

## **The most important questions and answers regarding the new General Terms and Conditions**

### **1) What are the most important adjustments?**

- From 1.10.2019, the same general terms and conditions will apply to all Swisscom mobile subscribers as well as to fixed-network, Internet and TV customers. The particularities of mobile telephony are described in the document "Special Conditions Mobile Communications".
- Data processing :The processing of customer data is now regulated in the separate document "[General privacy policy](#)" instead of being integrated into the GTC as before. This enables us to provide customers with an overview of data protection at Swisscom in a simple and transparent manner.
- Reminder fees: The reminder fee will be adjusted from CHF 20 to CHF 30.
- Communication: Swisscom will continue to focus on electronic communication channels in future for providing customer information (e.g. e-mail), and in turn support efforts to treat the environment with care.

All documents are available on <http://www.swisscom.ch/legalaspects>.

### **2) Why am I getting so many papers?**

We are fully aware that this material is complex, nevertheless, we always endeavour to provide our customers with information that is as comprehensive as possible. For Swisscom, transparent procedure with such issues is very important, in order to ensure trust with customers and society with regard to digitisation and the secure handling of data.

Furthermore, the contractual validity of the documents is guaranteed with their delivery. For customers for whom Swisscom has a valid e-mail address, delivery is by e-mail, for the rest by post.

### **3) I do not understand the information on data protection**

Online, we also provide more detailed information on the use of data in the [data protection portal](#) and give private customers in the extended online customer centre the opportunity to determine the use of their data themselves at any time. If customers have any questions, or if anything is unclear, they can contact our employees via the hotline, Internet or in the shop at any time.



**swisscom**

#### **4) Why do I get new GTC again? I got new ones two years ago?**

Although the general terms and conditions will now be standardised in terms of content for fixed network and mobile telephony, Swisscom will continue to have separate contracts for fixed network services (fixed network telephony, Internet, TV) and mobile telephony. In spring 2017, Swisscom sent the new general terms and conditions to its fixed-network customers, so they only apply to the fixed-network contract.

In the case of mobile communications contracts, customers previously received the new general terms and conditions when they purchased a new device. The majority of mobile phone subscribers therefore already have the new general terms and conditions. In order to ensure that the same general terms and conditions now apply to all private customers, Swisscom has decided to actively inform the remaining mobile phone subscribers irrespective of whether they purchase a device or not.

#### **5) Why did Swisscom adapt its general terms and conditions?**

We are active in a very dynamic market. We therefore need to adapt our GTCs from time to time in line with the given conditions. Furthermore, the demands regarding transparency when dealing with data are also increasing together with the ongoing digitisation. In response to this development, a good two years ago we decided to introduce a separate privacy statement with comprehensive information about the way we process our data. These also include, in particular, detailed information on the processing of data for marketing purposes.

#### **6) What can I do if I do not agree with the new GTCs or the General privacy policy in general?**

Customers who do not agree with the new General Terms and Conditions and/or the General privacy policy in general may terminate (special right of termination) from the date of receipt of the letter/e-mail until the effective date of the amendment (1 October 2019) at the latest.

#### **7) What can I do if I only disagree with individual aspects of data usage by Swisscom?**

You can prohibit Swisscom from using various data online in the [Customer Center](#) under "My Details" -> "Data usage" or directly at <http://www.swisscom.ch/data-usage> without having to cancel the contract. Alternatively, you can have these settings adjusted by our employees by calling the hotline.

#### **8) Can I insist that the contract with the previous general terms and conditions continue to apply to me?**

The previous General Terms and Conditions, which have been accepted by the existing customers, stipulate for the present case that the customer can either accept the amendment or terminate the contract until the amendment comes into force. It is not possible to retain the

previous contract and/or the old GTCs. For customers who neither accept the new conditions nor terminate their contracts, Swisscom will be forced to terminate the contracts itself.

### **9) Why can Swisscom simply pass on my details, such as the region where I live, age group and gender?**

The communication is geared towards existing customers who accepted the previous GTCs. In the previous GTCs, customers provided Swisscom with permission to process data in various ways.

Important: Swisscom does not pass on any customer data to third parties. Swisscom only uses anonymised details on gender, age group and region of residence of their customers, and this usage can be stopped at any time via an opt-out option. This procedure is legally compliant, and based on the existing GTCs as mentioned above. Any other details, such as anonymised information on the usage of Swisscom products and services, are only used with the express permission (opt-in) of our customers.

### **10) What is an opt-in / opt-out?**

With an opt-in, the customer must actively provide permission for using their data. This means: the corresponding switch in the Customer Center is set to red by default, and the customer must actively switch it to green. Only then is the use and/or passing on of data permitted. In some cases, we also actively ask customers about their opt-in, for example via pop-up when logging into the customer centre.

An opt-out works the other way round: we may use the relevant data without active consent, but grant the customer a right of objection. This means: the corresponding switch in the Customer Center is set by default to green. If the customer does not agree to his/her data being used, they must set this switch to red themselves or call the hotline to have it done. From this point on, data use is no longer permitted and all data already used/passed on is usually deleted within 2 working days.

### **11) Which data is Swisscom using for Admeira?**

Swisscom is providing Admeira with anonymous details of its customers, which will be used within the scope of ad marketing. With regard to this, a differentiation must be made between two cases in relation to the type of data.

- Swisscom only uses anonymised details on gender, age group and region of residence of their customers, and this usage can be stopped at any time via an opt-out option.
- Further information such as information on the use of Swisscom products and services in anonymous form will only be used for Admeira with the express consent (opt-in) of our customers.

**12) I don't agree with this, how can I prevent it?**

Our customers can object to the use of data by Swisscom for Admeira at any time online in the [Customer centre](#) under "My details" -> "Data usage" -> "Third party advertising" or by telephone on 0800 800 800 or revoke their consent.

**13) What does "Swisscom anonymises the data" actually mean? How is that done?**

Swisscom only provides Admeira with segment information that can be used to create target groups. Segment information, for example, includes details on affiliation with an interest group, which enable optimised marketing communication. This information only permits Admeira (or the Admeira network partner) to identify groups and not individual persons. Example: All men in a specific region in a certain age group.

For this purpose, Swisscom utilises so-called k-anonymisation (factor 50) before forwarding the information to Admeira. This procedure guarantees that for a certain customer profile at least 49 other, similar profiles always exist, in order to ensure anonymity at the customer level. Consequently, the identity of a specific person cannot be determined.

Admeira identifies the Internet users on the basis of a randomly generated identification number in an Admeira cookie (cookie ID), which is saved in the browser of your computer or mobile communication terminal. This cookie ID does not enable the identity of individual persons to be determined.

Customers who want to prevent the installation of an Admeira cookie in their browser can make use of the Admeira opt-out function via the following link: <http://www.admeira.ch/optout>

Further information on data processing by Admeira of is available at <http://admeira.ch/datenschutz>.

**14) Why do the general terms and conditions that I received in 2017 for the fixed network contract have a different date than those for the mobile network contract?**

Since the GTC version of November 2016, only one link has been specified and references to the newly introduced Coop Mobile products and homepage have been added. For this reason, a new date has been inserted. Otherwise, the GTCs remained unamended. Accordingly, there is no change for existing customers.