

## Consumer Scotland data strategy – future work programme

November 2019

Following the first meeting of the Data Working Group (DWG) and subsequent work undertaken by the Scottish Government, it is clear that a number of key issues must be understood and taken into account while developing Consumer Scotland's information infrastructure. In brief:

- **The challenges and opportunities presented by other current and emerging data sharing initiatives** –any information system used by Consumer Scotland must support and integrate with these, while also maintaining the flexibility to adapt to future changes;
- **The need for flexible models to gather a spectrum of data and information** – some organisations will have plentiful consumer data that may benefit from direct or automated sharing, while others may more appropriately only want or need to share insights more informally;
- **The divergent needs across the landscape and the challenges of balancing these** – some organisations, for example Trading standards services, will seek better data sharing for enforcement purposes, while others, such as consumer Scotland, will need only to identify trends of harm.

To help address these issues and support the DWG's work, SG proposes to:

- conduct an analysis of existing organisations to understand their needs and objectives, and to identify categories of data sharing to reflect the different levels of data or information Consumer Scotland will need to access;
- based on this, categorise organisations and identify core groups that will be ready and necessary if we are to develop a more integrated system from April 2021
- identify the legal or technical requirements required for each category of sharing;
- evaluate Research Data Scotland to understand synergies and the potential for use, either as Consumer Scotland's primary platform, or as a complementary system;
- evaluate the potential value of a Scottish-specific intelligence system, including its scope for future growth, and its integration with Consumer Scotland's needs
- develop a method to capture consumer views, being careful to manage expectations of both Consumer Scotland's relationship with individual consumers, and the extent of personal data that will be shared.

The work will be supported by an external consultant, and we expect that the first stage will be completed early in the new year. The DWG are invited to highlight any areas for further work that have not been included, or to highlight any areas of the work they would like to support.