

## MEDIA RELEASE

# Corporate responsibility in the digital world: Swiss Digital Initiative launches the world's first label for digital responsibility

**Geneva, 18 January 2022 – With the launch of the Digital Trust Label, users can better identify trustworthy digital services. Providers of digital services can now declare their digital responsibility in a systematic and credible manner. Swisscom and Swiss Re are the first pioneers to have one of their digital services tested and successfully labelled. Credit Suisse is in the labeling process. Seven other companies have committed to follow suit by having one of their digital services labeled.**

Awareness of digital risks and demand for more digital transparency and accountability are in full force. Adopting digital responsibility and embracing digital trust are among the new requirements for companies to stay competitive. The leaders of the future are companies that live and breathe digital responsibility. They walk-the-talk by putting principles into practice.

Created in Switzerland in a participatory and inclusive way, the Digital Trust Label was designed from a user perspective and offers organisations a unique opportunity to convey their commitment to digital responsibility for the first time.

## A clear commitment to digital responsibility



The Digital Trust Label indicates the trustworthiness of a digital service, such as a website or an app, in a clear, visual and non-technical language everyone can understand.

*"Similar to the organic label and a nutrition facts table, the Digital Trust Label acts as a seal of trust in the digital world,"* explains **Doris Leuthard, President of the SDI Foundation.**

Digital services are audited, based on 35 criteria along four dimensions: Security of the digital service, data protection, reliability of the digital service and fair interaction with the users, which

includes notifying users about the use of automated decision-making. The criteria catalogue was created by a dedicated Label Expert Committee under the leadership of École polytechnique fédérale de Lausanne (EPFL) and further developed on the basis of feedback from several public consultations. The designed criteria serve as a basis for an independent auditing.

### **Pioneering digital trust: Swiss Re and Swisscom become first digital trust champions**

The first Digital Trust Champions include Swiss Re and Swisscom, which have already gone through the auditing process for a Digital Trust Label and have been granted the label for one of their digital services. Credit Suisse is in the auditing process. Another seven companies have already registered for the labeling process and will soon begin the audit: Atos, Booking.com, Cisco, Credit Exchange, Kudelski IoT, UBS Switzerland AG and wefox.

*“Financial services require greater trust in digital services than ever before. We support and believe in the Digital Trust Label as a driver towards greater transparency and accountability,”* says **Moses Ojeisekhoba, Chief Executive Officer Reinsurance and Member of Group Executive Committee, Swiss Re.**

**Urs Schaeppli, CEO Swisscom** adds: *“The digital world is fast and easy, but also anonymous. Which digital services can I rely on, which provider can I trust, are the questions critical to success. Swisscom supports the Digital Trust Label and the underlying independent audit process because it creates transparency and builds trust in the digital world.”*

The topic of digital trust is also relevant for the banking sector. **André Helfenstein Chief Executive Officer Credit Suisse (Switzerland) Ltd:** *“Client trust and security are natural cornerstones of Swiss banking. This also applies in the digital world. Credit Suisse supports the piloting of the Digital Trust Label, as it increases transparency with regard to data flows and security in digital processes.”*

The Digital Trust Label is an example of a practical contribution to bring Swiss traditions and values to the digital world and acts as a starting point for a global movement towards digital responsibility. *“There is no better place to pioneer and experiment new tools for digital trust and responsibility than Geneva. A Label can be a good way to convene all international stakeholders working on the issue to find a global consensus,”* says **Benedikt Wechsler, Ambassador and Head of Digitalisation Federal Department of Foreign Affairs.**

### **A strong backing for Swiss Digital Initiative**

Michael Hengartner, President of the ETH Board, and André Kudelski, Chairman of the Board and CEO of Kudelski Group join the SDI Foundation Board. Michael Hengartner is replacing Martin Vetterli, President EPFL, as representative from academia, while André Kudelski brings his expertise in cybersecurity and the private sector to the organisation. The Swiss Digital Initiative reiterates its commitment to a multi-stakeholder approach and gives experts even more weight for the continued development of the Label.

**Digital Services, which are awarded with the Digital Trust Label:**

Swisscom: Electronic Seal

Swiss Re: Magnum Go

**Digital Services, which are currently in the audit process:**

Credit Suisse: Onboarding CSX Offering

**Digital Services, which will undergo the labeling process:**

Atos: Under evaluation

Booking.com: Under evaluation

Cisco: Cisco Webex

Credit Exchange AG: CredEx

Kudelski IoT: keySTREAM

UBS Switzerland AG: Under evaluation

wefox: wefox Customer App

**Members of the initial Label Expert Committee (September 2020 - December 2021):**

- Stéphanie Borg Psaila, Digital Policy Director, DiploFoundation - President of the Committee
- Prof. Yaniv Benhamou, Faculty of Law, University of Geneva, Attorney-at-Law (IP & Privacy)
- Prof. Dr. Abraham Bernstein, Department of Informatics, Director Digital Society Initiative, University of Zurich
- Nikki Böhler, Managing Director, OpenData.ch
- Francesca Bosco, Senior Advisor, Cyber Capacity and Foresight, CyberPeace Institute
- Christophe Hauert, Lecturer University of Lausanne, Co-Founder Cybersafe Label
- Prof. Dr. Jean-Pierre Hubaux, Full Professor Laboratory for Data Security, EPFL
- Dr. Patrick Schaller, Senior Scientist, System Security Group, ETH
- Florian Schütz, Federal Cyber Security Delegate
- Jean-Christophe Schwaab, President Digitalization Commission, Fédération Romande des Consommateurs
- Martin Steiger, Attorney and entrepreneur for law in the digital space, founder of Steiger Legal

**Coordination and support EPFL:**

- Martin Rajman, Scientific Advisor and Senior Scientist EPFL
- Imad Aad, Project Manager, Center for Digital Trust (C4DT) EPFL

**Profile Michael Hengartner**

Michael O. Hengartner is the president of the ETH Board and served as Rector of the University of Zurich (UZH) from February 2014 to January 2020. From 2016 until his resignation as Rector of the UZH, he also served as President of swissuniversities. In addition to a doctoral degree in biology from MIT, he holds an Executive MBA from IMD Lausanne. His global experience and

his relentless efforts to advance research and education in Switzerland make him a valuable representative of academia in the Foundation Board.

### **Profile André Kudelski**

André Kudelski is Chairman and CEO of Kudelski Group. He is also President of Innosuisse, the Swiss Federal Agency for Innovation, and Vice-Chairman of the Swiss-American Chamber of Commerce. He sits on the Supervisory Board of Publicis Groupe and on the Strategic Advisory Board of École Polytechnique Fédérale de Lausanne (EPFL). He previously served on the boards of Nestlé, Aéroport International de Genève, HSBC Private Banking Holdings (Suisse), Edipresse and Dassault Systèmes. André Kudelski has an MSc in Applied Physics from EPFL.

### **Media contact**

Niniane Paeffgen  
Managing Director  
Swiss Digital Initiative  
+41 79 230 49 05  
[niniane@sdi-foundation.org](mailto:niniane@sdi-foundation.org)

### **Website:**

<https://www.digitaltrust-label.swiss>

### **Media Kit:**

<https://digitaltrust-label.swiss/media-kit/>

### **About the [Swiss Digital Initiative](#)**

The Swiss Digital Initiative (SDI) is an independent, non-profit foundation based in Geneva, founded in 2020 by digitalswitzerland and under the patronage of Federal Councillor Ueli Maurer. The SDI pursues concrete projects with the aim of securing ethical standards and promoting responsible conduct in the digital world. It brings together academia, government, civil society and business to find solutions to strengthen trust in digital technologies and in the actors involved in ongoing digital transformation.