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## Smart Data analysis procedure: Questions, answers and examples of applications for third parties

Data is produced when telecommunications technologies are used. With the customer's consent and in line with legal regulations, Swisscom obtains information from this data. Third parties may help carry out a wide variety of tasks involving this information in an anonymised form.

**Learn more in our list of questions and answers:**

Question	Answer
What does Swisscom view as Smart Data?	The term "Smart Data" refers to data that can be interpreted in order to create added value.
What added value does Swisscom create?	Analysing a large amount of anonymised data with powerful hardware and software provides findings regarding dynamic processes that would be very difficult to obtain with other methods and almost never in real time. Some examples include recording individual drivers in a city in order to manage peak traffic, updating forecasts of travel times on national highways on an ongoing basis, managing pedestrian flows optimally in order to prevent panic and stampedes, obtaining information about the ideal location for a business, and much more besides. In the view of Swisscom, such applications not only provide enormous benefits for third parties (generally business customers), but also added value for everyone – as drivers, festival-goers, consumers, and so on.
However, Swisscom does not apply Smart Data analysis procedures solely in order to create added value for society.	Like many other companies, including those in the digital industry, Swisscom views data as a commodity that can be used in a value-oriented and responsible manner for the benefit of both customers and businesses. That's why Swisscom closely follows technological developments and the resulting opportunities. Swisscom is interested in Smart Data so that it can offer new services to third parties. It regularly looks at opportunities for processing anonymised data in order to derive benefits for third parties or society as a whole. In doing so, Swisscom adheres to all relevant laws and internal policies, and develops applications with a sense of social responsibility.



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<p>Can Swisscom ensure that the results of such Smart Data analysis procedures do not make it possible to trace the data back to individuals?</p>	<p>Swisscom uses modern, secure and effective anonymisation methods, and it entrusts this task to proven specialists. As a result, it is not possible to determine the identity of individuals.</p>
<p>Can customers prevent the use of their data for Smart Data analysis procedures for third parties anyway?</p>	<p>Private customers can refuse to consent to their data being processed or revoke consent that has been granted previously in the Swisscom online customer centre or via any other customer interface.</p>
<p>In the Swisscom customer centre I read something about data processing “for information on localised footfall”. What does this mean?</p>	<p>Swisscom uses location data from the mobile phone network to gain anonymised, aggregated and purely statistical data, for instance about the number of mobile phone users in specific public areas within Switzerland at a set time or over a set period of time (in individual municipalities or certain streets).</p> <p>This enables better performance of a large number of complex tasks. These tasks include planning public infrastructure, finding the optimal location for branches and offices, demand-driven staffing at major events and moving of visitors to the shortest queues (see also the answer above).</p> <p>The information is processed in such a way that it is not possible to infer a person’s identity.</p>
<p>You also note in the customer centre that data processing is used “for information on the movement of groups”. What is this about?</p>	<p>The movement of mobile phone users can be traced through the anonymised and aggregated processing and analysis of location data from the mobile phone network. This yields statistical information about the movement of groups within a period of time and in certain public spaces (e.g. streets).</p> <p>As a result, road traffic measures can be improved (e.g. forecasting of traffic jams, traffic re-routing) and regional characteristics can be recorded (e.g. numbers of visitors to places of interest), for example.</p> <p>The information is processed in such a way that it is not possible to infer a person’s identity.</p>



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## **Brief overview of two Smart Data analysis procedures:**

The town of **Pully** in western Switzerland is flooded with traffic daily, as drivers, cyclists and pedestrians share the small amount of space available in this critical road network. Until now, a traffic census has been carried out every five years. The data obtained through the census has been used to develop measures to control traffic and make the town more attractive. But how useful are five-year-old statistics for challenges faced in the here and now? Recently, Pully has been able to determine what its road conditions are and how many people are driving, biking and walking its streets at all times. This was made possible by a Smart Data analysis procedure developed by Swisscom. The analysis is based on anonymised and aggregated movement data from the Swisscom mobile phone network. The customer – in this case, the responsible authority in Pully – does not see ones and zeroes, but rather current sets of data, charts and graphs. This makes it possible to prevent traffic jams by diverting traffic and in the medium-term new roads can be developed in order to make the city more attractive.

> To the [report on Télévision Suisse Romande](#) (in French)

Anonymised mobile phone data can help the authorities in the beautiful city of **Montreux** to see, accurately and in real time, the density of traffic on its road network. This information is enormously important for major events, such as the Montreux Jazz Festival. Furthermore, analysing data from the mobile phone network makes it possible to better assess the effectiveness of city planning measures. For example, the city recently decided not to build a tunnel under the city centre. Based on new data it became clear that a project of this size would not have the desired effect because through traffic only makes up 20% of total traffic.

> [Read the full story](#) (in German)