

# Apple is the first technology company to violate European regulations

On June 24, 2024, the European Commission announced that Apple's App Store prevents app developers from directing consumers to alternative content channels, making it the first technology company to be fined. alleged violation of the European Union's Digital Markets Act (DMA).

In addition, a new investigation into Apple's "core technology fees" was also conducted by the European Commission and found that the company did not comply with the DMA.



It stands to reason that AppStore regulations do not allow app developers to communicate freely with their users, said Internal Market Commissioner Thierry Breton. And this violates the DMA.

Apple has not commented on the EU's announcement.

Formal charges against Apple for non-EU compliance are expected by the end of March 2025. And if these allegations do not change, it will pave the way for imposing fines.

For Apple, the new EU regulations are a significant challenge to the company's closed ecosystem. Apple believes that DMA creates greater privacy and security risks for users.

Apple can now access the Commission's investigation files and provide a response to the above allegations.

The DMA, which took effect last year, requires gatekeepers such as Apple, Alphabet, Meta and Microsoft to relax policies to promote competition to make the digital sector more competitive and fair. One of the impacts of the DMA is to allow developers to launch third-party app stores in the App Store or Google Play.

Under the new law, the Commission has the power to fine up to 10% of a company's total global turnover, and 20% for repeat offenders.

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