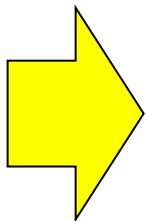


Background to the Formulation of Contract Guidelines on Data Utilization Rights ver. 1.0

- Technological innovations such as IoT and AI, etc. have led to a sharp increase in the amount of data being created as a result of business activities.
- Combining this data will create new value and boost companies' competitiveness. Open innovation through data sharing across industries is expected to generate innovative outcomes.
- Data is intangible and not subject to ownership under the Civil Code. Non-personal data may in principle be freely used—based on personal contracts, for example—except for legally protected intellectual property falling under copyright, trade secret or other legal statutes.
- However, data utilization rights (data ownership) are not necessarily properly or fairly specified in contracts depending on the nature of the data. In practice, data is being utilized without clarifying the particular associated rights.



- The Contract Guidelines were formulated to remove **hindrances to the smooth distribution of data, which are caused by the fact that data ownership is often not clarified among businesses.**
- The Guidelines **compile notable points concerning data sharing on the basis of data creation contribution level** and aim to encourage businesses to clarify data utilization rights by concluding proper contracts.