

MEDIA RELEASE

Webex by Cisco is awarded the Swiss Digital Trust Label

March 23, 2023, Geneva - Cisco, the worldwide leader in technology that powers the Internet, has been awarded the Digital Trust Label by the Swiss Digital Initiative for its collaboration solution Webex Suite (cloud). The Digital Trust Label measures the trustworthiness of a digital service according to four dimensions in a clear, visual and non-technical language everyone can understand.

“Our commitment has always been to build trustworthy solutions. We are proud that Cisco Webex Suite fulfilled the stringent criteria and has been awarded the Digital Trust Label as a trustworthy, transparent, and accountable hybrid work solution,” said Christoph Koch, Chief Technology Officer at Cisco Switzerland.

Awarding of the Digital Trust Label to Webex Suite marks a significant milestone in the global Digital Trust agenda promoted by the Swiss Digital Initiative. The audit process includes an independent third-party audit based on 35 criteria within the categories of security, reliability, data protection and fair-user interaction.

On Cisco’s Label award, Fathi Derder, Managing Director at the Swiss Digital Initiative, highlighted: *“Awarding the Digital Trust Label to Cisco marks a stepping stone in the growth of the Label worldwide and bolsters the mission of our organisation. Cisco's hybrid work solutions like its video conferencing capabilities are at the forefront of the collaboration industry. Cisco is putting our Label on the global stage, raising further awareness around the need for trustworthy digital services for users.”*

Cisco is one of the companies with a global presence to receive the Label, which will contribute to building and promoting Digital Trust in the increasingly digitalised world for other organisations.

About the Swiss Digital Initiative

The Swiss Digital Initiative (SDI) is an independent, non-profit foundation based in Geneva, founded in 2019 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. 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.

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