



## Practice Abstract no. 35

### Consumers & citizens' views on gains linked to personal data sharing

The #Data4Food Cluster comprising the [DRG4Food](#), [FOODITY](#), [FoodDataQuest](#), and [SOSFood](#) projects organised a joint workshop in June 2025 to discuss challenges, enablers, and gains related to data sharing and AI-driven solutions for sustainable food systems. Two breakout room sessions explored perspectives from both consumers/citizens and industry/food system actors on data sharing and AI in food systems.

This practice abstract discusses consumers/ citizens' views on the gains regarding personal data sharing, particularly any potential societal and ecosystem benefits that outweigh concerns and risks associated with the sharing of personal data.

- **Personalisation and user experience**, including the possibility of customising the services used, and the data shared, improving the overall experience; having a more personalised experience with only useful information aligned with our data; access to personalised recommendations for healthy and sustainable consumption, as well as personalised health and nutrition advice.
- **Societal value and sustainability**, referring to opportunities to generate increased societal value beyond commercial interests; including promoting healthy diets, fostering the sustainability of European (and world) food systems; generating more awareness among citizens and encouraging more sustainable consumption habits; and driving a positive impact on climate change mitigation and nature conservation.
- **Innovation opportunities by leveraging data**, in which the rules for using (personal) data could be more flexible with a clear and transparent use of data to increase innovation in strategic EU areas and making available tools and services that are free to use.

*The aforementioned information is available and further detailed in the joint report developed by the #Data4Food Cluster "What Helps and What Hurts When Sharing Data for Sustainable Food Solutions."*

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