

Impacts of marketing on children

Swisscom is committed to not marketing or advertising to children. The target audience for children's products is always parents.

To monitor this commitment and take any necessary measures, Swisscom reports incidents or cases of non-compliance based on information reported in the media.

Year	Number of cases	Cases description
2024	1	(1) A child mistakenly received an SC media literacy brochure at school, when it was intended for his parents. Link: https://www.ktipp.ch/artikel/artikeldetail/swisscom-handy-werbung-via-schulen