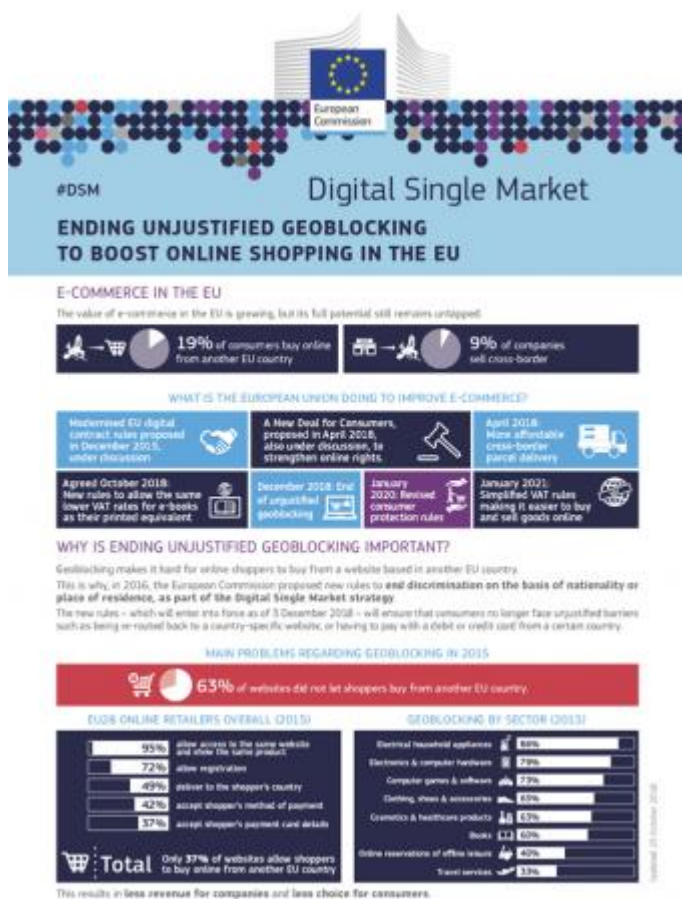


Ending unjustified Geoblocking to boost online shopping in the EU

Geoblocking makes it hard for online shoppers to buy from a website based in another EU country. This is why, in 2016, the European Commission proposed new rules to end discrimination on the basis of nationality or place of residence, as part of the Digital Single Market strategy. The new rules – which will enter into force as of 3 December 2018 – will ensure that consumers no longer face unjustified barriers such as being re-routed back to a country-specific website, or having to pay with a debit or credit card from a certain country.



European Commission - Ending unjustified Geoblocking

Factsheet: Ending unjustified Geoblocking to boost online shopping in the EU

Related topics

- Geo-blocking
- Shaping the Digital Single Market
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