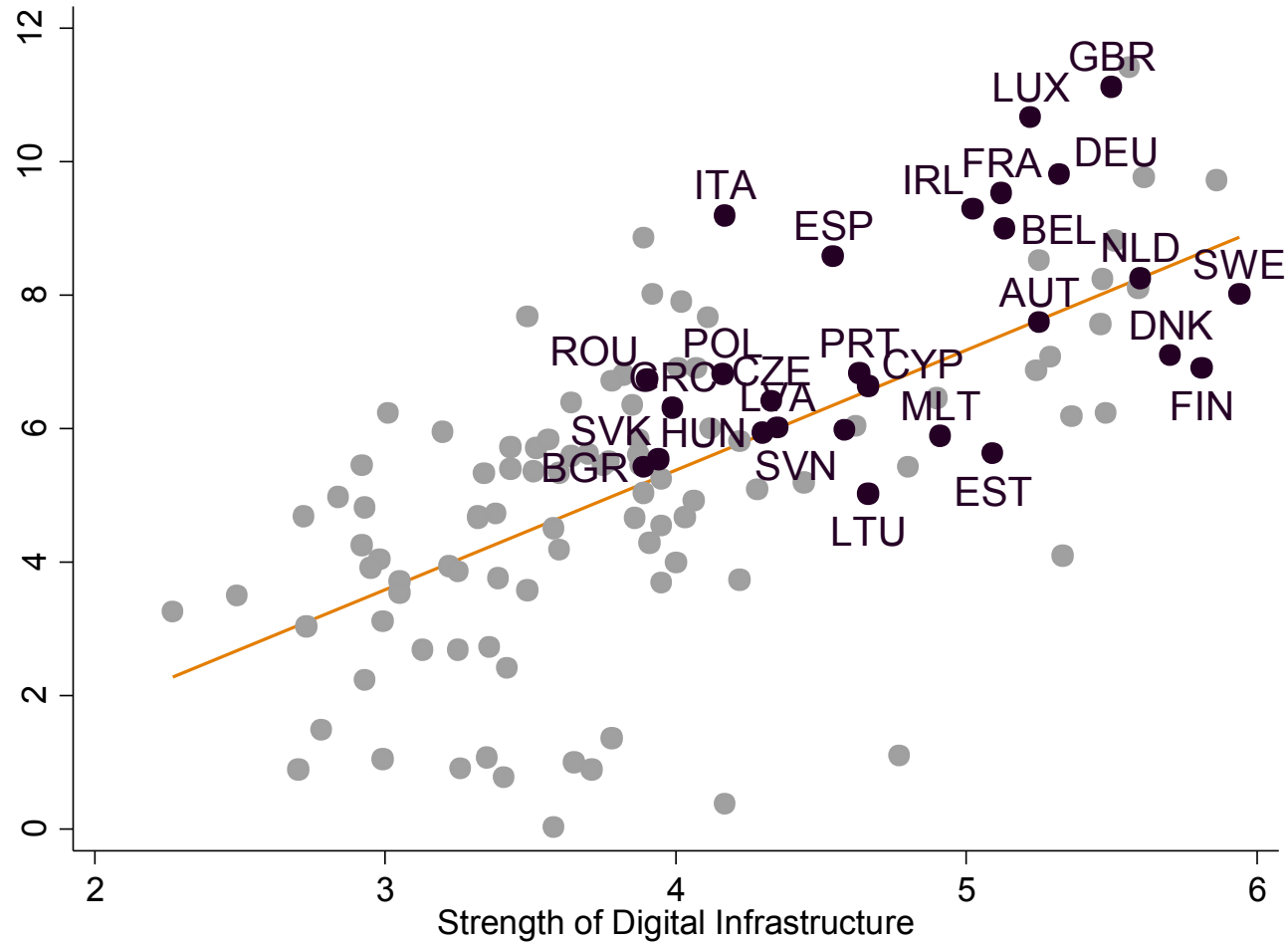


# Applied on growth in the case of Russia





# An ideal Digital Single Market



# Conclusion

- Data is everywhere!
  - But they are mostly embedded in services
  - Has a great knock-on effect on the entire economy
- Barriers in data are disruptive
  - For data-producers, but also users
  - Data localization most prevalent barriers
  - Effect on productivity; small change, compound effects
- Policy implication
  - Digital Europe? TTIP?