

# The Digital Trust Label in a nutshell

## Why talk about Digital Trust?

Growing mistrust of digital technologies is preventing societies from reaping the benefits of digital transformation. More and more digital projects are failing in large part because of the growing mistrust.

So far, apart from vague and theoretical promises, little is being done to address this problem. A Digital Trust Label can contribute to more transparency and thus to the promotion of trust in the digital space.

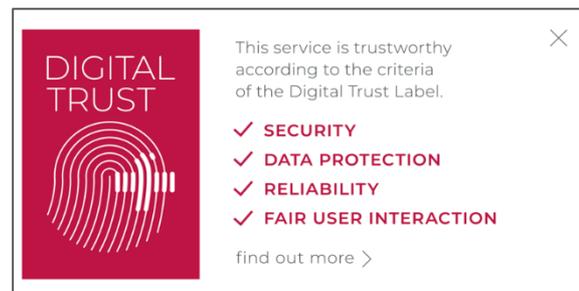
## What is the Digital Trust Label?

With the Digital Trust Label, we want to promote trust and transparency of new technologies. A mixture of an organic label and a nutritional value table, it certifies digital applications (websites and apps) in four categories and allows users to classify the trustworthiness of the digital application. The Digital Trust Label developed in Switzerland, is the first of its kind in the world. Pioneering work, made in Switzerland.

We want to ensure that users receive more information and transparency when they use digital applications.

And we want to give organisations the opportunity to show their commitment to digital responsibility.

With an intuitive, clear layout and simple language, the Digital Trust Label builds trust by increasing transparency where it matters:



- **SECURITY:** Can you count on a certain standard of security?
- **DATA PROTECTION:** How is your data protected?
- **RELIABILITY:** How reliable is the service delivery?
- **FAIR USER INTERACTION:** Is an automated decision-making mechanism involved?

## Three main benefits for users and organisations

- 1 Adherence to a certain standard:** The digital service fulfils 35 mandatory criteria across four dimensions.
- 2 More transparency and information for users:** Users understand what's happening to their data when they use the digital services.
- 3 Responsible companies:** Companies demonstrate that they take their responsibility toward users of their digital applications seriously.

## How does the Label process work?

Any organisation can apply for certification of a digital application, regardless of whether it is in the public or private sector. The assessment process and associated costs depend on the complexity and scope of the application.

An external audit is carried out based on the Label catalogue, which we developed together with our main partner École polytechnique fédérale de Lausanne (EPFL), leading experts and public consultations with civil society. The Label and the catalogue are continuously developed.

## Why does this project matter to Switzerland?

In the context of numerous national and international initiatives on digital ethics, the Digital Trust Label project is particularly interesting because it is a practicable example of an international Label for digital applications and a concretisation of general ethical principles: It can be applied, measured, and audited.

As such, it is also in line with Switzerland's ambitions for digital governance and could be a concrete example of how trust - a Swiss value - can be brought into the digital world. Through active exchange with the growing and global digital trust ecosystem, the Digital Trust Label can also contribute to positioning Geneva as a hub for responsible digital transformation.

## The Digital Trust Label at a glance

			
Solid foundation	Multi-Stakeholder Approach	Scientific backing	Credibility
<p><b>Solid foundation:</b></p> <ul style="list-style-type: none"> <li>Global User Study conducted</li> <li>International research</li> <li>Discussions with experts</li> <li>Feedback from civil society through public consultations</li> </ul> <p><b>Active exchange with international organisations and initiatives</b></p>	<p><b>Active inclusion</b> of relevant stakeholders</p> <ul style="list-style-type: none"> <li>Civil society</li> <li>Public Sector</li> <li>Private Sector</li> <li>Academia</li> </ul> <p><b>Proven practicality:</b> Needs from civil society are met and Label is suitable for companies.</p> <p><b>Demand:</b> a growing number of requests confirms the demand from users and organizations.</p>	<p><b>Swiss Know-How:</b> The label has been created with our <b>main academic partner EPFL</b> and other experts – made in Switzerland.</p> <p><b>Label Expert Committee:</b> the Label will be continuously developed by an independent committee of experts.</p>	<p><b>Clear Governance:</b> The Label aims for <b>clear and transparent governance</b></p> <p><b>Independent financing:</b> Financial backing from foundations, the public sector and digitalswitzerland.</p> <p><b>Public inclusion:</b> For continued <b>credibility and legitimacy</b> various stakeholders particularly from <b>civil society</b> will be <b>actively included in further consultations</b>.</p>

The Digital Trust Label is managed by the Swiss Digital Initiative (SDI), an independent non-profit Foundation based in Geneva.

More information about the SDI and its projects on our website: <https://www.swiss-digital-initiative.org>

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