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Top 20 European Alternatives to Major US Technology Services: You Could Change Right Now

Top 20 European Alternatives to Major US Tech Services: Secure, Private, and GDPR-Compliant Solutions



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Introduction: Why Search for European Alternatives

Though their services pose questions about privacy, data sovereignty, and regulatory compliance especially in Europe US tech behemoths like Google, Amazon, and Microsoft rule the internet. Many consumers and companies are searching for solutions that keep their data safe and inside the EU as GDPR enforces tougher data protection requirements.

Rising European tech startups are providing open-source, privacy-first, regulation-compliant solutions. Changing helps you evade US surveillance rules, improve data security, and support businesses that put openness above profit.

Across cloud storage, email, social networking, and more, this article investigates 20 European options.



Top 20 European Alternatives to Major US Technology Services

Note on UK-Based Services:

While the United Kingdom is no longer a member of the European Union, I have included UK-based tech companies in this list due to their continued alignment with European data privacy standards, strong regulatory frameworks, and substantial market overlap with the EU. Many UK services maintain GDPR-equivalent protections or adhere to them voluntarily to serve EU users compliantly.

2. Computing and cloud storage:

From massive corporate operations to personal file storage, cloud services run everything. Though US behemoths like Amazon Web Services (AWS), Google Cloud, and Microsoft Azure rule the sector, there are strong

European alternatives that give data sovereignty, GDPR compliance, and privacy-first policies first priority.

Leading European Alternatives:

- With an eye toward security and sustainability, **Scaleway** (France) is a cloud provider of virtual machines, storage, and artificial intelligence tools.
- One of the biggest cloud providers in Europe, **OVHcloud** (France), is well-known for scalable hosting options and rigorous EU data protection law compliance.
- German cost-effective cloud and dedicated server supplier **Hetzner** has strong privacy standards and European data centers.
- **UpCloud** (Finland)—A high-performance cloud hosting provider with a strong focus on speed, reliability, and developer-friendly features.

These firms provide performance on par with the large players and guarantee that your data stays within the EU, therefore lowering exposure to US surveillance rules like the CLOUD Act.

3. Search engines:

Though it gathers enormous user data for tailored ads, Google rules search. European search engines provide choices free from tracking your queries or data sales if you wish for more anonymity.

Best European Alternatives:

- Designed with privacy in mind, **Qwant** (France) does not track users or limit search results depending on past behavior.

- **Ecosia** (Germany) puts privacy first and funds tree-planting initiatives with ad income.

Both give strong search results free from the massive data profiling Google depends on.

4. Email Systems:

Although Outlook and Gmail are handy, US laws govern both of them, and they examine emails for data collection. Under GDPR, European alternatives give end-to-end encryption and data protection top priority.

Best European Alternatives:

- **Proton Mail (Switzerland)** is an encrypted email service designed to keep your messages secret even from Proton itself.
- German secure email company **Tutanota** has open-source programming, complete encryption, and a strong privacy attitude.

These services guarantee that your emails stay secret and unreachable to third parties.

5. Social Media & Messages:

Massive personal data is gathered by social media and messaging apps such as Facebook, WhatsApp, and Twitter (now X). European substitutes stress user control, decentralization, and privacy.

Top European Alternatives:

- Germany's **Mastodon** is a distributed social network akin to Twitter but allows users complete data control.
- **Element** (UK) is an encrypted, open-source messaging system developed on the Matrix protocol providing a safe substitute for WhatsApp.

While still offering strong communication facilities, both choices steer clear of the surveillance-based corporate structures of mainstream social media.

6: Online browsers:

Though most people use Google Chrome or Microsoft Edge, these browsers monitor internet activity for advertising needs. European browsers give improved control and privacy.

Principal European Alternatives:

- **Brave** (EU-based dev team) is a browser first focused on privacy with built-in ad-blocking and tracker blocking.
- **Vivaldi** (Norway) is a feature-rich browser devoid of data collection and with robust privacy options.

Without compromising efficiency, both provide improved privacy protections than popular browsers.

7. Bank & Digital Payments:

Although PayPal and Stripe rule online payments, European fintech startups provide GDPR-compliant, safe substitutes with more locally focused solutions.

Top Alternatives from Europe:

- Trusted by big companies worldwide, **Adyen** (Netherlands) provides safe transactions and multi-currency support.
- Leading “buy now, pay later” service **Klarna** (Sweden) is used all throughout Europe.
- **Revolut** (UK) is a digital banking substitute providing fee-free worldwide transactions and multi-currency accounts.

While following Europe’s tougher financial rules, these businesses provide flawless online payments.

8. E-Commerce Platforms:

While European alternatives give more control, local compliance, and fair business models for retailers, Amazon, eBay, and Shopify rule online retail.

The top European alternatives:

- **BigCartel** (UK) is a basic e-commerce tool available to small companies and independent musicians.
- Germany’s very flexible, open-source substitute for Shopify. **Shopware** is extensively used all throughout Europe.
- **Bol.com** (Netherlands) challenges Amazon by being a significant

e-commerce platform concentrated on Dutch and Belgian markets.

Keeping their data under EU rules, these sites provide European retailers more control over their companies.

9. Cloud-Based Office Models:

Though they keep data on US-based servers, Google Workspace and Microsoft 365 are handy tools. European substitutes offer safe, shared office

options fully GDPR compliant.

Best European Alternatives:

- **OnlyOffice** (Latvia) is a potent office suite featuring team collaboration, spreadsheets, and document editing.
- **NextCloud** (Germany) is a self-hosted cloud collaboration package comprising office applications, calendars, and file storage.

Both technologies let companies retain entirely confidential and under their control their documentation and collaborative tools.

10. Video conferences and teamwork:

Although they come with privacy issues and data kept on US servers, Zoom and Microsoft Teams rule online meetings. European substitutes give companies and people safe, GDPR-compliant choices.

Top European Alternatives:

- **Jitsi Meet** (France) is a free-source encrypted video conference system devoid of user tracking.
- **Whereby** Norway offers a straightforward, browser-based video conference application with regard for customer privacy.

Both let companies securely interact free from data collection or intrusive monitoring.

11. Web hosting and domain registration

Though they are US-based and typically lack adequate privacy protections, GoDaddy and Bluehost are among the most well-known names in web hosting. European choices provide GDPR compliance, domain registration,

and safe hosting.

Top European substitutes:

- **Gandi.net** (France) is a strongly ethical, privacy-oriented domain registrar and web hosting service.
- Premium web hosting supplier **Infomaniak** (Switzerland) has stringent security policies and sustainable data centers.

For websites housed in Europe, these choices provide improved data sovereignty and privacy protections.

12. Online Analytics and Marketing:

Although Google Analytics and Google Ads rule digital marketing, they gather enormous user data and sometimes contradict GDPR rules. European choices offer ethical advertising solutions and privacy-first analytics.

Top European substitutes:

- **Piwik PRO** (Poland) is a GDPR-compliant analytics tool that lets companies monitor user information while honoring privacy regulations.
- **Matomo** (France) is an open-source analytics tool with complete data control devoid of invasive monitoring.

These tools help companies to gather information without depending on Google's ad ecosystem or invading user privacy.

13. Cybersecurity and VPN Services

Though US monitoring rules apply to US-based companies like Norton, McAfee, and ExpressVPN, online security is absolutely vital. Stronger privacy protections and no-logs rules abound from European cybersecurity and VPN

businesses.

Top European Alternatives:

- Strong encryption, fast speeds, and a rigorous no-logs policy define the generally trusted VPN NordVPN (Panama, EU-based dev team).
- Mullvad VPN (Sweden) has a real zero-logs policy and is a privacy-first VPN devoid of personal data required to join up.

These VPNs guarantee that your online activities stay private and free from government monitoring, hacking, and tracking.

14. Digital authentication and identity:

Although many companies depend on Google Authenticator and Okta for two-factor authentication (2FA) and identity management, both products center user data in the US. European options offer GDPR-compliant, safe authentication tools.

Principal European Alternatives:

- Finland's Ubisecure is a reliable identity supplier focused on safe authentication and identity validation for companies.
- Using artificial intelligence, IDnow (Germany) is a digital identity verification tool meant to securely authenticate consumers for companies, fintech, and banks.

These services are perfect for companies and financial institutions since they improve security and guarantee adherence to European privacy rules.

15. E-signed and online document signing services

Although services like DocuSign and Adobe Sign simplify signing paperwork, their data processing via US-based servers raises questions regarding adherence to European privacy regulations. European e-signature systems guarantee legally enforceable signatures inside GDPR rules.

Top European Alternatives

- Legally binding across Europe, **Yousign**(France) is a safe e-signature solution that totally complies with EU e-IDAS rules.
- A privacy-first e-signature system providing qualified electronic signatures for important legal and financial documents, **Skribble** (Switzerland)

These substitutes guarantee that records stay safe inside Europe and provide the same ease of use as US-based services.

16. Content Management Digital Publishing:

Though they come with centralized governance, data tracking, and ad-driven structures, platforms like WordPress and Medium rule online publication. European substitutes give more independence, privacy, and personalizing power.

Top European Alternatives:

- Designed for writers and publishers that value privacy, **Ghost** (UK) is a potent, open-source blogging tool.
- Built for developers and companies seeking modular, scalable content management, **Storyblok** (Austria) is a headless CMS.

Without being bound to ad-driven ecosystems, these sites allow publishers more control over content, customization, and audience reach.

17. Developer Tools & Code Archives

Although GitHub is the preferred tool for developers, Microsoft owns it, so US rules apply to its data practices. Many European companies and open-source programmers want substitutes with more repository control.

Leading European Alternatives:

- An open-source substitute for GitHub providing self-hosting and privacy-oriented DevOps capabilities, **GitLab CE**(EU edition, hosted)
- **SourceHut** (EU-based) is a lightweight, privacy-respecting code hosting platform for developers wishing for complete project control.

Staying compatible with European rules, these substitutes offer a more transparent, privacy-first method to code and collaborate.

18. Cloud Gaming and Streaming:

US-based servers underpin cloud gaming products like Google Stadia and Nvidia GeForce Now, which begs questions about data privacy, latency, and availability in Europe. European alternatives maintain data inside the EU and provide competitive performance.

Superior European Alternatives:

- **Shadow**(France) is a cloud gaming service enabling consumers to run any game or application remotely by means of high-performance PC streaming.
- **Blacknut**(France) is a family-friendly subscription-based cloud gaming company with a vast game library.

These providers guarantee low-latency gaming, robust privacy rules, and EU regulatory compliance.

19. Artificial Intelligence and Machine Learning Services

While US behemoths like OpenAI, Google AI, and Amazon AI dominate most artificial intelligence and machine learning technologies, European firms are developing privacy-first, transparent AI solutions.

- **Aleph Alpha** (Germany) is a young AI research startup creating sovereign

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performance, energy-efficient AI accelerators.

These businesses center on ethical AI development, European privacy law compliance, and less reliance on US-based AI models.

20. Open-source substitute systems:

Many US systems run on closed-source, proprietary models, therefore restricting customization and openness. European open-source projects advance sustainability, digital freedom, and privacy.

Prime European Alternatives:

- Developing open-source software as ethical substitutes for huge tech services, **Framasoft** is a non-profit.
- **Fairphone** (Netherlands) is a manufacturer of modular, sustainable cellphones with an eye toward ethical procurement and repairability.

These projects encourage sustainable and privacy-first technology while enabling consumers with more control over their digital tools.

21. Finally: Why Changing to European Services Makes Sense

With data sovereignty, GDPR compliance, and surveillance dangers guiding consumers toward better options, US tech supremacy creates privacy issues. Stronger privacy safeguards, local compliance, and ethical tech provided by European providers come without compromising performance.

Switching helps you comply with tight privacy rules, retain data inside the EU, and foster independent invention. For cloud storage, payments, artificial intelligence, or teamwork tools, Europe has competitive, privacy-first answers.

The change is under way; now is the moment to take charge of your digital life.

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**Written by Devlink Tips**

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Responses (17)



Alex Mylnikov

What are your thoughts?



Amor Kalo

Apr 7



Great article and initiative!

I would just like to add, by way of clarification, that the alternatives don't have the same feature set as their American counterparts, and/or are paid like their American counterparts, and/or are significantly more... [more](#)



44



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seppedl

Apr 6



Great article. Maybe also include the Belgian based and developed ERP system Odoo (<https://odoo.com>). This is a great alternative for Salesforce, SAP, Hubspot and other platforms.



27



2 replies

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Hanns Wolter

Apr 8 (edited)



Been using Nextcloud for a couple of years now, works well and can be even self hosted.



8



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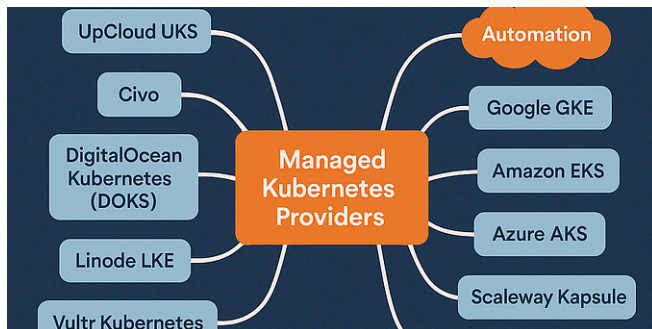


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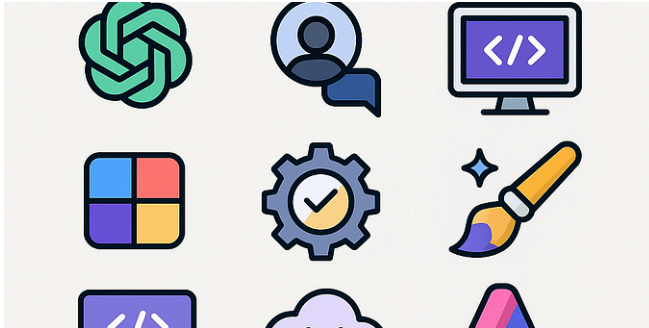
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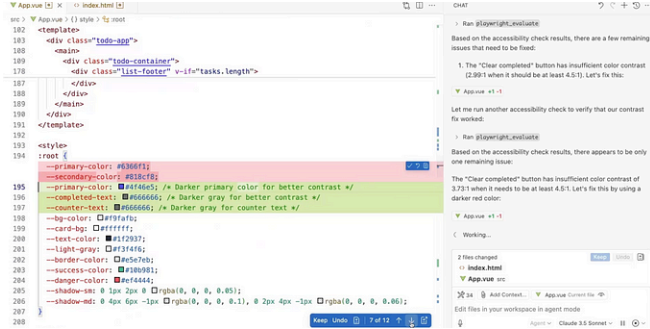
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