Online Privacy Statement

General

Data protection is a question of trust, and your trust is important to us. We respect your private and personal life. It is a major concern for Swisscom (Switzerland) Ltd, Alte Tiefenaustrasse 6, Worblaufen, CH-3050 Bern (hereinafter "Swisscom" or "we" or "us") that your personal data is treated in a responsible manner and in compliance with legal requirements. This online privacy statement ("statement") describes the way we process your personal information when you visit our website or when you use services via our website or the online Customer Center ("Customer Center", and in general "Swisscom online services").

By using Swisscom online services, you are agreeing with the Online Privacy Statement and approve of our processing of your personal data, taking into consideration the applicable data protection laws and the following stipulations.

1 Processing personal data

Personal data constitutes all statements and information relating to an identified or identifiable person. In addition to contact information such as your name, telephone number, address, e-mail address (or other information you give us as part of an order or participation in a contest or survey, for example), your IP address, which we log when you visit our site, and other information like the pages you looked at and your reactions to offers displayed on our site are also part of the personal data that we collect.

2 What special considerations are there for our customers?

With their Swisscom Login our customers can use the Customer Center to manage products and services, view invoices and itemised statements, and use other Swisscom online services. When registering to set up your Swisscom Login you can decide whether you want to authenticate the registration via your mobile number, your land line or through the post.

After registering and signing in with your login information, we are able to link your online usage data (e.g. how you use our Internet sites and services in the Customer Center, or data that you give us via the Internet sites and the Customer Center) with other customer data that we capture and process in conjunction with your usage of our products and services. We can then use that information to offer services and functions in the Customer Center, for marketing purposes and for the evaluation, improvement and new development of services and functions.

Your online usage data is linked with other customer data after you have logged out of your online session. You can prevent this by following the link below and changing your settings: http://www.adobe.com/ch_de/privacy/opt-out.html.

If you would like to prevent this information from being compiled while you are logged into Swisscom, follow the instructions under Section 5 of this privacy statement.

Our general privacy policy provides you with further information about the way we process your customer data when you use our products and services as well as about your options for objecting the processing of this information See: https://www.swisscom.ch/en/residential/legal-information.html#datenschutz.

3 Cookies

3.1 What are cookies?

On our websites we use so-called cookies. Cookies are small files that are saved on your computer or mobile device when you visit or use our websites. Cookies save certain settings via your browser as well as data regarding the exchange of information with the site via your browser. When cookies are activated, a cookie ID is assigned that is used to identify your browser and to use the information collected in the cookie.

Most of the cookies we use are temporary and are automatically deleted from your computer or mobile device after your browser session has been ended. We also use permanent cookies too. These remain saved on your computer or mobile device after you end your browser session. Depending on the type of permanent cookies they remain on your computer or device for between one month and 10 years and are then automatically deactivated after the programmed period has expired.

3.2 Why do we use cookies?

Cookies help us to make a number of functions on our websites available. For example, cookies can save your country and language settings as well as store your shopping basket even if you visit different pages in one Internet session.

By using cookies we can also capture and analyse the usage behaviour of users who visit our websites. That in turn enables us to create more user-friendly and effective sites and make your visits as enjoyable as possible. We can also display information that is specifically customised for you interests.

We use cookies in order to optimise advertising as well. Cookies allow us to show you advertising and/or products and services that are relevant to you based on the usage information we have collected from your visits to our sites. Our goal here is to make our Internet offering as attractive as possible for you and to display advertising that presumably relates to your areas of interests.

3.3 Which data is captured?

Cookies capture usage information such as the date and time of your visit, the name of the site you visited, the IP address of your device and the operating system you use. Cookies provide information such as our sites you visit and which sites you came from before you arrived on our site. Using cookies also helps us keep track of what topics you were researching on our websites sites.

3.4 Cookies from third parties

The cookies or similar technologies saved on your computer or mobile device can also come from other companies within the Swisscom Group or independent third parties such as advertising partners or Internet service providers.

These cookies help our partner companies to display advertising that is tailored to you as well as to measure its efficacy. Cookies from partner companies also stay on your computer or device for between one month and 10 years and are then automatically deactivated after the programmed period has expired.

Our advertising partners only have access to data based on the cookie ID. This only includes online usage information such as which of our Internet sites you visited and what content you used.

For registered Swisscom customers, the online usage information can be linked with information about the use of Swisscom products and services, and about demographic data such as age, region and gender, which can in turn be used by advertising partners. Our customers have at any time the right to object this use of data by specifying their settings on their Customer Center account or contacting our customer service.

3.5 Re-targeting

Our Web sites also use so-called re-targeting technology. This allows us to display advertising for our users on third-party sites. This is done based on cookies in your browser, a cookie ID and on an analysis of a user's behaviour.

4 Which Web analysis tools do we use?

We use Web analysis tools to get information about how people use our sites and Internet offerings. These tools are usually provided by third parties. Typically, the information for this purpose is captured with cookies and sent to a third-party server. Depending on the provider, these servers are sometimes in other countries.

The transfer of information is done by using shortened IP addresses, which prevents the identification of individual end-user devices. Your IP address is not linked with other data from these third parties. Any onward transfer by third parties will only be based on legal regulations or as part of a data processing service agreement.

5 How can the use of cookies and Web analysis tools be prevented?

Most Internet browsers automatically accept cookies. With your browser setting you can tell your browser not to accept cookies or to ask you before a cookie is accepted from a site you are visiting. You can also delete cookies on your computer or mobile device by selecting the corresponding function in your browser.

A list of the technologies used, including information about the providers, the purpose of those technologies, the options for preventing or limiting their use, and other information about the provider can be found at this link here: https://www.swisscom.ch/en/residential/legal-information/online-privacy.html#10.

If you decide to reject our cookies or the cookies and tools of one of our partner companies, you may not be able to see certain information on our websites or use some of the functions that are intended to improve your experience.

6 How and why do we use social plug-ins?

We use so-called social plug-ins on our websites. Plug-ins can be recognised by their social network logos.

All of the plug-ins we use are set up with two-click functionality. They are only activated if you click on the icon.

When you open one of our websites that has an activated plug-in, your browser will create a direct connection to the provider's servers. The content of the plug-in is sent directly from the provider to your browser and integrated into the site. By integrating the plug-in, certain information is sent to the third party and saved by them.

If you are not a member of the social network in question, your IP address may still be captured and saved by the network via the social plug-in. If you are already logged into the social network, the third parties can immediately link your visit to our websites to your personal profile in the social network. If you interact with the plug-ins, for example with the "Like", "+1", "Twitter" or "Instagram" buttons, the corresponding information will also be sent directly to a server at the third party and saved there. The information is also published on the social network, in your Twitter or Instagram account and then shown to your contacts. For more information about the purpose and scope of the data capture, the further processing and use of the data by the third party, and the related rights and settings options to protect your privacy, please look at the data privacy statements of the third parties themselves. A list of the plug-ins we use and other information about the various providers can be found here: https://www.swisscom.ch/en/residential/legal-information/online-privacy.html#10.

If you would like to prevent Google, Facebook, Twitter or Instagram from linking your personal information captured on our websites with the social networks in question, you need to log out of that social network before visiting our website. You can completely prevent plug-ins from being

loaded using special add-ons for your browser such as "NoScript" (http://noscript.net/) or "Ghostery" (https://www.ghostery.com/).

7   What are your rights regarding your personal data?

You have the right to obtain information in writing and free of charge about the personal data of yours that we process. Your request for information must be issued in writing, include a copy of your ID card or passport, and be sent to our postal address.

You likewise have the right to request the correction of incorrect personal data. You may also demand the deletion of your personal data unless the applicable laws and regulations oblige us to store your personal data.

8   How you can contact us

If you have any questions or concerns, you can contact us as follows:

- Using the contact form: https://www.swisscom.ch/en/residential/help/contact.html

- By calling: 0800 800 800

- By writing to: Swisscom (Switzerland) Ltd, Contact Center, CH-3050 Bern

9   How can we change this statement?

We reserve the right to change this statement at any time. The version published on our websites is the valid version. By using Swisscom online services you agree to the currently valid statement.

Latest updated in November 2016.