**PRESS RELEASE**

Swiss Digital Initiative unveils the Digital Trust Label Seal

The Swiss Digital Initiative is developing the world's first Label to test and certify the trustworthiness of digital services. For the first time, SDI is now presenting the Digital Trust Label seal. From 2022, the Digital Trust Label will enable users to recognise trustworthy digital services at a glance.
From now on, interested companies can register and be among the first whose digital services will be certified with the Digital Trust Label. To place the Label in the broader context of Digital Trust, the Swiss Digital Initiative is publishing a whitepaper with a holistic vision for trust in the digital world.

Geneva, 3 November 2021 - Data leaks, cyberattacks, unethical business practices by tech companies: the headlines just don't stop. Users feel insecure when dealing with digital services. How is my data being handled? Are automated decisions being made behind my back? Transparency is lacking and there are no easy ways to get information. Pragmatic and practical solutions are needed.

The Digital Trust Label signals trustworthiness - at a glance
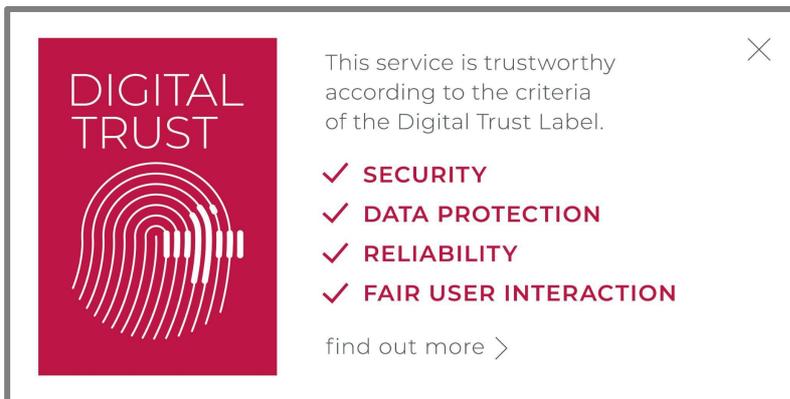
The Swiss Digital Initiative (SDI) offers a solution with the world's first Digital Trust Label. In clear, understandable language, the Label shows the trustworthiness of a digital service. Compliance with standards is checked in four categories and creates trust among users thanks to transparency and reduced complexity. With the Label, digital services are tested based on more than 30 criteria. The criteria catalogue was created under the leadership of École polytechnique fédérale de Lausanne (EPFL) and a dedicated Label Expert Committee, further developed thanks to feedback from public consultations and allows for independent auditing and certification.

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

The Label focuses on the users of digital services and highlights the dimensions of security, data protection, reliability, and user interaction. With its multi-level approach, it shows relevant information at first glance but also offers more details to interested persons.

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Companies can send a clear signal

Thanks to the Digital Trust Label, all organisations offering a digital service have the opportunity for the first time to have this service verified by a neutral body. Successful certification sends a clear signal to users that an organisation is serious about digital trust. Such a signal is not only effective towards users, but also provides guidance to organisations in a rapidly changing regulatory environment. Registration for certification is now open to all organisations.

Digital Trust pioneers are Booking.com, Credit Suisse, Swisscom, and Swiss Re. They were involved in the development of the Label and are currently having selected digital services certified. AXA, Canton de Vaud and IBM Switzerland were also involved as development partners. The project was made possible thanks to the support of the Mercator Foundation Switzerland.

Which industries need to pay particular attention and ways towards digital trust?

Together with the presentation of the Digital Trust Label, the first whitepaper on Digital Trust is published. It defines the broader framework within which Digital Trust can be discussed. At the same time, it identifies industries that will most likely have to invest more in digital trust in the future. These are the healthcare sector, the public sector, the media sector, banking and insurance, HR, and the education sector. Finally, ways are shown how Digital Trust can be achieved among users. Transparency is the first step and with the Digital Trust Label this is now better possible for companies than before.

About the Digital Trust Label

The world's first Digital Trust Label was developed in Switzerland under the leadership of the Swiss Digital Initiative. Based on over 30 criteria in four dimensions, the Digital Trust Label allows digital services to be certified for their trustworthiness. The Digital Trust Label enables users to feel safe when using digital services. And the Digital Trust Label gives organisations the opportunity to communicate their commitment in a credible way. With an intuitive layout and simple, clear language, the Label builds trust by increasing transparency where it matters.

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.

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