

FACTSHEET

Your Choice by Default thanks to the EU's Digital Markets Act

Why the Digital Markets Act is important for you

As a consumer, through the Digital Markets Act (DMA), you are entitled to more choice by default, greater control over your data, better value when using apps and online services, and better search and shopping results since March 2024.

The DMA imposes clear rules to prevent unfair practices before they can happen. These rules require tech giants to fundamentally change business practices that have harmed consumers in the past and prevented new competitors from entering markets. By making it easier for newcomers to offer digital services, the DMA gives consumers more choice, fairer prices and encourages innovation.

What does the Digital Markets Act do for you?

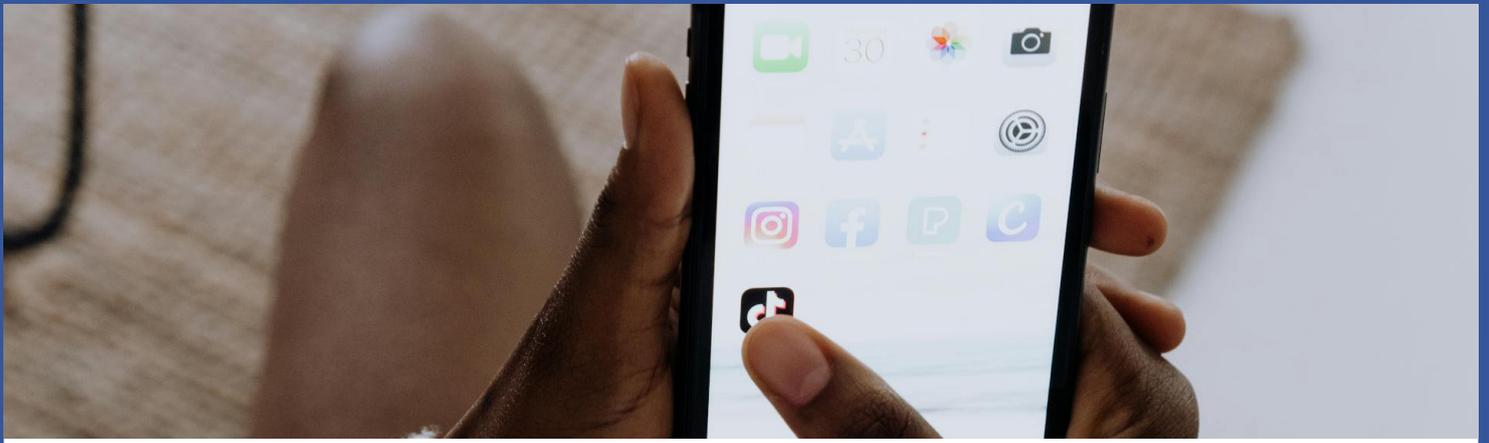
The DMA applies to very large technology companies which provide 'core platform services', such as search engines, social networks or marketplaces. They must comply with certain requirements to prevent them from abusing their market power.

These include ensuring that mobile devices are interoperable with hardware from third-parties, allowing consumers to uninstall preinstalled apps, or banning them from unfairly giving preference to their own products and services.

We can already see the first concrete changes benefitting consumers across Europe as a result of the DMA:

- You have **more choice and control on iOS devices over which default apps you want to use**. For example, you can now choose which navigation, email or wallet app to set as the default option on your devices, which may be different from those that came preinstalled.
- You can now **choose** from a neutral list **which default browser to use** that best fits your needs as part of setting up your iOS device.
- You are **no longer forced to use certain services to gain access to another service** offered by the same gatekeeper. For example, having a Google or Instagram account no longer requires having a Gmail or Facebook account respectively.
- **Gatekeepers must not tie certain services** they provide, e.g. payment solutions, to the **use of their core services**. As a result, in Germany you can now use PayPal rather than be forced to use Apple Wallet on iOS.
- Users will be able to **message contacts on WhatsApp if they use services like BirdyChat or Haiket**. More services may soon use this interoperability feature.
- Android and iPhone users can share files between their devices as **Android's Quick Share is enabled to interoperate with Apple's AirDrop**.

And this is not all. If gatekeepers play by the rules, the DMA will lead to even more benefits.



Consumer choice as the default setting

More improvements to online products and services continue to roll out as gatekeepers develop new features to comply with the DMA. In an ideal future, consumer choice becomes the default setting, and more products and services become interoperable.

What could that look like?

- Have a better choice of apps and app stores on both Android and iOS devices.
- See alternative (cheaper) offers outside the Play Store or App Store on iOS or Android devices.
- See the best results for you when searching online - not just the ones that the search engine wants to prioritise.
- Send messages between an even broader range of chat platforms, so you can reach people no matter which app they use.
- Use different payment solutions across Europe, no matter your device.
- Being able to see updates from friends using different social networks.
- Fewer price restrictions imposed by the gatekeepers on online marketplaces.
- An end to the tying of certain services.
- Making it easier to unsubscribe from certain services.
- Have more of a say over what happens with your personal data when using services belonging to gatekeepers.

However, we are not there yet. That is why consumer organisations across Europe continue to review gatekeepers' compliance and encourage the European Commission to strongly enforce the law.

