

## Europe halts geoblocking

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Negotiators for the European Parliament, the European Council and the European Commission reached an agreement on a geoblocking ban. With geoblocking, web shops could exclude visitors from other countries.

### “More judicial certainty”

The new legislation will be enforced at the end of next year and should simplify a consumer’s efforts to shop abroad. “Citizens will be able to buy their electronics, rent a car or book concert tickets online, abroad just like they can at home. Companies will have more judicial certainty about cross-border activities”, they said.

There are a few exceptions to the new legislation: everything related to copyright, like eBooks, tv shows, music and online games, are exempt from the new laws. These will all have to follow another piece of legislation, which will also become active by the end of next year.

### Shipping is not enforced

Sellers will not be forced to ship products to a customer. If the platform does not offer this service, the customer will have to pick it up in a store. This is Europe’s way to make sure that smaller retailers do not suddenly face huge costs

and burdens. Stores will also not be required to ask for the same price in every country, but customers will be able to browse abroad and look for the lowest price themselves.

The new legislation is yet another step towards a single European digital market, which should help it against outside influences like the United States and China.

"European consumers will enjoy a broader and often cheaper online range of products and services thanks to this treaty. Companies will also take full advantage of a broader customer base and will no longer have to be informed about member states' own legislation", MEP Anneleen Van Bossuyt told Datanews.