

Cookie Policy

For our websites (www.swisscom.ch, blueplus.ch, bluecinema.ch, wingo.ch) and our mobile apps (Swisscom myCloud, Swisscom blue TV, blue Cinema), we use third-party services to measure and improve the user-friendliness of the website and mobile apps as well as our online advertising campaigns. For the sake of simplicity, we refer to websites in general in this policy, but also mean our mobile apps in each case. We may integrate third-party components on our website, which in turn may use cookies. The technologies used are designed in such a way that you are recognised as an individual visitor each time you access the site, for example by our server (or the servers of the third parties) assigning you or your browser a specific recognition number (a so-called «cookie»). This Cookie Policy describes how and for what purpose we use cookies and web analysis tools and process personal data in this context. The Cookie Policy supplements the Swisscom [Privacy Statement](#) and the blue [Privacy Policy](#), which provide you with general information on data processing and your rights.

For website visitors from the EU/EEA, only so-called necessary cookies are used – all other types of cookies are blocked for them.

1. What are cookies?

Cookies are small files that your browser automatically saves on your end device (e.g. computer) when you visit our website. Cookies contain a unique identification number (an ID) that allows us to distinguish individual visitors from others, but usually without identifying them. Depending on the intended use, cookies contain further information, e.g. about sites visited and the duration of the visit to a site. On the one hand, we use session cookies, which are deleted again when the browser is closed, and on the other hand, permanent cookies, which remain saved for a certain period after the browser is closed and are used to recognise visitors on a subsequent visit. These permanent cookies remain saved on your computer or mobile device for between one month and ten years, depending on the type of cookie, and are automatically deactivated after the programmed period has expired.

We use the following types of cookies:

- **Strictly necessary cookies:** Strictly necessary cookies are required for the functionality of the website. These are also used for website visitors from the EU/EEA.
- **Statistics and analysis:** With this setting, you allow us to check the number of visitors to our websites and to analyse how visitors use our website. You also help us to ensure that the website runs stably, reliably and quickly and can be constantly optimised.
- **Personalisation of our website and our offers:** With this setting, you allow us to optimise and personalise your visit to our website for you, e.g. by saving your username or your language selection. In addition, it is possible for us to store your usage behaviour on our website and to derive information about your interests from this. We may address you personally on the website, show you Swisscom offers tailored to you (e.g. blue, Wingo offers) or - if we can recognise you as a customer - send them to you as part of marketing measures. Your customer data will only be used within the framework of your existing settings for data use in your customer centre (e.g. My Swisscom, My Wingo etc.).
- **Swisscom advertising with third parties:** With this setting, you allow us to use the services of third-party providers such as Google or Facebook to display Swisscom advertising or offers to you on their websites. For this purpose, we transmit data about your usage behaviour on our websites to the providers. Depending on your existing settings for data use in your Customer Centre, other customer data may also be transferred. We also measure how well our advertising works on the websites of the third-party providers.
- **Visitor identification:** If you allow us to do so, we can identify you as a Swisscom customer based on your IP address, even if you are not logged into your Customer Centre. In this way, you will see Swisscom offers that are suitable for you and that correspond to your usage behaviour across all devices.

We may also use similar technologies, e.g. pixel tags or fingerprints to store data in the browser. Pixel tags are small, usually invisible images or a program code that are loaded by a server and thereby transmit certain information to the server operator, e.g. whether and when the website was visited. Fingerprints are information collected when you visit our website via the configuration of your end device or browser, which makes your end device distinguishable from other devices.

2. What data do we process in connection with cookies and web analysis tools?

Cookies collect information relating to usage, such as the date and time of the visit to our websites, the name of the website visited, the IP address of your end device, as well as the operating system used. Cookies can also provide information for instance concerning the website from which you accessed our website. We can also use cookies to track the topics on which you are researching on our website.

For Swisscom customers who have registered in My Swisscom, the online usage information can be linked with details about the use of Swisscom products and services as well as demographic data such as age group, region of residence and gender and made usable for advertising partners. Our customers have the option to object to the use of such data by advertising partners at any time by means of settings in My Swisscom or by notifying a customer contact point.

3. For what purposes do we use cookies?

When we track you or use similar technologies, we want to distinguish your access (via your system) from access by other users so that we can ensure the functionality of the website and carry out statistical analyses. The cookies we use are used to ensure system security and stability and to enable various functions of our website. Cookies help, for example, to save your country and language preferences across different pages of an internet session.

With your consent, we can also record and analyse user behaviour on our website. This enables us to make our website more user-friendly and effective and to make your visit to the website as pleasant as possible. In addition, we can display information on the site specifically tailored to your interests.

With your consent, we also use cookies to optimise our advertising. Cookies allow us to present you with advertisements and/or special goods and services that may be of particular interest to you based on your use of our website. Our goal is to make our website as attractive as possible for you and to show you advertising that corresponds to your presumed areas of interest.

4. How can the use of cookies and web analysis tools be deactivated?

You can change your cookie settings at any time [here](#). If you decide not to accept our cookies or the cookies and tools of our partner companies, you will not see certain information on our website and will not be able to use some features designed to improve your visit.

5. How can we change this Cookie Policy?

We reserve the right to amend this Cookie Policy at any time. The version published on our website shall apply at all times.

6. Cookies and third party web analysis tools used

The cookies and web analysis tools used by us may originate from us, from other companies of the Swisscom Group or from independent third-party companies. Third-party providers and their servers may also be located outside Switzerland and the European Economic Area (EEA), provided that the protection of your personal data is adequately ensured.

Third-party cookies enable our partner companies to target you with individually tailored advertising and measure its efficacy. Our advertising partners only gain access to data based on an identification number (cookie ID). This is online usage information such as how and which of our internet pages on the website you have visited and what content you have used.

We also use web analysis tools from third-party providers to obtain information about the use of our website and to improve our Internet offering. As a rule, the information collected for this purpose about the use of a website is transmitted to the third party's server through the use of cookies.

The relevant third-party providers may record website usage for this purpose and combine their records with further information from other websites. In this way, they can record user behaviour across several websites and end devices in order to provide us with statistical evaluations on this basis. The providers may also use this information for their own purposes, e.g. for personalised advertising on their own website or other websites. If a user is registered with the provider, the provider can assign the usage data to the relevant person.

You will find a list of the cookies and web analysis tools used below. The list is regularly checked and updated. However, it may happen that the web analysis tools and cookies listed here are no longer used in the meantime or, conversely, that new providers have been added which will only appear in the list after the next update.