

Official Launch of the Digital Trust Label

Press Conference
18 January 2022

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Speakers



Doris Leuthard
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André Helfenstein
Credit Suisse
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André Kudelski
Kudelski Group



Niniane Paeffgen
Swiss Digital Initiative
(Moderator)

Pioneering Digital Trust

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Doris Leuthard

President Swiss Digital Initiative
and former Federal Councillor

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Digital Trust is eroding

Three trends accelerating rapidly

1.

Growing cyber risks and privacy threats due to increasing security breaches and data leaks



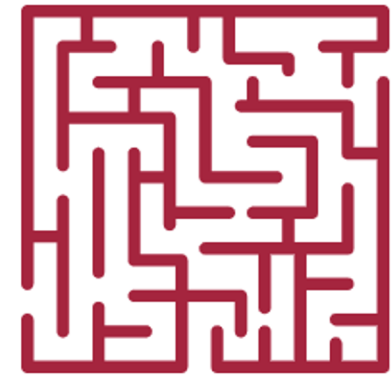
2.

General mistrust in digital services due to overwhelming information for digital users



3.

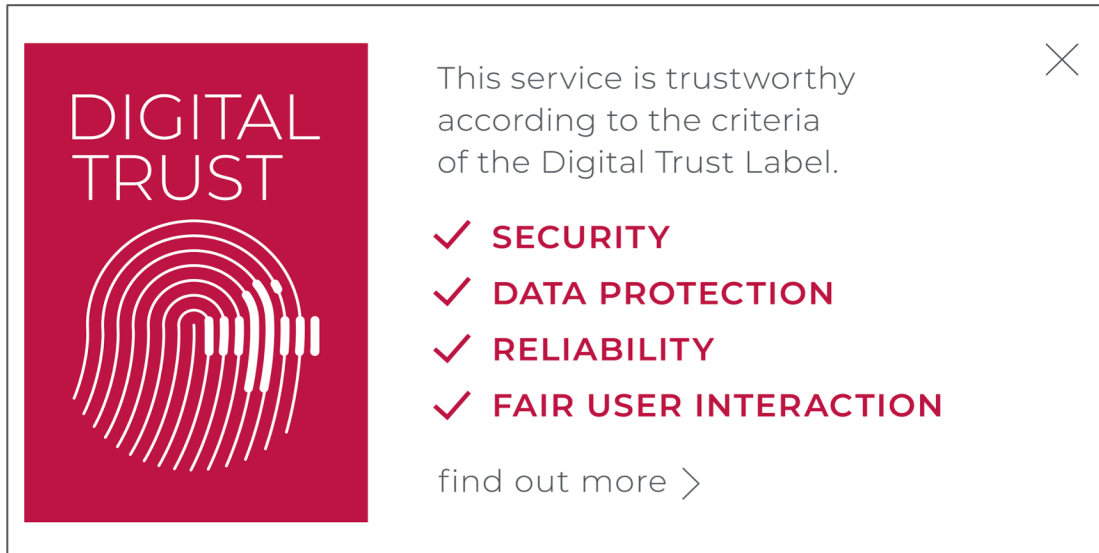
Increased intransparency due to automated processes with growing AI deployment



A Commitment to Digital Responsibility

The pioneer project to advance digital trust

The Digital Trust Label is a combination of an **organic label** and a **nutritional value table** for the **digital world**.



1. It shows that **mandatory criteria are fulfilled** by a digital service;
2. Gives users **more information and transparency** for empowered decision-making;
1. Provides an opportunity for organisations to focus on and **signal digital responsibility**.

The Label is based on 35 criteria in 4 categories

Verified by an external and independent auditor



Security



**Data
Protection**



Reliability



**Fair User
Interaction**

- The operationalization follows **technical, legal and regulatory specifications** that are verified by an auditor.
- The Digital Trust Label covers elements of **ISO 27001, ISO 22301, GDPR**.
- The Digital Trust Label **builds on existing and well-established standards**.

Digital Responsibility at a Glance

The Digital Trust Label puts the user at the centre

1. Reducing complexity

With the Digital Trust Label, users recognize at once if a digital service is using their data responsibly.

2. Building transparency

The Label gives users more information and transparency, if their data is used responsibly or an automated decision-making process is in place.

3. Empowering the user

The Digital Trust Label empowers users with the knowledge and confidence to make informed choices about the digital services they want to use.

Digital Responsibility at a Glance

Digital Trust Label signals digital responsibility

Value of Digital Trust Label for Companies

- Signals digital responsibility to users.
- Presents a soft-law instrument helping to navigate the regulatory landscape.
- Digital responsibility is a competitive advantage.

Interesting for services handling sensitive data and using automated decision-making

From websites and apps to AI applications, services of varying complexity can be audited with the Digital Trust Label.

This concerns in particular digital services in these sectors:



Healthcare



Public Sector



Media



Banking &
Insurance



Human Resources



Education


Strong Partners and Leadership

Our wide range of partners stand for credibility and leading expertise

Our Partners

EPFL

STIFTUNG
MERCATOR
SCHWEIZ

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

SGS

digital**switzerland**

Board Members of the Swiss Digital Initiative (as of 2022) the Geneva-based foundation behind the Digital Trust Label



Doris Leuthard

President, former Swiss Federal Councillor and Member of the UN High-level Panel on Digital Cooperation



Yves Flückiger

Rector University of Geneva



Ivo Furrer

Former President digital**switzerland**, Member of the Board of Directors of Julius Baer, Helvetia Insurance, responsAbility, inventix



Michael Hengartner

President ETH Board



André Kudelski

Chairman and CEO Kudelski Group



Walter Thurnherr

Swiss Federal Chancellor (ad personam)



Marc Walder

CEO Ringier and Founder digital**switzerland**



Anja Wyden Guelpa

Director and founder civicLab and former State Chancellor of the State of Geneva



Academic excellence and continued development

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Martin Vetterli

President EPFL

EPFL |

Why Digital Trust is important to Switzerland

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Benedikt Wechsler

Ambassador and Head
of Division for Digitalisation
Federal Department of Foreign Affairs



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

The Digital Trust Label – Use Cases

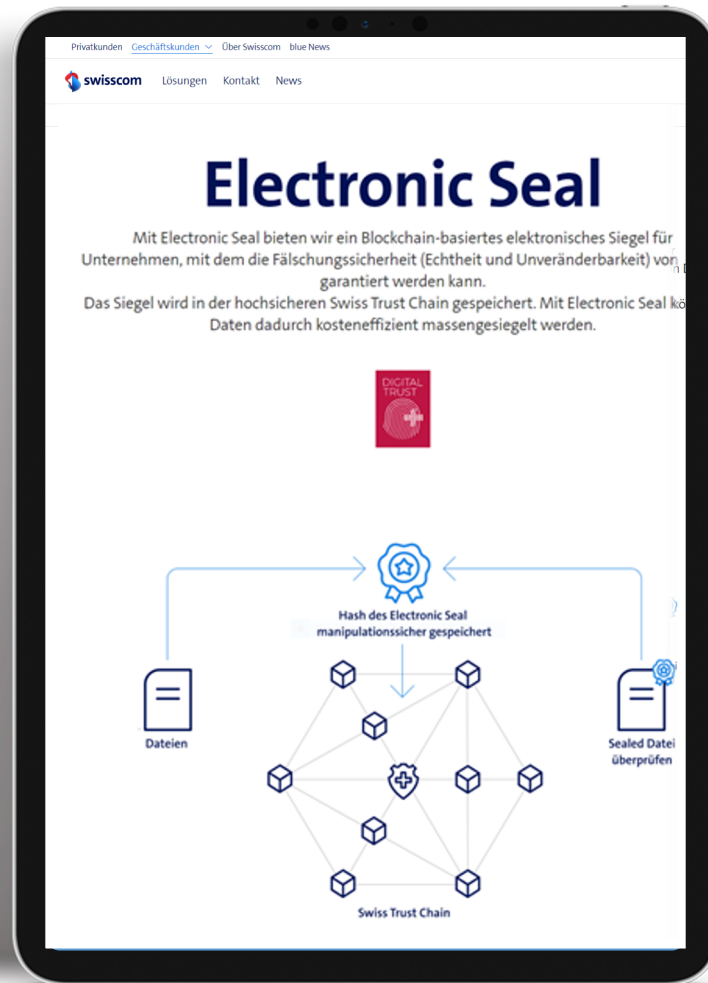
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Urs Schaeppi
CEO Swisscom Ltd





Electronic Seal

A blockchain-based seal for companies that can guarantee tamper-proof data.

Electronic Seal

Verify the authenticity of your documents.

Verify document





Moses Ojeisekhoba

CEO Reinsurance & Member
of Group Executive Committee
Swiss Re





André Helfenstein

CEO CREDIT SUISSE (Schweiz) AG



The future of Digital Trust

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André Kudelski

Chairman of the Board and
CEO Kudelski Group



Q&A

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Merci Danke Thank you

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