🧠 Mind Map: EU Fines Apple & Meta for DMA Violations

EU European Union

- **Body Involved**: European Commission (Executive body)
- **Law Cited**: Digital Markets Act (DMA)
  - Goal: Ensure fair competition in digital markets
  - Focus: Anti-steering (Apple) and user data choice (Meta)

🍎 Apple

- **Fine**: €500 million ($571 million)
- **Violation**:
  - Failed "anti-steering" compliance
  - Prevented developers from promoting alternatives to App Store
- **EU Orders**:
  - Remove restrictions
  - Stop non-compliant behavior
- **Apple's Response**:
  - Plans to **appeal**
  - Claims: EU is **unfairly targeting** Apple
  - Concerns: Privacy, security, forced tech sharing
  - Cited: Extensive efforts to comply, shifting regulations

📘 Meta (Facebook & Instagram)

- **Fine**: €200 million ($228.4 million)
- **Violation**:
  - Forced users to **consent to data sharing** or pay
  - Linked to **paid subscription model** (launched Nov 2023)
- **EU Concerns**:
  - Infringement of user rights
  - Restrictive personalization options
- **Meta's Response**:
  - Claims EU is **discriminating** against American firms
  - Argues imposed changes hurt business and users
  - Suggests economic harm to European businesses
- **Regulatory Follow-up**:
  - Cease-and-desist order issued
  - 60-day compliance window
  - Ongoing assessment of less-personalized ad option

US US Response

- **President Trump**:
  - Imposed "reciprocal" tariffs:
    - Initially 20% → reduced to 10% temporarily
    - Aimed to defend U.S. tech companies
  - Criticizes EU's actions as "overseas extortion"
  - Context: Retaliation for EU regulatory actions

🔁 Linkages & Impacts

- **Transatlantic Tensions**:
  - US–EU trade conflict risk rising
  - Tariff implications for broader economy
- **Tech Regulation Trends**:
  - EU actively setting global precedents
  - Pushback from U.S. companies on regulatory overreach
- **User Impact**:
  - App Store experiences
  - Ads and privacy controls

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