

## The Right to Data Portability and Its Influence on the Development of Digital Services

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**Abstract :** The General Data Protection Regulation (GDPR) will come into force on 25 May 2018 which will create a new legal framework for the protection of personal data in the European Union. Article 20 of GDPR introduces a right to data portability. This right allows for data subjects to receive the personal data which they have provided to a data controller, in a structured, commonly used and machine-readable format, and to transmit this data to another data controller. The right to data portability, by facilitating transferring personal data between IT environments (e.g.: applications), will also facilitate changing the provider of services (e.g. changing a bank or a cloud computing service provider). Therefore, it will contribute to the development of competition and the digital market. The aim of this paper is to discuss the right to data portability and its influence on the development of new digital services.

**Keywords :** data portability, digital market, GDPR, personal data

**Conference Title :** ICBS 2017 : International Conference on Business Strategies

**Conference Location :** Rome, Italy

**Conference Dates :** September 18-19, 2017