

CLARITY LAYER
DATA STRATEGY & GOVERNANCE

The EU Data Act Who's Most Affected and Why It Matters

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Contents

- 01 Overview
- 02 High Impact Industries
- 03 Medium Impact Industries
- 04 Low Impact Industries
- 05 Summary Table
- 06 What Businesses Should Do Now
- 07 Clarity Layer Takeaway

A background image showing a person's hands writing in a notebook with a pencil, and another person's hand resting on a laptop keyboard. A white coffee cup is also visible on the table. The scene is set on a dark wooden surface.

Overview

The EU Data Act (Regulation 2023/2854) is reshaping how organizations collect, share, and use data from **connected products** and **digital services**.

Its goal is to make data **accessible, fair, and interoperable** — preventing gatekeeping by tech giants and encouraging innovation for smaller players.

But not all industries are affected equally. Below is a breakdown of which industries will feel the **strongest, medium, and lowest** impact, and why.

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Highest Impact Industries

These sectors generate or depend heavily on connected products, IoT devices, or platform data. The Data Act directly changes how they handle, share, and monetize it.

Industry	Why It's Highly Affected	Examples & Key Implications
Automotive & Mobility	Vehicles generate massive telemetry and sensor data (location, performance, user habits). The Act requires manufacturers to give users and third parties (e.g., repair shops) access to this data.	Carmakers must open access to real-time data. Independent repairers, insurers, and mobility startups can request it. Trade secret protection still applies, but “we own the data” no longer works.
Manufacturing & Industrial IoT	Industrial machines, robots, and production lines constantly produce data. The Act forces manufacturers to share operational data with clients and partners on fair terms.	Equipment makers must give factory owners access to their own machine performance data, not lock it behind proprietary dashboards.
Smart Home & Consumer Electronics	Smart appliances, wearables, and home automation systems collect personal and usage data. The Act demands transparency, interoperability, and easy user access.	Smart home brands must allow users to export or share their device data with third-party apps. “Vendor lock-in” ecosystems will be challenged.
Agriculture & AgriTech	Connected tractors, drones, and farm sensors collect environmental and operational data. Farmers gain explicit rights to access and share it.	Tractor makers and agri-platforms must give farmers full access to data about soil, yield, and machinery. Third-party agritech startups can use it to offer services.
Healthcare & MedTech	Medical devices and monitoring systems generate sensitive data. The Act interacts with GDPR — giving patients and hospitals clearer data-sharing rights.	Device manufacturers must share relevant non-personal or pseudonymized data with healthcare providers or researchers when requested under fair conditions.
Cloud & Edge Service Providers	The Act creates strong rules for data portability and switching — cloud vendors must remove barriers and enable migration.	Providers must allow clients to move data freely, disclose transfer fees upfront, and prevent unfair contract lock-in.

Medium Impact Industries

These sectors rely on data but are not primarily built around connected devices. They will need to adapt governance, contracts, and architectures to ensure compliance.

Industry	Why It's Moderately Affected	Examples & Key Implications
Energy & Utilities	Smart grids, meters, and infrastructure generate user and consumption data — which must now be shareable with consumers or authorities.	Energy companies must provide standardized APIs for customer energy data and cooperate in emergencies.
Tele-communications	They handle network and device data and often act as intermediaries. Data-sharing and switching provisions affect service interoperability.	Telcos must ensure portability of user data and transparency about how network data is used.
Logistics & Transportation	Fleet and tracking systems collect large amounts of operational data. Users and partners will have new rights to request it.	Fleet operators can request vehicle performance or sensor data from manufacturers to optimize routes.
Financial Services (esp. InsurTech)	While financial data is covered more by PSD2 and GDPR, insurers using telematics or IoT (e.g., car insurance) fall under the Act.	Insurers can access customer-authorized data from vehicles or devices, but must handle it under strict purpose limitation.
Research & Academia	Gain new opportunities to access non-personal data from private companies for public interest research — under structured agreements.	Universities can request anonymized IoT or industrial data to study environmental or societal trends.
Public Sector & Statistical Institutes	Can request private-sector data only for emergencies or specific public needs, under proportional and secure terms.	During floods or pandemics, authorities may request anonymized sensor or mobility data from private firms.

Low Impact Industries

These sectors use limited connected-device data, and their obligations under the Data Act are minimal, though secondary effects may still appear through vendors.

Industry	Why It’s Minimally Affected	Examples & Key Implications
Professional Services	Law firms, consultancies, HR agencies rarely handle IoT or connected-product data.	Must ensure data portability and fair contracts when using SaaS or cloud vendors — but otherwise lightly touched.
Retail (non-smart)	Traditional retail operations use consumer analytics (under GDPR), but few connected devices.	Affected only if they sell or manage connected goods (e.g., smart appliances).
Education	Mostly processes personal data (GDPR applies more strongly than Data Act).	Affected only if using connected learning devices or AI-driven educational tools.
Real Estate & Construction	Some emerging smart-building technologies may bring limited obligations.	Building owners using connected systems may gain access rights to building performance data from suppliers.



Summary Table

Impact Level	Industries	Common Threads
● High	Automotive, Industrial IoT, Smart Devices, Agriculture, MedTech, Cloud	Heavy use of connected products, data lock-in risk, strong sharing & interoperability rules.
● Medium	Energy, Telecom, Logistics, Finance (IoT), Research, Public Sector	Mix of user data and operational data, new sharing obligations and API readiness.
● Low	Services, Retail, Education, Real Estate	Mainly indirect effects via vendor compliance or smart product usage.



What Businesses Should Do Now

1. **Map your data flows** – Identify what data your products or systems generate and who currently controls it.
2. **Classify your role** – Are you a data holder, user, or recipient under the Act?
3. **Review contracts** – Ensure data-sharing clauses allow fairness, portability, and compliance.
4. **Prepare APIs or access mechanisms** – Especially if you manufacture connected products or offer related services.
5. **Educate teams** – Engineers, lawyers, and sales need to understand the new rights users have.



Clarity Layer Takeaway

“The Data Act marks the end of data hoarding as a business model. From carmakers to cloud providers, companies must shift from owning data to enabling access responsibly.”

At Clarity Layer, we help organizations navigate this shift — building structures, ethics, and governance systems that turn compliance into trust and competitive advantage.

Our Team



Alexandra Popa
Chief Data Officer



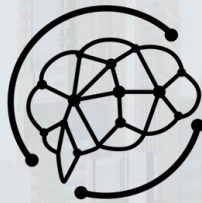
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THANK YOU

Have questions? Reach out.



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