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Data protection in Beem: key facts

Beem guarantees data protection

Beem takes data protection seriously. Only the data necessary for the running of a campaign is collected – and always only with the user's consent. The Swiss Data Protection Regulation is complied with at all times.

The user decides whether they want to interact with Beem.

In order to receive the Beem signal, the Beem app (or a Beem-capable app such as 20min, Watson or Bluewin) must be open. In addition, the user must allow the app to access the microphone or, alternatively, have activated Bluetooth. When the user's smartphone receives a Beem signal, this is shown in the app. The user can then click on the Beem button. Only when the user does this does Beem register an interaction and save it as an anonymous interaction. The procedure is similar to scanning a QR code.

Beem can also be used without logging in.

There is no need to register to be able to use Beem, which means that it can be used to call up additional information in a museum, for example. If an unregistered user interacts with Beem, this will only be stored as an anonymous interaction. The user's contact details (name, address, telephone number, e-mail) are only required when purchasing an offer or, for example, entering a competition.

The user decides whether their information is passed on to a third party.

When claiming a Beem offer, the user will see what data is shared with the advertiser. Data will be passed on only with the explicit consent of the customer, and then only if they accept the advertiser's data protection policy.

The user's movements are not tracked.



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No user movement profile is created. Anonymous interaction data is used for the evaluation of advertising campaigns as well as the location optimisation of Beem-equipped poster sites.

Beem does not conduct any cross-device tracking

Beem is not used to assign different end devices to the same user, recognising users only if they actually interact with Beem and have registered (see above). In any case, it is rare that two end devices belonging to the same user are in active use in front of a billboard at the same time.

Beem does not listen in on any conversations.

To receive the Beem signal, the microphone must be enabled for one of the Beem-capable apps, but Beem does not recognise voices. It only receives the audio signal's specific range of frequencies, and then only when a Beem-capable app is open. No other data or information is transmitted.

The Beem acoustic signal is very quiet.

The Beem signal is transmitted on a frequency not normally audible to adults. In addition, the signal is emitted so quietly that experience has shown that even younger people do not perceive it as intrusive – especially considering the noise level of the environment in which poster sites are located. Although the signal can be perceived by animals, there was no noticeable effect on behaviour in scientific tests, even at volumes higher than those normally used.