Digital Responsibility at Swisscom.

Digitalisation lies at the heart of Swisscom's business activities. While it presents many opportunities, it also demands responsibility. Through our strong commitment to digital responsibility, Swisscom aims to play a leading role in the creation of a safe, ethical and sustainable digital environment.

The eight pillars of digital responsibility

swisscom.ch/sustainability

swisscom

1. Data governance

Data governance aims to maximise the value of data while minimising risks. This ensures that data is used responsibly and ethically. The data policy of Swisscom, as an ICT company, manifests specifically:

a. in a strong vision for digitalisation (Innovators of Trust – The most trusted Swiss tech innovator creating unique customer experiences with positive impact for society).

b. by ensuring the responsible handling of data through a data ethics board, which is based on fundamental ethical principles and a rigorous legal framework (Smart Data Policy, Data Compliance Policy, DGO).

c. in training courses on business ethics, data protection and data security for all employees (mandatory trainings).

2. Transparency

Transparency is fundamental to digital corporate responsibility. At Swisscom, this means explaining data processing in clear and concrete terms so that those affected can give their informed consent. Good examples of this include the Data Protection website and the Sustainability Impact Report.

3. Data protection

The publication of new data protection guidelines for private and corporate customers underscores Swisscom's unequivocal response to legal requisites and public expectations. These guidelines provide information on how Swisscom processes data and customer rights. The guidelines relate to online files (cookies) and the disclosure of data to data processors.

4. Artificial intelligence

Swisscom uses artificial intelligence in order to offer the best products, services and customer experience. Through applying ethical principles governing data and AI, particularly those relating to the need to uphold human values, Swisscom uses AI in a responsible way (prevention of discrimination, recognition of individuality and privacy, control over personal information and creation of benefits and added value).

5. Cybersecurity

Cybersecurity is critical, which is why it is a key priority for an ICT company such as Swisscom (Swisscom Security Portal, Cybersecurity Guide). Certifications (ISO 27001 Data Security) and training programmes (mandatory training) primarily focus on security. Swisscom offers both private and corporate customers comprehensive cybersecurity products.

6. Digital education

Swisscom conducts awareness campaigns to help young people use the internet safely and to increase their awareness of possible risks (e.g. how to safely use the first smartphone) and training courses in schools (media awareness, education programmes). To prevent a digital divide, Swisscom also offers an extensive range of information and courses for adults on Swisscom Campus. Topics include using the internet and data security.

7. Green digital

Minimising our carbon footprint through the use of renewable energy sources, reducing electronic waste through repairing or recycling, and optimising energy consumption in our data centres have been integral to Swisscom's sustainability goals for many years.

100%

Swisscom data centres run entirely on 100% renewable energy.

8. Basic service provision

Swisscom fulfils the basic service provision mandate to provide all citizens with appropriate telecommunications services (coverage, internet speed). Swisscom also ensures services are accessible for everyone by taking measures to improve accessibility for people with disabilities.