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The telecoms regulator Ofcom recently announced proposals aimed at addressing the risks of using smartphone data abroad, as some customers face unexpectedly high bills on their return. But there is no reason to delay acting on "rip-off roaming" charges as easySim.global, a new Portsmouth based provider of low-cost travel data, offers travellers immediate protection from bill shock with great value eSIM's covering 150+ countries worldwide.

The lack of understanding around roaming charges is widespread, as Ofcom's research found that 19% of holidaymakers[1]
did not know they could face extra charges when using their mobile abroad. Consequently, the regulator has begun consultation on its proposals to alert UK travellers to the costs of data roaming abroad, and a final decision on forcing mobile networks to warn their customers about roaming charges is expected next year.

However, these proposals to tackle "rip-off roaming" do nothing to help holidaymakers this summer, nor has the regulator any power to force networks to lower the charges faced by UK smartphone users abroad. The answer to costly international data roaming charges is a travel data eSIM bought online from easySim.global, which is part of the easy® family of companies, so it can be relied on to deliver exceptional value for consumers.

Since Brexit, EU regulations forcing UK networks to provide "roam like at home" terms to all mobile customers travelling within the EU (and EEA countries) ceased to apply. “Roam like at home” was popular with customers using data in summer holiday destinations such as France, Spain and Croatia, giving confidence that any usage came from their monthly allowance.

These protections no longer apply, with most major UK networks now imposing daily charges for data usage in the EU. Cost-conscious UK holidaymakers travelling to EU countries can save with an eSIM from easySim.global even over short trips, with a 1GB eSIM for Spain (and covering 34 other European countries) priced at only £3.50, with a 7 day validity. easySim's bigger bundles offer even greater savings over longer stays, such as 5GB of travel data for Spain at only £10, valid for 30 days.

Roaming costs outside the EU have never been regulated and continue to present the highest risks to UK smartphone users. Visitors to popular destinations such as Turkey, USA and Dubai can face extortionate "out-of-bundle" charges for data from UK networks, leaving them to rely on unsafe Wi-Fi connections in hotels and cafes or to disable data roaming, meaning no more apps. Some people simply switch off their phones altogether and cannot be contacted at all. An eSIM from easySim.global can be installed instantly on the majority of smartphones simply using a QR code sent by email.

Ofcom suggests SMS alerts are sent to users clarifying the charges they face as they arrive in a new country, along with any limits and fair usage data caps that apply[2]. While this move is welcome, it has to be recognised that many networks already offer similar information, albeit with out-of-bundle tariffs often found deep inside company websites in contract small print. easySim believes that the key issue to the consumer is the cost of "rip-off roaming" and will remain so regardless of the regulations, which is why it is taking on the "big boys" of the UK mobile networks with low cost travel data eSIMs - compare our prices for your holiday destination here.

easySim.global Director Jim Guest says of the Ofcom proposals:

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"It's good to keep customers informed by text about their exposure to roaming charges, and I've long felt that international data tariffs are unnecessarily complex and can be hidden away. But the main issue with out of bundle roaming is that the networks make it too expensive, so it will pay to get a travel data eSIM from easySim.global regardless of any new regulations. Ofcom can't change the prices networks charge for data abroad, and our roaming rates are competitive around the world."

Aside from offering great value, all easySim bundles allow connection speeds up to 5G (where available) and allow for tethering to devices such as laptops, making them ideal for business travel or staying in touch with the office when you are away. easySim customers can also connect to multiple Tier One networks in most countries, giving the best coverage and choice wherever you roam.

How to get started

Check your phone is eSIM compatible then register for the service at www.easySim.global and purchase the right data bundle for your destination. You will receive a QR code by email which you use to activate your eSIM.

Notes to editors

- easySim.global provides prepaid data eSIMs giving access to local Tier 1 mobile network operators worldwide.
- easySim.global's roaming service is data only and does not provide voice calls or SMS, but calling and messaging is supported through popular apps such as WhatsApp, Facetime, Messenger etc.
- The full list of supported countries can be found here.
- The full list of eSIM compatible phones can be found here.
- Users will be required to change their phone settings to set the eSIM as the default data service while abroad.
- Customer support is provided online 24/7 using the contact form on the easySim.global website here.
- For further information on easySim.global contact Jim Guest by email to

  jg@easysim.global or call him on +44 (0)23 9277 8833.
- Join easySim.global on Facebook, Instagram and Linkedin.
- Download a PDF copy of this news release:

[1] [2] New mobile roaming alert protections for UK holidaymakers" Ofcom 20/7/23 https://www.ofcom.org.uk/news-centre/2023/new-mobile-roaming-alert-protections

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