This workshop style teaching session will explain why it is now critically important that all stakeholders collaborate to maximize the re-usability of health data to improve the quality and safety of care, to accelerate research. We must in future be in the best position to quickly fill new knowledge gaps, as exemplified by the challenges of collecting large-scale intelligence during the COVID-19 pandemic. This talk will consider how to maximize the consistency of structure and coding, data quality and the interoperability of data between systems and countries so that data can be combined at the necessary scale to achieve these objectives. The session will examine some high-profile European initiatives that are establishing methods and infrastructures to enable data reuse, and what their success factors are. This workshop will also take a deep dive on the topic of data protection, and especially how this applies to the reuse of data for research. We will also examine the issues that influence societal trust in the reuses of data, especially by industry, and how we can best engage the public in guiding and supporting many beneficial uses of health data.