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Questions and answers on the new GTCs

1) What are the most important changes in the new GTCs?

- Data processing The processing of customer data is now regulated in the separate document "[General Data Protection Statement](#)" and no longer integrated in the GTCs 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 is being increased from CHF 20 to CHF 30 in line with the industry standard.
- 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.

At www.swisscom.ch/legal-information you will find all documents as well as a transparent [overview/comparison](#) of the former and new GTCs.

2) Why am I receiving so much paper? I don't understand this letter!

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.

We have decided to provide all documents in paper form, instead of just providing a link to the website, where customers would have to download and print out everything themselves. As a result of this, the communication appears extensive, but it does fulfil our requirements regarding transparency vis-à-vis the customers.

We also provide additional information online via the [Data Protection Portal](#) on the utilisation of data and also offer residential customers the ability to determine how their data is used via the extended online customer center. 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.

3) What can I do if I do not agree with the new GTCs or the General Data Protection Policy in general?

Customers, who do not agree with the new GTCs and/or the General Data Protection Policy, can terminate their contracts after receiving the letter, but must do this prior to the entry into force



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of the changes (special right of termination). Customers have at least 30 days in each case to do this.

Precise details

- Receipt of letter between 1. - 28.2.2017: Special right of termination up to 31.3.2017
- Receipt of letter between 1. - 31.3.2017: Special right of termination up to 30.4.2017

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

You can prohibit certain usage by Swisscom online in the customer center (www.swisscom.ch/login) under "My data" -> "Data usage", without having to terminate your contract. Alternatively, you can have these settings adjusted by our employees by calling the hotline.

5) Can I demand that the contract remain in force with the existing GTCs?

The previous GTCs, which the existing customers accepted, include a clause that covers this case, which enables customers to accept the changes or terminate their contracts prior to the entry into force of the changes. 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.

6) Why am I receiving a new "contract"? Do I have to sign anything?

This additional document is only being sent to a small number of customers who still have older contracts. These customers will receive the new contract covering fixed network telephony, Internet and TV as well as the document "Special Conditions Fixed Network and Internet", in addition to the new GTCs and the General Data Protection Policy.

The new contract enters into force if the customer continues to use the Swisscom services within the fixed network area. No signature is required from the customer or Swisscom.

7) 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 and aggregated details on gender, age group and region of residence of their



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customers, and this usage can also 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. Usage and forwarding of other data types does not take place at the moment, and is planned for summer 2017 at the earliest.

8) 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 data usage and /or forwarding permitted. An opt-out works the other way round: we may use the data in question without specific provision of the customer's permission, but we must provide them with the right to revoke this permission. 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 in time the data may no longer be used and all data that is already being used/has been passed on will be deleted within two working days.

9) Are the GTCs only being adjusted due to the forwarding of data to Admeira?

No. 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 order to keep up with these developments, we have decided to introduce a separate Data Protection Policy with comprehensive information on the way we process and utilise data. These also include, in particular, detailed information on the processing of data for marketing purposes.

10) 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 details, such as information on the usage of Swisscom products and services, are only used for Admeira with the express permission (opt-in) of our customers. However, this data is not currently being used or forwarded.



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

Our customers can reject or revoke the utilisation of their data by Swisscom for Admeira anytime online in the [Customer Center](#) under "My data" -> "Data usage" or by calling 0800 800 800.

12) 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 can be found at <http://admeira.ch/datenschutz>.