

Additional Data Processing at Swisscom Shops

To better serve customers in Swisscom stores in the future, a pilot program will be conducted at the Spitalgasse store in Bern (starting in July 2026) and at the Swisscom stores in Aarau and Lausanne Haldimand (starting in August 2026).

This document informs you about the data processing activities carried out by Swisscom (Switzerland) Ltd (hereinafter “Swisscom”) as part of this pilot that go beyond the general data processing described at www.swisscom.ch/datenschutz.

What Data Is Involved

Data on customer movements within the store and audio data from customer conversations will be collected.

Purpose of the Processing

Swisscom aims to gain a better understanding of customer flow and consultation situations in Swisscom stores. The goal is to understand how many people enter the store, how long they wait, how long they stay in the store, how long a consultation lasts, and what issues our customers came to the store to address. This interest is of a general nature and does not relate to specific individuals or their data.

The insights gained help us better understand customer needs in the shops so that we can advise our customers even more efficiently, schedule staff more effectively, and optimize processes, which leads to shorter wait times in the shop.

Source of the Data

In the store, sensors track movements and microphones record interactions at the so-called “drop-in bar,” where customers are greeted, or at smaller sales counters that are clearly separated from the rest of the store. Using artificial intelligence, the motion sensors detect only the locations where people are present throughout the store—not the people themselves. The microphones at the drop-in bar record customer conversations. These conversations are immediately transcribed and anonymized using artificial intelligence; the original audio file is then promptly deleted from the working memory. Transcribed conversation content (keywords) captures customers’ concerns or reasons for visiting, the products involved, customer types, campaigns, and whether a sale was made; this information, along with the generated and anonymized transcript, is stored locally in a database at the store for a maximum of 24 hours.

Upon entering the store, each customer is informed about the use of artificial intelligence during the conversation and either verbally gives their consent to the transcription or declines. In the event of refusal, the conversation takes place in a separate, clearly demarcated area of the store, and the content of the conversation is not recorded. There are no changes to the consultation or service provided. This ensures transparency, and every customer has the option to opt out of the recording of audio data and the transcription of the conversation without suffering any disadvantages. Customers can also find more detailed information on the clearly visible flyers and via a QR code located at the drop-in bar, which links to this privacy policy.

Recipients of the Data

Every night, all anonymized transcripts of the conversations are transferred from Swisscom's local database to a third-party cloud in Switzerland and deleted locally.

Further Information

For the following information regarding transcribed conversation data, please refer to www.swisscom.ch/datenschutz:

- Duration of processing
- Your settings and rights

Swisscom has reviewed the system for all AI and data protection-related aspects, established strict requirements for data protection, security, data retention, and ethics, and obtained the approval of all reviewing bodies. The system has been deemed unobjectionable by all internal oversight bodies with regard to the privacy of store visitors.

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