

# Tech, Creative, Fashion

## Example include:

Designers, artists, app and software developers, web designers, e-service providers, ISPs, online sellers, platform providers, content hosts, gaming businesses, e-learning providers, website hosts

### Key facts

- 1 Providing e-services to EU customers, and importing and exporting may be different when the UK's relationship with the EU changes
- 2 Future long-term assignments in Europe may be affected by local rules

How you buy and sell products, services and e-services from and to the EU may be different in the future. Hiring people from EU countries will also change. For a period of time we will not know the details of our new relationship with the EU. Therefore, businesses are advised to consider their activities and look at what trading under a base-line scenario of World Trade Organization rules would potentially mean for their margins.

### People

- EU nationals currently in the UK can apply for (pre-)settled status under the Settlement Scheme
- From 2021, future EU staff will need to apply under a points-based immigration system if they want to work here

- UK nationals **travelling** to the EU will require a passport that is valid for at least 6 months and can stay for a maximum of 90 consecutive days
- **Employed and self-employed workers** carrying out an assignment in Europe may be subject to local (employment) and immigration rules
- **Roaming charges** may apply to UK customers using their devices in the EU

### Trade

- **Import and export of goods** may attract tariffs and will be subject to customs controls
- This includes taking items such as samples or equipment temporarily to the EU

### Regulation

- The legal basis for holding **personal data** from EU customers will eventually become a problem
- eu domain names can no longer be registered by UK citizens and businesses
- B2C **e-commerce** rules will change from UK rules to the rules in the country of your client
- UK **digital service providers** will need a representative in the EU if offering digital services to the EU
- **Owning or running a business in the EU** may mean different requirements, depending on the sector and country in which the business is operating

- Business in the **audiovisual media sector** may find that their services require licences or registration for content to be seen in Europe
- There will be a difference between new UK and EU rules on hosting content

### Other

- Your existing **EU Trade Marks and Designs** will be treated as a UK trademark and new UKTMs and Designs will be generated, while keeping your EUTMs and Designs
- **VAT:** The place of supply of digital services will be where the customer is located and the €10,000 (£8,818) threshold to sales in the EU will no longer apply. Business have to either:
  - VAT register in one EU country and use the VAT Mini One Stop Shop (VATMOSS) to sell in the rest of the EU;
  - or register in all the different countries of their customers;
  - or use the Non-Union VATMOSS scheme
- **ERDF projects** agreed before programme closure end of 2020 are all guaranteed by the Government
- The Government will cover payment of awards obtained from the **Creative Europe** fund for the lifetime of the project.

- The Government guarantees **Horizon2020** bids submitted before exit day and applications after exit day that are open to non-EU countries ('third country') for the lifetime of the project. EIC Accelerator grants can only be guaranteed if submitted before exit day

### To do

#### People

- Support and encourage current EU staff to apply for (pre-)settled status. Check out the [Settlement Scheme Employer Toolkit](#)
- Read the information on future recruitment of EU staff: [European Temporary Leave to Remain](#) and a [new immigration policy](#)

#### Trade

- Find out what [selling goods to EU countries](#) will mean
- Find out what [buying goods from EU countries](#) will mean
- Register for [transitional simplified procedures](#) for imports from the EU
- Check out [temporary changes to tariffs on import](#)
- Call the UK Export/Import helpline for support: 0300 3301 331

## Regulation

- Check the [ICO guidance on GDPR post Brexit](#)
- Look into [licensing requirements](#) and ensure you comply with [EU rules around audiovisual media](#) if you have European customers
- Anticipate new [Government](#) and [EU plans](#) on hosting content
- Check if your IP will be affected by Brexit
- Check what it means to [provide services in EU countries](#) after Brexit
- Understand changes to your [VAT](#) obligations and [what it means to trade as a business from a non-EU country with regard to VAT](#)
- Register your Horizon 2020 project at the [UK Research and Innovation portal](#)

Check the [get ready for Brexit business tool](#) and the [EU Preparedness Notices](#) for all other questions on EU exit and your sector.

## What's next?

If an exit agreement is ratified, data flows and provision of services under EU rules will continue as normal for at least a year during an 'implementation period'. In the event that there is no implementation period, the commercial environment will change faster and we will trade with the EU under WTO rules. In the longer term, an adequacy decision on personal data, as well as a Security and Information Agreement will lay down the final conditions for UK-EU data flows.

**For more information on trading with the EU, contact:**

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