

## Press Release

### **UNICEF awarded the Digital Trust Label for its Online Donations Platform**

May 11, 2023, Geneva/Zurich - The United Nations Children's Fund (UNICEF) Switzerland and Liechtenstein office received the Digital Trust Label for its Online Donation Platform. UNICEF Switzerland and Liechtenstein is the first International Humanitarian Organisation to receive the Label, underscoring the importance of Digital Trust across every sector.

“At UNICEF, trust is of the utmost importance, meaning we always want to offer the best and safest possible donor experience. We are therefore thrilled to have been awarded the unique Digital Trust Label, as it is an important building block for data protection and optimal user guidance for our supporters” said Marc Uricher, Director of Digital & Media at UNICEF Switzerland and Liechtenstein.

Awarding the Digital Trust Label to UNICEF Switzerland & Liechtenstein Online Donation Platform’ represents a significant milestone. Not only for being the first International Humanitarian Organisation to receive the Label but also for raising awareness on the importance of user trust in donation platforms, which, in today’s world, are fundamental for humanitarian work. The DTL audit process includes an independent third-party audit based on 35 criteria within the categories of security, reliability, data protection, and fair user interaction, having the user at the centre of these. The Label puts trust and simplicity into technology, using visual and non-technical language, to enable users worldwide to feel safe and secure while utilising digital services.

On UNICEF’s Label award, Fathi Derder, Managing Director at the Swiss Digital Initiative, commented: *“Digital Trust is a fundamental part of the ongoing digital transformation, which concerns everyone involved in digital technologies, from academia and humanitarian organisations to the private and public sectors. UNICEF’s awarding represents a breakthrough for the Digital Trust Label, as it*

*expands and opens the door for the humanitarian sector on the importance of digital trust.”*

### **About UNICEF**

UNICEF is present in over 190 countries and territories to protect children’s lives and defend their rights. UNICEF’s award for its Online Donation Platform will contribute to building and promoting Digital Trust in the inevitable digitalisation process for humanitarian organisations.

### **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 currently presided over by Doris Leuthard, former Swiss Federal Councillor. The SDI pursues concrete projects to secure ethical standards and promote 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 the actors involved in ongoing digital transformation. The Swiss Digital Initiative introduced the world's first-of-its-kind label assessing the trustworthiness of digital services for users in January 2022, the Digital Trust Label.