

Accessibility at Swisscom

Management approach

We attach great importance to our products and services being accessible for everyone and adhere to the Swiss Disability Discrimination Act (DDA). In view of the large number of products, services and communication channels, our strategy is first and foremost to make the most popular products and channels accessible.

The accessibility of our shops and call centres must meet strict legal requirements and is continuously improved. To this end, we work together with recognised organisations, such as the Vision Positive agency and the Swiss Association of the Deaf. The realisation of barrier-free access is based on three pillars:

1. Monitoring

Since 2023, the employees in the various teams who are responsible for accessibility have been regularly reviewing progress and difficulties.

2. Testing

Every change to a product is checked for barrier-free access. In addition to internal testing, our partner Applause carries out extensive tests every month. Improved barrier-free access is the result of the iterative interplay of testing and problem solving.

3. Awareness and training

Progress in achieving barrier-free access depends on all employees. Employees whose tasks and roles involve improving barrier-free access (e.g. graphic designers) are regularly informed about the topic through training sessions. These are organised in collaboration with or by the Access for All foundation.

Accessible services

Our ambition is to achieve level AA of the Web Content Accessibility Guidelines for our websites and apps. We have already fulfilled this goal with the My Swisscom App and the online customer portal. Currently, we are working on making all elements of the official Swisscom library for web components, the SDX Style Guide, accessible.

Basically, we want to make it as easy as possible for all our customers to get in touch with us. In 2024, we therefore produced videos in sign language to show customers how to use WhatsApp as a channel to interact with Swisscom. We also launched an innovative project to translate the general terms and conditions of Swisscom's contracts into clear and simple language. The aim is to remove any obstacles to understanding that may arise from the use of abstract legal language and to make it understandable for everyone.

www.swisscom.ch/sign-language-video (english n/a)

As part of our basic services, we offer the following services for people with disabilities: by dialling the phone number 1145, they will be connected directly and free of charge to a contact person of their choice. Together with the PROCOM foundation, we offer the deaf and hard of hearing a free online translation service into sign language for phone calls with hearing people.

www.swisscom.ch/accessibility

New Alliance for Digital Inclusion Switzerland

Together with 29 other companies and institutions, Swisscom founded the Digital Inclusion Switzerland Alliance in 2024. At a time when digital skills are becoming increasingly important, the alliance aims to narrow the digital divide that excludes many citizens from the benefits of digitalisation. The aim of this alliance is to break down digital barriers and create an inclusive digital future for all (eliminating the digital divide, accessibility, professional integration).

www.adis.ch

New Swiss law on accessibility and European Accessibility Act.

New accessibility regulations make accessibility mandatory for private companies. Swisscom's European subsidiaries are subject to the European Accessibility Act, which came into force in 2024. Swisscom Switzerland and its subsidiaries in Switzerland will be subject to a new law that is due to come into force in 2027. In 2026, Swisscom intends to revise its accessibility strategy to ensure that all its products comply with the new regulations.