



Photo: Fairtrade NAPP

Ethical Data Sharing and Data Ownership at Fairtrade



FAIRTRADE



Co-funded by the European Union

Relevant for micro, small and medium and large traders or operators

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EUDR and ethical data sharing

The EU Deforestation Regulation (EUDR) is reshaping global supply chains by requiring transparent, traceable data on product origins—placing new responsibilities on producers. While EUDR brings data governance into sharper focus, the conversation around ethical data sharing and ownership at Fairtrade extends far beyond regulatory compliance. It raises critical questions about how farmers can retain control over their data—how it is collected, used, and shared. Fairtrade supports companies and producers in meeting EUDR requirements while building more equitable, transparent systems for ethical data ownership and sharing.

Fairness in data sharing

Data is not excluded from unfair power dynamics in global trade: this often leads to imbalances related as to who is responsible for its collection and who benefits it. In the context of EU Regulations in general, data is often one-sidedly demanded.

Fairtrade supports producers in being able to meet regulatory demands, actively working towards deforestation-free supply chains that respect all actors involved, their rights and their data.

Fairtrade system and ethical data sharing



Capacity Building: training, infrastructure and support in data collection, preparation and use. Fairtrade supports cooperatives to enhance data ownership, privacy and decision-making rights.



Cooperation with Satellites: Geospatial analysis combining satellite and field data to assess deforestation risk.



Data Ownership: small-scale producers retain full ownership of their data, they can share it freely and receive the analysis results from their collected data (benefit-sharing). Consent form requirement for data sharing between producers and companies.

... with the goal of ensuring deforestation-free supply chains, market access for small-scale producers, and the protection of their rights, data and livelihoods

Fairtrade Approach

Empowering Producers Through Ethical Data and Shared Responsibility

Fairtrade supports operators in meeting EUDR Article 11(1) which requires:

- (a) providing additional information, data, or documents;
- (b) carrying out independent surveys or audits; and
- (c) taking other measures related to the information requirements set out in Article 9, by enabling responsible data practices and strengthening producers' capacity.

Ethical data practices—such as ensuring farmer consent, clear data ownership, standardised collection methods, and transparent data-sharing protocols—improve how data is gathered, verified, and exchanged. As a result, information becomes more consistent, traceable, and trustworthy, reducing errors, strengthening auditability, and increasing confidence in compliance processes.

Further guidance material:
Data Requirements,
Decision Tree for Choosing Software

EUDR readiness with Fairtrade

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Is this helpful to you?
Please let us know!

