

# Written Evidence Submitted by Startup Coalition

Call for Evidence: Data (Use and Access) Bill

---

## About Startup Coalition

- I. Startup Coalition is an independent advocacy group that serves as the policy voice for technology-led startups and scaleups in the United Kingdom (UK).<sup>1</sup> Founded by entrepreneurs for entrepreneurs, it fights for a policy environment that enables early-stage British tech companies to grow, scale, and compete globally.
- II. With over 4,000 startups and investors in our community, Startup Coalition has been instrumental in building proactive coalitions of businesses and investors on issues integral to the health of the UK's startup ecosystem like the bailout of SVB UK, the development of the Future Fund, and the creation of the Scaleup Visa.

## Introduction

- III. We strongly support the Data (Use and Access) Bill (DUAB) as it was introduced before Parliament.
- IV. This Bill is a crucial and long-awaited step toward unlocking the UK's Smart Data agenda and its vision of enabling consumers and businesses to securely share their data to fuel innovation, drive competition, and deliver better services. The bill is seen as the essential first step toward making Smart Data a reality.

## Context

- V. The momentum behind Smart Data is growing. In early 2025, the Startup Coalition and the Tony Blair Institute for Global Change (TBI) published a landmark report calling on the government to "make Smart Data happen".<sup>2</sup> The report describes the UK as "on the cusp of introducing a data revolution, one which will put consumers back in control of their finances, reduce energy bills, and speed up house-buying". If done right, Smart Data represents an over £27 billion economic opportunity for the UK.<sup>3</sup>
- VI. This revolution represents a massive economic and consumer opportunity, exemplified by the success of Open Banking. The UK must extend this work across the finance, energy, and property sectors. The DUAB is the key to turning that vision into reality.
  - A. The success of Open Banking shows that Smart Data, when mandated, delivers real-world benefits. Over 12 million UK consumers now use Open Banking, which has driven fintech innovation and competition, resulting in a £4 billion startup ecosystem.
  - B. There is clear potential to expand Smart Data beyond banking. Open Finance, Open Energy, and Open Property should be the next frontiers.
    1. **Open Finance:** Extending data portability to savings, investments, pensions, and mortgages would enhance financial transparency and inclusion.

---

<sup>1</sup> <https://startupcoalition.io/>

<sup>2</sup> <https://startupcoalition.io/u/2025/02/FOR-RELEASE-Startup-Coalition-X-TBI-Smart-Data-Report.pdf>

<sup>3</sup> <https://26096792.fs1.hubspotusercontent-eu1.net/hubfs/26096792/180913%20DCMS%20Report%20final.pdf>

2. **Open Energy:** Enabling consumers to access and share their smart meter data would reduce bills and help meet net-zero goals.
  3. **Open Property:** Digitizing home-buying processes could eliminate inefficiencies and cut transaction times.
- C. Smart Data enables individuals to control their information by breaking down data silos that prevent switching and new market entrants.

## **The Importance of Smart Data**

- VII. Smart Data decouples services from data, allowing new entrants to compete on a level playing field and giving consumers more choices. By unlocking new routes to market, it enables challengers to compete with incumbents. Increased competition drives better prices and quality for users.
- VIII. Smart Data puts individuals in control of their data. Consumers can easily opt to share their information with services that offer them the best, most personalised deals – without being locked into any provider.
- A. In short, Smart Data enables people to access the services that suit them best with minimal switching friction.
- IX. Opening up data fuels the digital economy. Smart Data creates a backbone for economy-wide innovation and expansion. New services and business models become possible when data flows freely (with consent) between industries. Analysts estimate this opportunity could boost the UK economy by over £27 billion if implemented fully.

## **Why the Bill is Essential**

- X. The Data (Use and Access) Bill is essential because it creates the enabling framework to expand Smart Data across the economy.
- A. Part 1 of the Bill establishes new powers for access to customer and business data, allowing “smart data” to be used in sectors beyond its current use in open banking.
  - B. The Bill’s Smart Data provisions will allow consumers and SMEs to securely share their data with authorised third-party providers in any industry that implements a Smart Data scheme at their request. This means, for example, a customer could permit an accredited app to retrieve their energy usage data to find a better deal or safely share their financial data across providers for personalised advice.
- XI. Critically, the DUAB gives the Government and regulators the tools to extend the successful Open Banking model to other sectors through specific Smart Data schemes. It lays the legal foundation (via secondary mechanisms and legislative levers) to require industry participation in data-sharing initiatives where competition or consumer outcomes will benefit.
- XII. Without this Bill, progress would stall – meaningful Smart Data access beyond banking would likely remain patchy or voluntary.

## **Conclusion**

- XIII. We strongly urge Parliament to enact the Data (Use and Access) Bill in full, as originally introduced. This legislation is a forward-looking, pro-innovation measure that will empower consumers and boost competition without adding cost to the public purse. The UK has an opportunity to seize a £27 billion economic prize and establish itself as a world leader in the data economy.
- XIV. To realise that promise, the DUAB should be passed - as originally introduced - without delay, enabling the Smart Data agenda to move from vision to reality.