

The Digital Trust Label

Putting trust, simplicity and transparency back into tech

The growing complexity and various scandals around data breaches and the biases in algorithmic systems are fueling mistrust in digital services.

By using clear and non-technical language, the Digital Trust Label denotes the trustworthiness of digital services in a way that everyone can understand.

As a combination of an organic label and a nutritional value table, the Label audits digital services (websites and apps) based on 35 criteria within four categories. Users can better identify trustworthy digital services and providers of digital services can credibly convey their commitment to digital responsibility.

The first of its kind

The Digital Trust Label was developed through a multi-stakeholder approach with representatives from the private and public sectors, civil society, academy and users. It builds upon existing standards such as ISO and GDPR.



Become a digital trust pioneer and make it your competitive edge



Position your organisation as a trustworthy service provider

The Digital Trust Label signals your understanding that digital trust must be earned for a digital service.



Navigate early and easily the shifting regulatory landscape

An audit based on a solid assessment can help organisations navigate the ever-changing regulatory landscape



Improve your relationship with your users

The Digital Trust Label puts the user at the heart of the experience, allowing greater transparency and information to empower decision-making and improve the services.

Embrace digital responsibility

Become a digital trust pioneer leading the path to the next generation for responsible digital transformation



Organisations that obtained the Label, are in the labelling process, or are committed to obtain the Label



At Swiss Re, we see building trust in digital services as key to accomplishing our business goal of making the world more resilient.

Moses Ojeisekhoba
CEO Reinsurance Swiss Re



The DTL enables us to combine best practices and a client-centred focus and to make our contribution to digital trust.

Andrea Canonica
CEO Credit Exchange

About the SWISS DIGITAL INITIATIVE

Behind the Digital Trust Label stands the non-profit foundation Swiss Digital Initiative in Geneva. The mission of the foundation is to promote digital ethics and responsibility. For more information, please visit: digitaltrust-label.swiss

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