

Enjoy your new digital rights across Europe during summer holidays

This summer, European citizens will enjoy more digital rights than ever before. Following the end of roaming charges across the European Union last year, holidaymakers can now travel with their online TV, film, sports, music or e-book subscriptions at no extra cost. In addition, everyone across Europe can enjoy world-class data protection rules that ensure all Europeans have better control over their personal data.

Andrus **Ansip**, Vice-President for the Digital Single Market said: *“Europeans are already starting to feel the benefits of the Digital Single Market. This summer you will be able to bring your favourite TV programmes and sports matches with you wherever you travel in the EU. By the end of this year, you will also be able to buy festival tickets or rent cars online from all over the EU without being geo-blocked or re-routed.”*

Věra **Jourová**, Commissioner for Justice, Consumers and Gender Equality added: *“The digital world offers tremendous opportunities, but also challenges; for example, our personal data is a useful asset for many companies. With the modern data protection rules we have put in place, Europeans have gained control over their data whenever they shop, book their holidays online or just surf the internet.”*

Mariya **Gabriel**, Commissioner for the Digital Economy and Society said: *“We are improving the daily life of our citizens, be it end of roaming charges or safer online environment. By completing all our digital initiatives we will bring even more positive change to consumers and businesses alike.”*

Digital rights already in daily use

- Since June 2017, people have been able use their **mobile phones while travelling** in the EU just like they would at home, without paying extra charges. Since the [EU abolished roaming charges](#), more than five times the amount of data has been consumed and almost two and a half times more phone calls have been made in the EU and the European Economic Area.
- Since April 2018, consumers can **access online content services** they have subscribed to in their home country also when travelling across the EU, including among other films, series and sports broadcasts (see examples in [factsheet](#)).
- Under the new **data protection rules** which have been in place across the EU since 25 May 2018, Europeans can safely transfer personal data between service providers such as the cloud or email; everyone now has the right to know if their data has been leaked or hacked, or how their personal data is being collected. Furthermore, with the ‘right to be forgotten’, personal data has to be deleted upon request, if there are no legitimate reasons for a company to keep it.
- Finally, with the **net neutrality rules** applying since spring 2016, every

Europeans have access to open internet, guaranteeing their freedom without discrimination when choosing content, applications, services and information of their choice.

Coming soon

With some digital rights already in place, there is more to come in the upcoming months. From September, Europeans will have increasingly the right to use their national electronic identification (eID) across the whole EU to access public services.

As of December, everyone will benefit from the **free flow of non-personal data**, as they will have access to better and more competitive data storage and processing services in the EU, thus complementing the free movement of people, goods, services and capital. Entrepreneurs meanwhile will have the right to decide where in the EU they store and process all types of data.

As of 3 December, Europeans will be able to **shop online without unjustified discrimination** wherever they are in the EU. They will not have to worry about a website blocking or re-routing them just because they – or their credit card – come from a different country.

As of next year, citizens will be able to compare parcel delivery costs more easily and benefit from more **affordable prices for [cross-border parcel delivery](#)**.

Agreed rules on **value added tax for e-commerce** will allow entrepreneurs to take care of their cross-border VAT needs in one online portal and in their own language.

With the recently agreed [European Electronic Communications Code](#), Europeans will have the right to switch internet services and telecoms providers in a simpler way. They will also have the right to receive public alerts on mobile phones in case of an emergency. The new rules will also guarantee a better and more affordable connectivity across the EU.

With the [updated rules for audiovisual media](#), Europeans will have the right to a safe online environment that protects them from incitement to violence, hatred, terrorism, child pornography, racism and xenophobia.

Background

The [Digital Single Market strategy](#) was proposed by the Commission in May 2015 to make the EU's single market fit for the digital age – tearing down regulatory walls and moving from 28 national markets to a single one. This has the potential to contribute €415 billion per year to our economy and create hundreds of thousands of new jobs.

Three years later, the strategy is well on its way: 17 legislative proposals have been agreed on, while 12 proposals are still on the table. There is a strong need to complete our regulatory framework for creating the Digital Single Market. Thanks to this the value of Europe's data economy has the potential to top €700 billion by 2020, representing 4% of the EU's economy.

For More Information

[Digital Single Market](#)

[Factsheet: A Digital Single Market for the benefit of all Europeans](#)

[Factsheet: Creating a Digital Single Market – European Commission actions since 2015](#)

[Factsheet: EU Budget for the Future – Digital Transformation 2021-2027](#)

[Data Protection – benefits for citizens](#)

[Blog post by Vice-President Ansip: Getting ready for summer in Europe with more digital freedom](#)