

EMOTA Guidelines on Geoblocking

The EU has introduced a new [law](#) which restricts geoblocking. The regulation enters into force on 3 December 2018 and is applicable to webshops.

EMOTA has prepared a brief Q&A for the use of Members. For further consultations, the Secretariat also recommends to directly consult the extensive [Q&A](#) published by the Commission.

Does Geoblocking Regulation mean that I have to sell in all Member States?

No. It is the trader's choice where to sell.

Do I need the same prices for all countries?

No. You can determine the prices for different countries.

Can I automatically reroute my clients to a specific version of my website?

No, not anymore. You need explicit consent of the consumer. It is possible, however, to reroute the customer the next time when the consent has been already given.

Do I need to ship to and accept returns from all over Europe?

No. You can ship & accept returns to and from where you choose.

What payments do I need to accept?

If you accept one payment method of one brand, then you have to accept them from all EU countries (EEA?) . (e.g. Visa debit or Mastercard Credit)

Which linguistic options do I need for customer service?

The Regulation does not oblige you to adapt your goods to the needs of another national market, nor to provide user manuals, instructions and other product information in a particular language. National law of certain Member States may however oblige you to provide contractual information in the language of that Member State when selling online. [At the moment this is the case in BG, HR, CY, DK, EE, FR, IT, LT, MT, PL, PT, RO, SI and ES.]

Are any sectors exempt from the Regulation?

Yes, services in the field of transport (e.g. flight tickets), retail financial services and audiovisual services (e.g. broadcasts of sports events) are exempted.

Does the Geo-blocking Regulation affect in any way the VAT I have to collect?

The Regulation does not affect VAT. This means that VAT is charged in the Member State where the services are provided or goods are supplied in accordance with the VAT rules. The existing exemptions for SMEs and other exemptions remain valid and are not affected by the Geo-blocking Regulation.