

General

Data protection is a question of trust, and your trust is important to us. We respect your privacy and your personal rights. It is a major concern for Swisscom (Switzerland) Ltd, Alte Tiefenaustrasse 6, Worblaufen, CH-3050 Bern (hereinafter referred to as "Swisscom" or "we" or "us") that your personal data is treated in a responsible manner and in compliance with the legal requirements. This online privacy statement ("statement") describes how we process your personal data when you visit our website and when you use our services through our website and My Swisscom (Customer Center) as a registered customer (together referred to as "Swisscom online services").

With regard to our processing of personal data within the scope of the European General Data Protection Regulation (GDPR), this statement is supplemented by the EU/EFTA Data Protection Notice, which is available at the following link:

https://www.swisscom.ch/dam/swisscom/nl/rechtliches/res/datenschutzerklaerung-eu-ewr_en.pdf

1 What is personal data and when do we process it?

Personal data comprises all statements and information relating to an identified or identifiable person. Contact information, such as your name, telephone number, address, e-mail address (or other information you give us during registration, as part of an order or when participating in a contest or survey, for example); in some circumstances, your IP address, which we log when you visit our website, and other information such as the pages you looked at and your reactions to offers displayed on our site, are also part of the personal data that we collect.

We use cookies on www.swisscom.ch in accordance with section 3 of this statement to enable you to use our website properly.

In addition, we only use cookies if you have consented via the cookie pop-up that appears when you visit our website. With your consent, we use cookies for statistical and analysis purposes, to personalise our website, to personalise our advertising on third-party websites and to recognise Swisscom customer visits.

2 What special considerations are there for our customers?

Our customers can use the Swisscom Login to access My Swisscom to manage products and services, view invoices and itemised statements, and use other Swisscom online services. When registering to set up your Swisscom Login you can decide whether you want to authenticate the registration via your mobile number, your land line or through the post.

After you have registered and signed in with your login information, we are able to link your online usage data (e.g. how you use our Internet sites and services in My Swisscom, or data that you give us via the Internet sites and My Swisscom) with other customer data that we capture and process in conjunction with your usage of our products and services. We can then use that information to offer services and functions in My Swisscom, for marketing purposes and for the evaluation, improvement and new development of services and functions. We can also do this after you have logged out of My Swisscom.

With your consent, we can recognise you as a Swisscom customer on the basis of your IP address and thus link your online usage data with other customer data, even if you are not logged in to My Swisscom.

If you wish to prevent this linking, including while logged in to My Swisscom, please follow the steps described in section 5 of this statement.

Our general privacy policy, which is available under the following link provides you with additional information about the way we process further customer data in connection with your use of our products and services and your rights under Swiss law: <https://www.swisscom.ch/en/residential/legal-information.html#privacy>.

Insofar as our processing of further customer data is subject to the General Data Protection Regulation (GDPR) of the European Union, the data protection notice (EU/EFTA) under the following link provides you with information about how we process data, the legal basis for data processing and your rights:

https://www.swisscom.ch/dam/swisscom/nl/rechtliches/res/datenschutzerklaerung-eu-ewr_en.pdf

3 Cookies

3.1 What are cookies?

On Swisscom websites, we use so-called cookies. Cookies are small files that are saved on your computer or mobile device when you visit or use our websites. Cookies save certain settings via your browser as well as data regarding the exchange of information with the site via your browser. When cookies are activated, a cookie ID is assigned that is used to identify your browser and to use the information collected in the cookie.

Most of the cookies we use are temporary session cookies, which are automatically deleted from your computer or mobile device after your browser session has been ended. We also use permanent cookies. These remain saved on your computer or mobile device after you end your browser session. Depending on the type of permanent cookies used, they can remain on your computer or device for between one month and 10 years and are then automatically deactivated after the programmed period has expired.

3.2 Why do we use cookies?

Cookies help us to make a number of functions available on our websites. For example, cookies can save your country and language settings as well as store your shopping basket even if you visit different pages in one Internet session.

With your consent, we can also capture and analyse the usage behaviour of users who visit our websites. This, in turn, enables us to create more user-friendly and effective sites and make your visits as enjoyable as possible. We can also display information that is specially tailored to your interests.

With your consent, we also use cookies to optimise our advertising. Cookies allow us to show you advertising and/or particular products and services that are relevant to you based on the usage information we have collected from your visits to our sites. Our goal is to make our Internet offering as attractive as possible for you and to display advertising that matches your interests.

3.3 Which data is captured?

Cookies capture usage information, such as the date and time of your visit, the name of the site you visited, the IP address of your device and the operating system you use. Cookies provide information such as which of our sites you visit and which sites you came from before you arrived on our site. Cookies also help us keep track of the topics you were researching on our web pages.

3.4 Third-party cookies

The cookies or similar technologies saved on your computer or mobile device can also come from other companies within the Swisscom Group or independent third parties, such as advertising partners or Internet service providers.

These cookies enable our partner companies to display advertising that is tailored to you as well as to measure its efficacy. Cookies from partner companies also remain on your computer or device for between one month and 10 years and are then automatically deactivated after the programmed period has expired.

Our advertising partners only have access to data based on the cookie ID; specifically, online usage information such as which of our Internet sites you visited and what content you used.

For Swisscom customers registered in My Swisscom, the online usage information can be linked with information about the use of Swisscom products and services and with demographic data, such as age, region and gender, which can in turn be used by advertising partners. Our customers have the right to object to the use of such data at any time by making the relevant settings in My Swisscom or by contacting our customer service department.

4 Which web analysis tools do we use?

We use Web analysis tools to obtain information about how people use our sites and Internet offering. These tools are usually provided by third parties. Typically, information on the use of an internet site is captured using cookies and sent to a third-party server. Depending on the third-party provider, these servers are sometimes in other countries.

We use retargeting technologies on our Internet websites. This lets us appeal to users of our Internet websites with advertising on third-party Internet websites. The advertisements displayed on Internet websites you visit are based on cookies in your browser, a cookie ID and an analysis of previous usage.

If you wish to prevent the use of these tools, you can follow the steps described in the next section.

5 How can the use of cookies and Web analysis tools be prevented?

Most Internet browsers automatically accept cookies. With your browser setting you can tell your browser not to accept cookies or to ask you before a cookie is accepted from a site you are visiting. You can also delete cookies on your computer or mobile device by selecting the corresponding function in your browser. A list of the technologies used, including information about the providers, the purpose of those technologies, the options for preventing or limiting their use, and other information about the provider can be found here: <https://www.swisscom.ch/en/residential/legal-information/online-privacy.html>.

If you decide to reject our cookies or the cookies and tools of one of our partner companies, you may not be able to see certain information on our websites or use some of the functions that are intended to improve your experience.

6 How and why do we use social plug-ins?

We use so-called social plug-ins on our websites. Plug-ins can be recognised by their social network logos.

All of the plug-ins we use are set up with two-click functionality. They are only activated if you click on the icon.

When you open one of our websites that has an activated plug-in, your browser will create a direct connection to the provider's servers. The content of the plug-in is sent directly from the provider to your browser and integrated into the site. By integrating the plug-in, certain information is sent to the third party and saved by them.

If you are not a member of the social network in question, your IP address may still be captured and saved by the network via the social plug-in. If you are already logged into the social network, the third parties can immediately link your visit to our website to your personal profile in the social network. If you interact with the plug-ins, for example with the "Like", "+1", "Twitter" or "Instagram" buttons, the corresponding information will also be sent directly to a server at the third party and saved there. The information is also published on the social network or in your Twitter or Instagram account and then shown to your contacts. For more information about the purpose and scope of the data capture, the further processing and use of the data by the third party, and the related rights and settings options to protect your privacy, please refer to the privacy policies of the third parties themselves. A list of the plug-ins we use and other information about the various providers can be found here: <https://www.swisscom.ch/en/residential/legal-information/online-privacy.html>.

If you would like to prevent Google, Facebook, Twitter or Instagram from linking the data captured on our websites with your personal profile on a particular social network, you need to log out of that social network before visiting our website. You can also completely prevent plug-ins from being loaded using special add-ons for your browser such as "NoScript" (<http://nospot.net/>) or "Ghostery" (<https://www.ghostery.com/>).

7 Chats with Swisscom

If you use our chat solutions to contact Swisscom, we process the transmitted chat contents, the time and duration of the communication as well as technical information about your device; for example, your abbreviated IP address, the operating system and the browser type for the purpose of handling your request and providing our services. The data can also be used for quality assurance and training purposes. An entry is made in our customer systems accordingly. Swisscom customers will find the chat report in the "Activities & Documents" area of My Swisscom to permit future use of the information from the chat. Swisscom works with third parties in Switzerland and abroad to process the data.

Please note that if you use a third-party application to chat to Swisscom, their terms and conditions of use will also apply. You should also be aware that some third-party providers reserve the right to access the contents of the chat.

Swisscom uses the following third-party applications:

For the chat solution on its websites, Swisscom uses the service provided by our supplier LivePerson. When you use Swisscom Chat, your data will be transmitted by your browser to LivePerson via a secure protocol. The data is stored in encrypted form on the LivePerson infrastructure in the Netherlands/United Kingdom. Further information about LivePerson data processing can be found at <https://www.liveperson.com/policies/gdpr-data-privacy>.

For the Apple Business Chat messaging channel, Swisscom uses the services provided by Apple. When you use Apple Business Chat, your information is sent to Apple via a secure protocol. Apple reserves the right to access the content of the chat for the purposes of service improvement. Further information about Apple data processing can be found at <https://www.apple.com/privacy>.

8 Storage duration and data deletion

We store and process your personal data for as long as is necessary or as long as is required or permitted by law for the purpose of its collection. Your personal data is then deleted from our systems or anonymised so that you can no longer be identified.

9 What rights do you have over your personal data?

You have the right to receive free, written information at any time about our processing of your personal data. You can send your request for information in writing to our postal address with a copy of your identity card or passport.

You also have the right to request the correction of incorrect personal data. You can also ask for your personal data to be erased, unless we are required or authorised by law or other regulations to retain some of your data.

You can find information about your rights in relation to our processing of personal data within the scope of the European General Data Protection Regulation (GDPR) in Section 6 of the data protection notice (EU/EFTA), which is available under the following link:

https://www.swisscom.ch/dam/swisscom/nl/rechtliches/res/datenschutzerklaerung-eu-ewr_en.pdf.

10 How you can contact us

If you have any questions or concerns, you can contact us as follows:

- Using the contact form
- By calling: 0800 800 800
- By writing to: Swisscom (Switzerland) Ltd, Contact Center, CH-3050 Bern

11 How can we change this statement?

We reserve the right to change this statement at any time. The version published on our websites is the valid version.

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