



**swisscom**

## Swisscom policies on smart data (big data)

- Swisscom protects the data entrusted to it in accordance with the law and our customers' expectations.
- Swisscom carefully evaluates smart data projects and implements solutions responsibly and diligently.
- Swisscom makes all smart data projects subject to a three-step release process: review by the legal department, questioning by the Ethics Committee, approval by the Group Executive Board.
- Swisscom does not sell any customer data (including data in anonymised form), but only processes information based on anonymised and aggregated data. .
- Swisscom makes it possible for customers to keep their data from being used for internal Swisscom marketing purposes ("opt-out").
- Swisscom anonymises data according to good industry practice methods, as recommended, for example, by governmental agencies, research centres or the guidelines of market research institutes, and applies the best technical methods and latest know-how.
- Swisscom communicates information about smart data solutions and engages in dialogue with political decision-makers, official agencies and the office of the Federal Data Protection and Information Commissioner (FDPIC).
- Swisscom attaches importance to keeping its policies on smart data aligned with developments in social discourse and technology – and to communicating any changes in Swisscom policy transparently.