



Digital Market: a level playing field for EU Tech sector

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What does the future look like?

DIGITAL

Data is the new oil





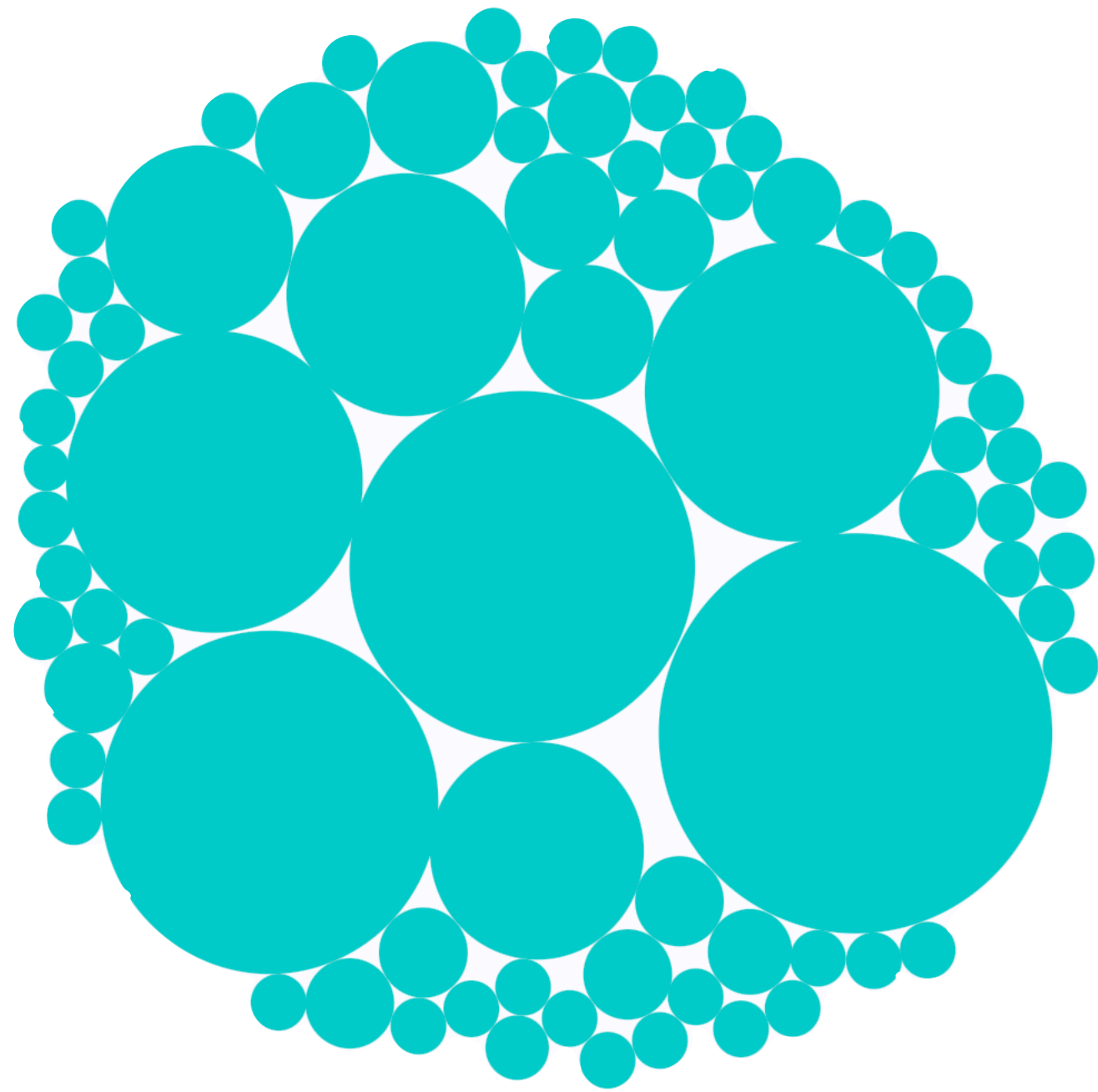
Mark Andreessen

founder of Netscape,
renowned Venture Capitalist
Andreessen-Horowitz

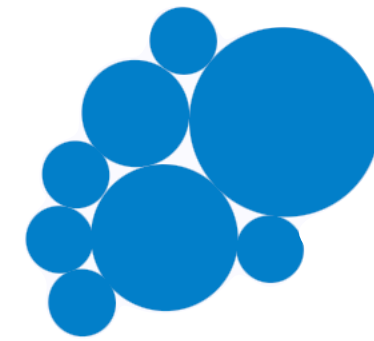
**Software is eating the
world, in all sectors**

In the future every
company will become a
software company

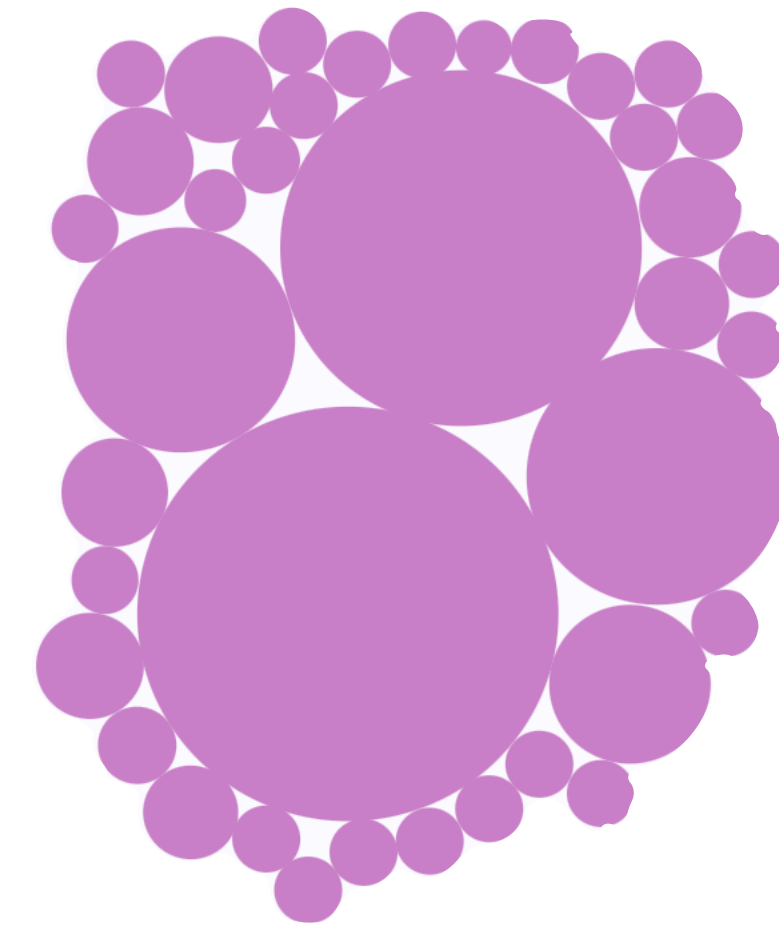
Where is our data today?



USA



EU



China



Digital Sovereignty

What is digital sovereignty?

Digital Sovereignty or Cyber Sovereignty is the degree of control an individual, organization or government has over the data they generate and work with at local or online platforms

Strategic risk: social

Loss of control over data represents a strategic risk for our society. individuals, businesses and governments are surveilled and their data is monetized by foreign corporations

Strategic risks: political

When societal debates take place on platforms owned by corporations and hosted in countries with a vested interest, how can we trust the results?

Strategic risks: commerce

When nearly all commerce flows through a few select platforms these platforms control the prices and capture most value.

Strategic risks: innovation

Innovation on new technologies in machine learning and big data analysis depend on vast data treasures that are not available to domestic businesses.



Current legal situation

International Safe Harbor Privacy Principles

The International Safe Harbor Privacy Principles or Safe Harbour Privacy Principles were principles developed between 1998 and 2000 in order to prevent private organizations within the European Union or United States which store customer data from accidentally disclosing or losing personal information.

Introduced 2000

Schrems I

In 2015 the Court of Justice of the European Union declared Safe Harbor as invalid

EU-US Privacy Shield

The EU–US Privacy Shield was a framework for regulating transatlantic exchanges of personal data for commercial purposes between the European Union and the United States.

Introduced 2015

GDPR

The General Data Protection Regulation 2016/679 is a regulation in EU law on data protection and privacy in the European Union

Introduced 2016

Cloud Act

The Clarifying Lawful Overseas Use of Data Act or CLOUD Act is a United States federal law enacted in 2018

Schrems II

At the 16 July 2020 the Court of Justice of the European Union declared the EU–US Privacy Shield invalid

Currently GDPR and Cloud Act are
incompatible

Will the situation solve itself?

The EU is working on the new regulations like the **DSA**, **DMA** and the **'Data law'**

US Senate is discussing the **'The Lawful Access to Encrypted Data Act'**



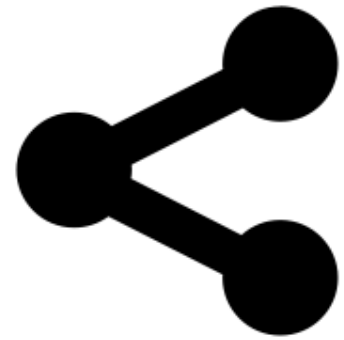
What can we do?

**We need an equal playingfield and
and protection of our European
values**

1. Our values

User Data Manifesto 2.0

Defining basic rights for people to control their own data in the internet age



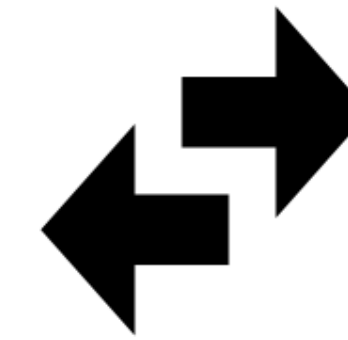
Control over user data access

Data explicitly and willingly uploaded by a user should be under the ultimate control of the user. Users should be able to decide whom to grant direct access to their data and with which permissions and licenses such access should be granted.



Knowledge of how the data is stored

When the data is uploaded to a specific service provider, users should be informed about where that specific service provider stores the data, how long, in which jurisdiction the specific service provider operates, and which laws apply.

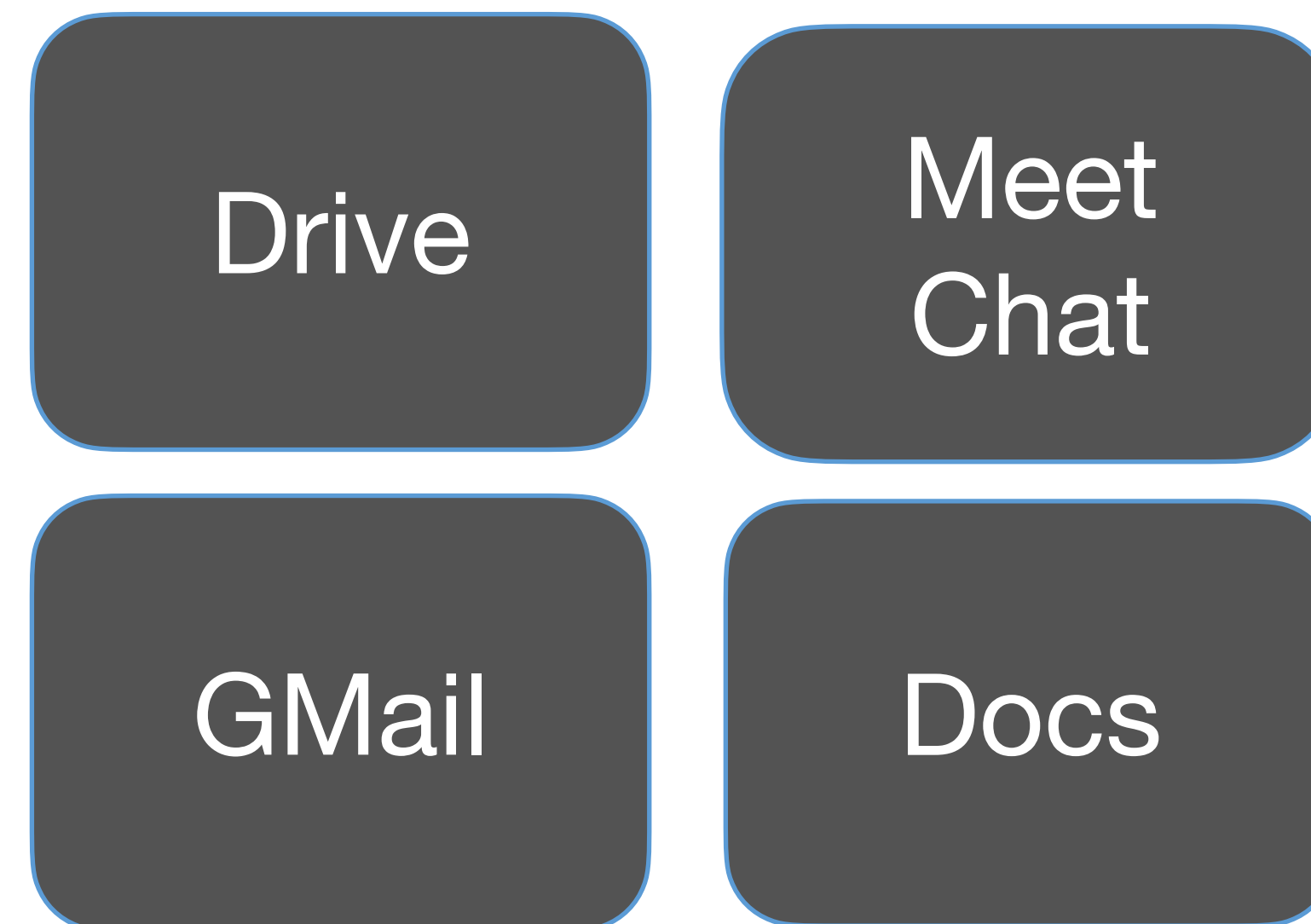


Freedom to choose a platform

Users should always be able to extract their data from the service at any time without experiencing any vendor lock-in. Open standards for formats and protocols are necessary to guarantee this.

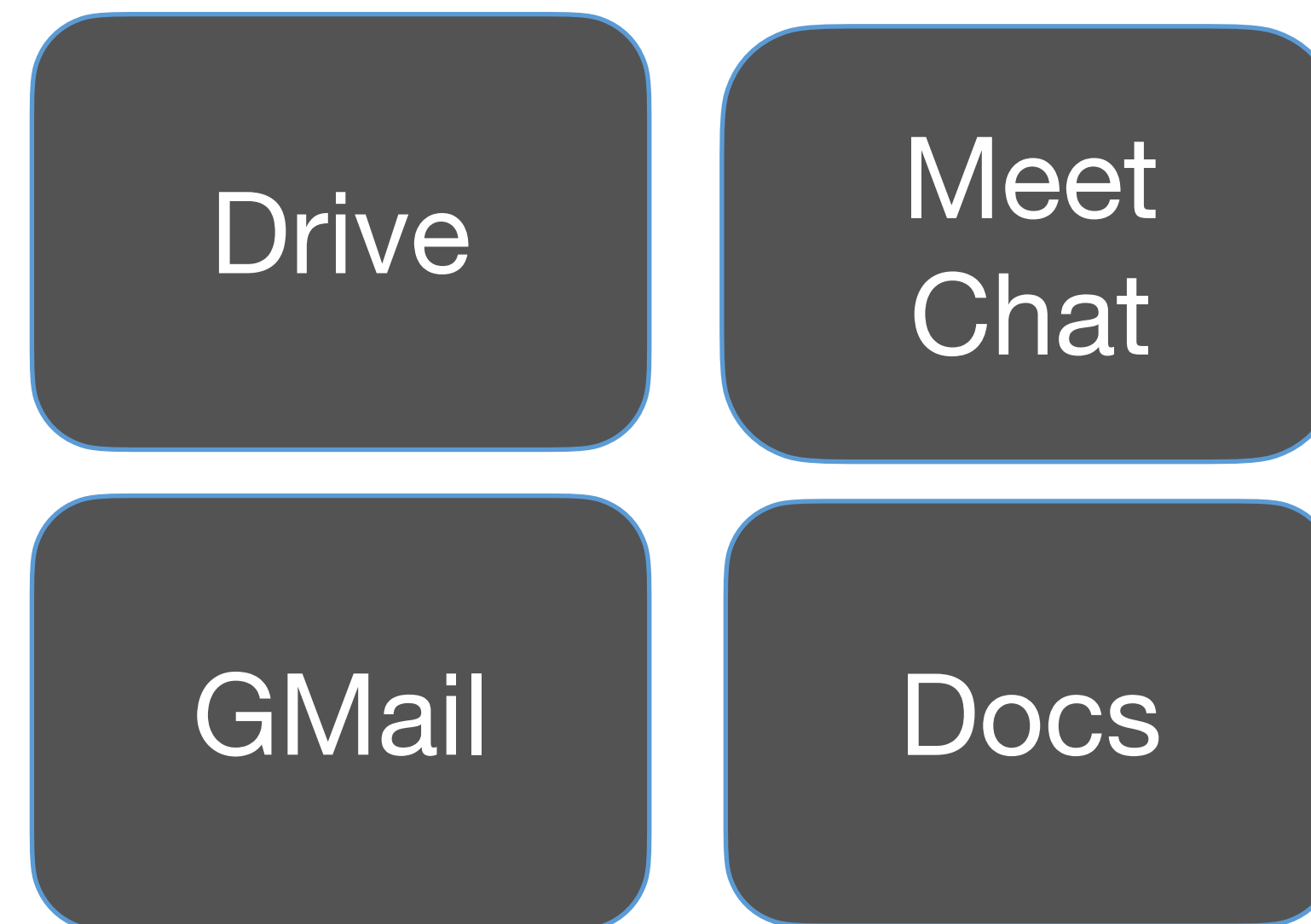
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2. Full Open Source alternative to US SaaS











OneDrive

Teams

Files

Talk

Drive

Meet
Chat

Outlook

Office

Groupware

Office

GMail

Docs

3. Standards / Certifications



Username or email	
Password	

Log in

[Forgot password?](#)

[Log in with a device](#)



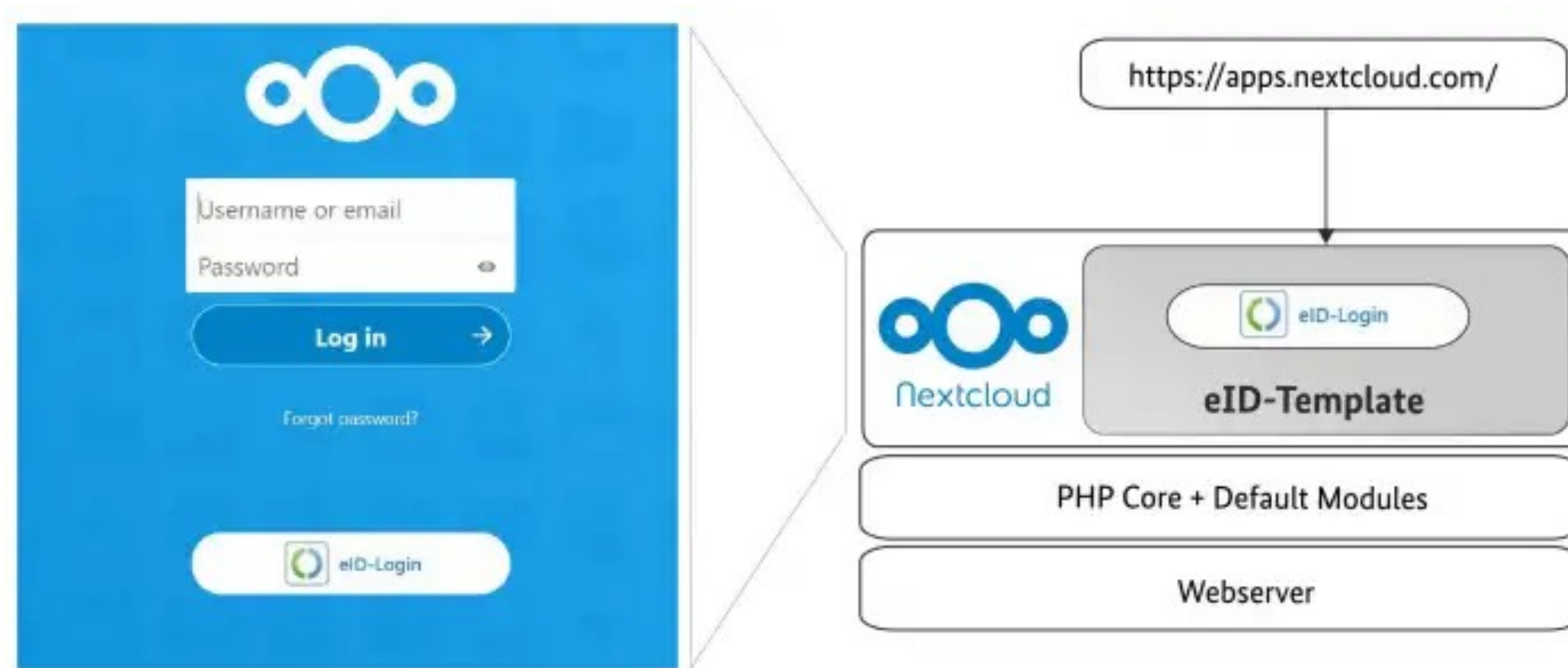
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4. Integrations



Federal Ministry
of the Interior



Nextcloud integration with European ID cards

5. Political lobbying



6. Fight Antitrust



Coalition for a level playing field



EU tech sector fights for a Level Playing Field with Microsoft

Big Tech is harming EU consumers and businesses

Microsoft is integrating 365 deeper and deeper in their service and software portfolio, including Windows. OneDrive is pushed wherever users deal with file storage and Teams is a default part of Windows 11. This makes it nearly impossible to compete with their SaaS services. In the wider context, you see that over the last years, Microsoft, Google and Amazon have grown their market share to 66% of the total European market, with local providers contracting from 26% to 16%. Behavior like this is at the core of this growth of the tech giants and has to be stopped.

This is a similar situation than in the late 90s when Microsoft bundled Internet Explorer with Windows to compete with Netscape. This is not an incident. Other Big Tech firms like Google and Amazon are doing the same thing and the EU should take a stand.

Our demands

The companies in this coalition say: this behavior is harming the IT industry and is limiting customer choice. We want government to take action and force Microsoft to allow for a level playing field.

We demand the EU ensures:

- No gate keeping (by bundling, pre-installing or pushing Microsoft services) for a level playing field.
- Open standards and interoperability that make an easy migration possible. This gives consumers a free choice.

Consumers should have a free choice and competition should have a fair chance!

Anti-competitive behavior complaint

Microsoft targeted in antitrust complaint to EU over OneDrive

German software company says Microsoft 'pushes' its file-hosting service OneDrive in Windows.

Most Read Articles

1. EU countries prepare shift to 'person-based' travel rules

Handelsblatt

SOFTWAREFIRMA

Nextcloud reicht beim Kartellamt Beschwerde über Microsoft ein

Die Softwarefirma will einem Medienbericht zufolge das Bundeskartellamt prüfen lassen, ob Microsoft eine marktbeherrschende Stellung einnimmt.

26.11.2021 - 13:28 Uhr • [Kommentieren](#) • [Jetzt teilen](#)



Konzerne

Deutsche Softwarefirma beschwert sich beim Bundeskartellamt über Microsoft

26.11.2021, 13.06 Uhr • aus [DER SPIEGEL 48/2021](#)





Bundeskartellamt



Microsoft



Questions?

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