
Did you get “geo-blocked” on Black Friday and Cyber Monday this year?

According to a European Commission survey the majority of websites do not let consumers buy from another EU country[1].

Traders use various practices restricting online cross-border sales based on nationality, residence or place of establishment.

These discriminatory practices can occur both online and off-line and include: denying delivery to customers from other Member States, declining foreign payment cards, automatically re-routing foreign customers to the version of the website tailored to their home country.

A new EU Regulation aims to put an end to unjustified geo-blocking, creating new opportunities for customers and businesses across the EU. The Regulation (EU) 2018/302[2] (“the Regulation”) took effect on 22 March 2018 in all EU Member States and applies from 3 December 2018.

Experts :



Virginie LIEBERMANN

COUNSEL

Avocat à la Cour, Member of the Luxembourg Bar, 2008