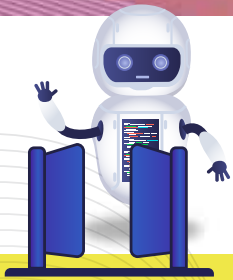




DIGITAL MARKETS ACT: YOUR RIGHTS AS A BUSINESS



Your business opportunities in the EU

The Digital Markets Act (DMA) opens gates for your business that have remained closed so far. As a business operating in the EU digital landscape you can benefit from this groundbreaking legislation.

Know your key rights under the Digital Markets Act

The DMA creates a range of new opportunities and rights for businesses in the EU. Make the most of them. Here are your key DMA rights:

APP DISTRIBUTION

The DMA unlocks closed ecosystems

You have the right to run your own app store; distribute your apps through alternatives appstores; and sideload your apps on all designated OS (iOS, Android mobile and Windows PC). You can communicate directly and freely with your customers. As an app developer you have more opportunities for your apps to become blockbusters.

ENSURING FAIR PLAY

The DMA addresses conflicts of interest

Data generated by your business on designated BigTech platforms won't be used by them to outcompete you.

EFFECTIVE ACCESS TO DATA

The DMA gives you back your data

Gain valuable insights from your data. With access to data generated by your services or user interactions on gatekeeper platforms, including performance metrics and user behaviour, you're equipped to make informed decisions. Users can also authorise you to port their data. Access this data in real-time and free of charge!

INTEROPERABILITY

The DMA unlocks OS features

You can develop and offer innovative services to users of designated OS (iOS, Android mobile and Windows PC). You will no longer be unfairly blocked. Gatekeepers must allow interoperability free of charge.

FAIR RANKING

The DMA levels the playing field

BigTech's designated platforms can no longer unfairly promote their own products or services above yours in search results or ads.

FAIR SALES TERMS

The DMA lets you run your business more freely

Take charge of your pricing strategy on designated gatekeepers' platforms! Bid farewell to restrictive conditions dictating your pricing practices elsewhere.



What can you do if this does not happen?

Inform the Commission

You can inform the Commission or your National Competition Authority about the platform's unfair actions. They have ways to take action if needed.

Go to Court

You can also take legal action in front of a national court in the EU.

Make the most of the DMA

The DMA levels the playing field and makes the digital business environment fairer and more open.

It is now up to you to make use of these new tools and seize new business opportunities!

For more information on your rights under the DMA and contact details, visit the DMA website via the QR code.

