The Digital Trust Label

Earning Digital Trust:

wie Anbieter vertrauenswürdige Dienste erreichen

DIGITAL TRUST

SWISS +
DIGITAL
INITIATIVE

About the Swiss Digital Initiative
Advancing Practice-Oriented Ethics In The Digital Age

SWISS
DIGITAL
INITIATIVE

- Foundation with headquarters **in Geneva**

- **Mission:** Promoting digital ethics and responsibility

- Created by **digitalswitzerland,** under the patronage of **Federal Councillor Ueli Maurer** in 2019

- President is **Doris Leuthard,** former Federal Councillor and Member of the UN High-Level Panel on Digital Cooperation

- Official launch at the **WEF 2020** in Davos in presence of Federal Councillors Ignazio Cassis and Ueli Maurer

Our Partners
backing the Digital Trust Label

EPFL

STIFTUNG
MERCATOR
SCHWEIZ

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

SGS

digitalswitzerland

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
digitalswitzerland,
Member of the Board
of Directors of Julius
Baer, Helvetia
Insurance,
responsAbility, inventx

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
digitalswitzerland

Anja Wyden Guelpa

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

Pioneering Digital Trust

Digital Trust is eroding
Three trends accelerating rapidly

Growing awareness of digital risks

Demand for more transparency, accountability, control and regulation

Slowing adoption of digital services due to mistrust

Option 2: Manifestos & Code of Conducts
Go beyond one organisation but again little control and oversight, «forum shopping»

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Hardturmstrasse 103	www.swico.ch
CH-8005 Zurich	info@swico.ch

SWICO

Code of Conduct for Swico Members

1	Integrity	1
2	Customer acquisition	1
3	Customer events	2
4	Gifts and invitations	2
5	Service providers	2
6	Fiduciary duty	2
7	Non-discrimination	2
8	Work and working hour models	2
9	Job safety and health protection	3
10	Junior employees, on the job training and professional development	3
11	Public Conduct	3
12	Social responsibility	3
13	Sustainability	3

Ethical guide for the ICT industry

Option 3: Labels
A commitment to Digital Trust through he pioneer project

DIGITAL TRUST

This service is trustworthy according to the criteria of the Digital Trust Label.

✓ **SECURITY**
✓ **DATA PROTECTION**
✓ **RELIABILITY**
✓ **FAIR USER INTERACTION**

find out more >

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

1. It shows that **mandatory criteria are fulfilled** by a **digital service**;

2. Gives users **more information and transparency** for empowered decision-making;

3. Provides an opportunity for organisations to focus on and **signal digital responsibility.**

Verified by an external and independent auditor

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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.**

First Use Cases and Digital Trust Ecosystem

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First Digital Trust Label Use Cases
Labelled digital services and committed organizations

Organizations that already labelled their digital services

swisscom · Swiss Re · CREDIT SUISSE

OneLog · Credit Exchange · PeopleWeek

wefox · KUDELSKI I THINGS · tresorit · CISCO

unicef

Details Digital Trust Label

Value of the Digital Trust Label for Companies

- Focus on and signals digital responsibility.

- A soft-law instrument helping to navigate the regulatory landscape, going beyond Swiss law.

- Digital responsibility becomes a competitive advantage.

- The leaders of the future are companies that live and breathe digital responsibility.

Important 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:

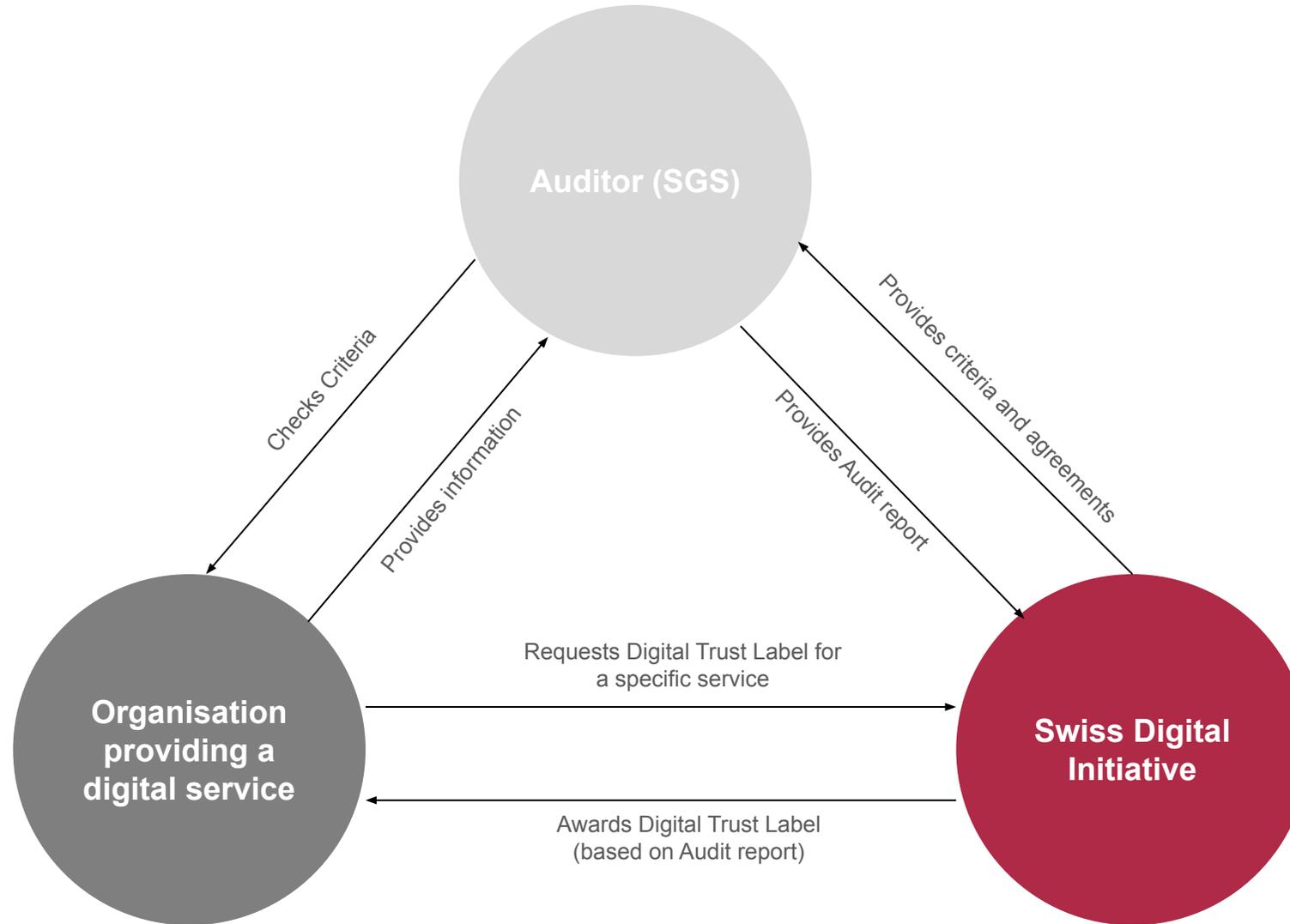**Healthcare**   **Public Sector**   **Media**   **Banking & Insurance**   **Human Resources**   **Education**
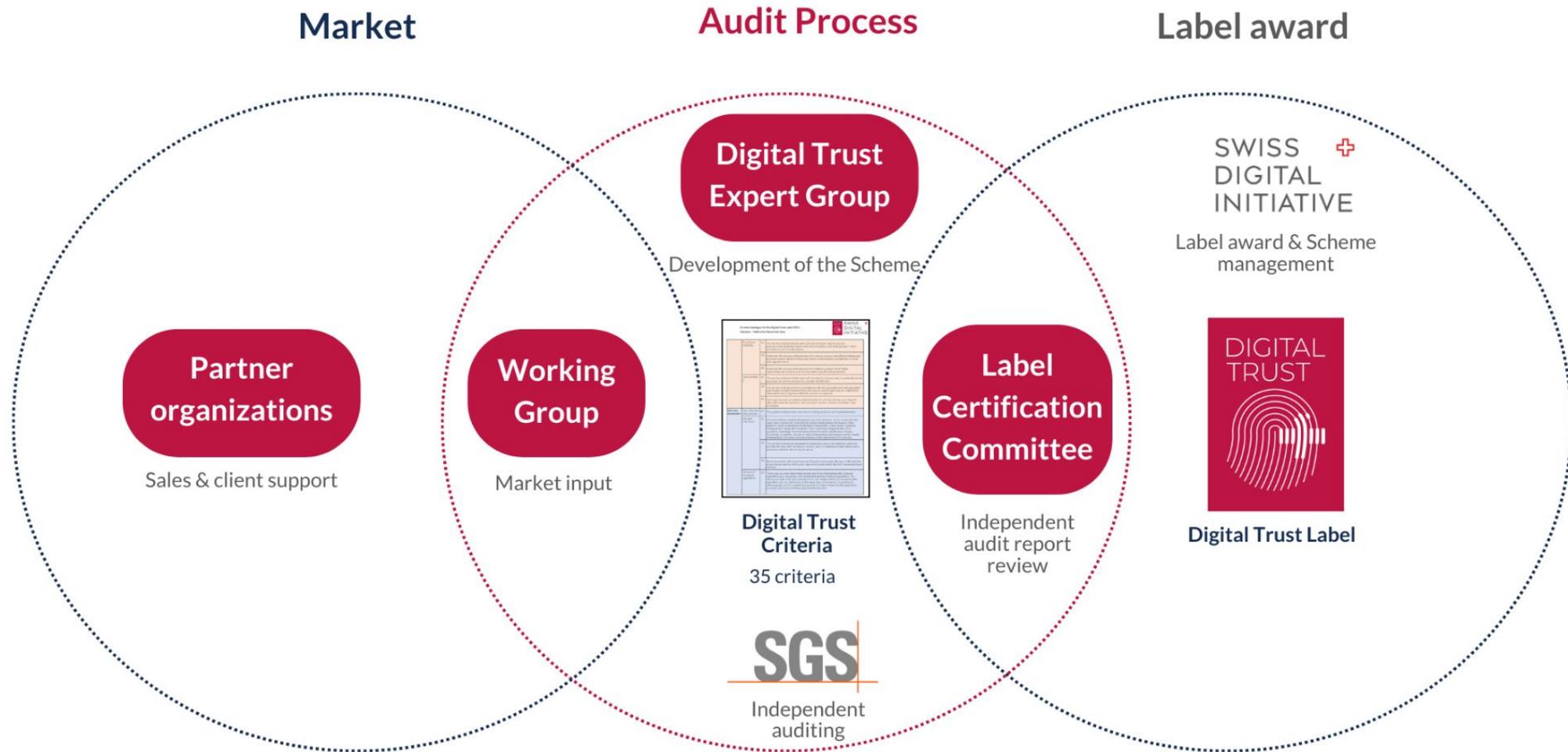
The interaction for the Digital Trust Label
Involved parties and relations

Auditor (SGS)

Checks Criteria

Provides information

Provides Audit report

Provides criteria and agreements

Organisation providing a digital service

Swiss Digital Initiative

Requests Digital Trust Label for a specific service

Awards Digital Trust Label (based on Audit report)

Market

Audit Process

Label award

Partner organizations — Sales & client support

Working Group — Market input

Digital Trust Expert Group — Development of the Scheme

Digital Trust Criteria — 35 criteria

SGS — Independent auditing

Label Certification Committee — Independent audit report review

SWISS DIGITAL INITIATIVE — Label award & Scheme management

DIGITAL TRUST — Digital Trust Label

Issue of trust needs to be approached pro-actively
Danger of furthering mistrust, slowing adoption and missing out on potential

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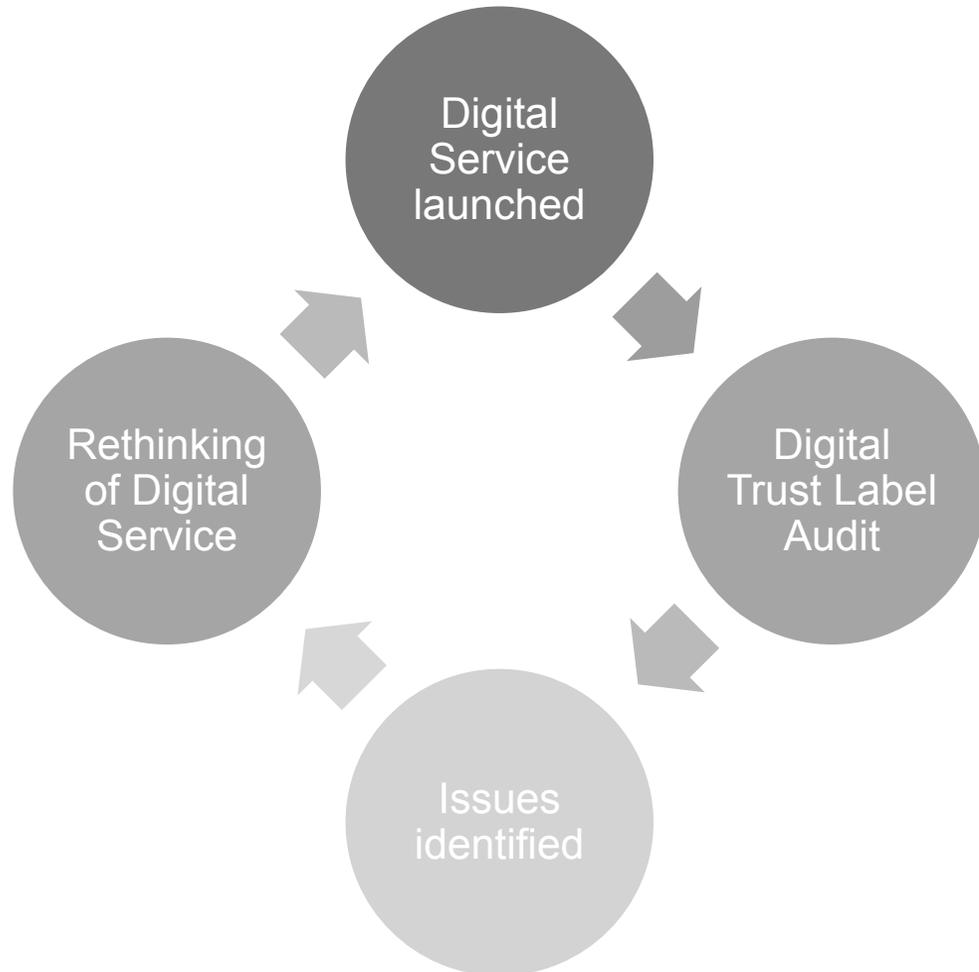| Data Collection (Industry / Consumer)	Data Analysis	Data Exchange & Usage (decision-making)

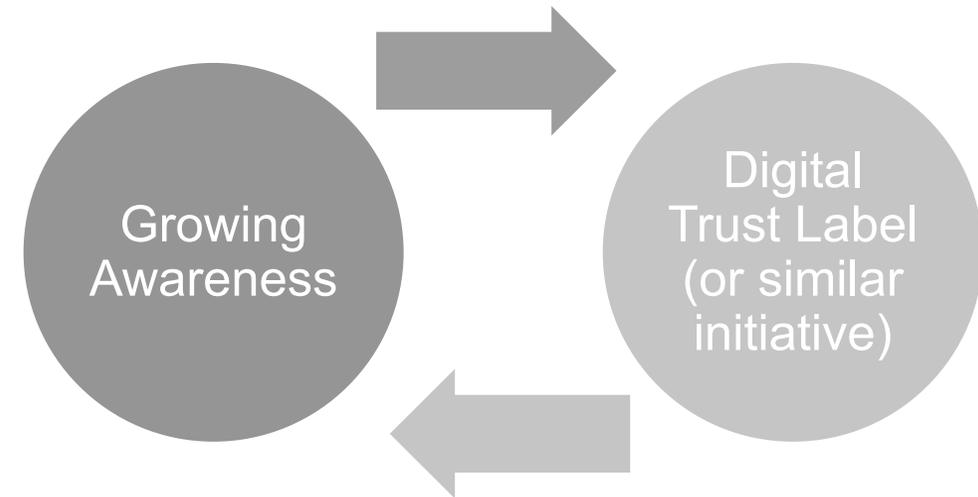**Regulations catching up, lack of harmonised standards & processes**

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Label as an incentive to rethink digital services
Impact on product development

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Supply Side

Demand Side

Digital Service launched

Digital Trust Label Audit

Issues identified

Rethinking of Digital Service

Growing Awareness

Digital Trust Label (or similar initiative)

O1. CHECK OUT
THE DIGITAL TRUST CRITERIA

O2. ACCESS
THE DIGITAL TRUST GUIDE

O3. TRY OUT
THE DIGITAL TRUST COMPASS

O4. GET THE DIGITAL TRUST LABEL

JOIN THE
TRUST
MOVEMENT
BY SWISS DIGITAL INITIATIVE

Thank you!
Merci!

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