

Dear Sir,

**RE: CONSULTATION ON THE PROPOSED EUROPEAN DATA UNION STRATEGY:**

The Online Dating and Discovery Association (ODDA) is the global voice for the sector with a mission to create safe, responsible and enjoyable experiences for everyone. Representing nearly 500 brands worldwide, including many in Europe, the free flow of data is essential to our sector, particularly as the use of Artificial Intelligence (AI) becomes more commonplace.

The ODDA welcomes the opportunity to respond to this important consultation and broadly supports the approach set out in the draft European Union (EU) Data Union Strategy. We believe that the focus on Small and Medium-sized Enterprises (SMEs) in particular, is much needed to improve data access for start-ups, such as a one stop shop for on-demand access to additional data sources and further measures to facilitate voluntary data sharing.

We also support the objective to streamline existing rules and develop data tools to reduce administrative burdens, which are often seen as a barrier to effective data sharing. However, we urge caution in relation to future proposals to introduce mandatory digital reporting, which we feel could create additional burdens and ask that an impact assessment is undertaken as part of a wider consultation exercise.

We also welcome the development of an International Data Strategy. In an increasingly technology-driven world, the free flow of data between European Union Member States and other countries is becoming more important. Therefore, measures that safeguard the export of EU data, as well as actions to stimulate data imports into the EU are sensible suggestions for inclusion.

In addition to the above points, the ODDA supports enhancing international cooperation through a robust data protection culture through the adoption of interoperable standards that encourages rather than hinders innovation.

We look forward to contributing further towards this important initiative which we firmly believe will lead to a more cohesive, competitive, non-discriminatory and trustworthy European data and AI market.

Your faithfully,



**Simon Newman**  
**Chief Executive Officer**

[www.theodda.org](http://www.theodda.org)

Email: [info@theodda.org](mailto:info@theodda.org)