

The data portability conduct requirement (CR) was imposed under the UK's digital markets competition regime, which allows the CMA to place rules on the largest digital platforms which have been designated with Strategic Market Status. The CR requires Google to allow UK users to port their search data to authorised third parties.

What the CR says

The CR requires Google to provide authorised third parties with tools to facilitate the effective portability of UK consumers' search data (with that consumer's permission).

Data to which the CR relates

The CR provides for effective portability of data:

- that a UK consumer provides directly through their use of Google's general search services
- that a UK consumer provides and consents to be used by Google in the context of personalising its general search services

where that data is also within the scope of data covered by the API Google offers in the EU under the Digital Markets Act (DMA).

How we expect Google to comply

We expect Google to comply by continuing to make its DMA Data Portability API available to third parties in relation to UK consumers' data on the same terms and to the same standards as in the EU.

When this took effect

The CR has been in force since 17 September 2026.

Find out more



Website: [Google search data portability conduct requirement](#)



We welcome comments on your experience: searchsms@cma.gov.uk



Via your trade association