

Swisscom Principles of Communication

With the aim of establishing trust in Swisscom, Swisscom employees at all levels adhere to our values (trustworthy, curious and committed) in their day-to-day communication with one another, with customers and also in media and public relations work. We are guided by the following principles:

1. We communicate respectfully, comprehensibly and honestly with all of our stakeholder groups to develop a relationship of trust that meets our aspirations and vision of Innovators of Trust.
2. We use relevant and established facts in our communication or make clear when we are making assumptions or using hypothetical scenarios to enable our stakeholder groups to form their own opinion.
3. We deal with our contact partners on an equal footing both in person and online, give them our attention and enter genuine dialogue with them.
4. We actively participate in associations and organisations to foster constructive dialogue with our stakeholder groups and to represent the interests of our company. In doing so, we comply with the public affairs code of conduct of the Swiss Society of Public Affairs (SSPA) and make no financial payments to parties or politicians.
5. We use new and inspiring forms of communication to develop and improve this dialogue with our stakeholder groups.
6. We respect the desired and necessary confidentiality when communicating with our customers and stakeholders.
7. We achieve our communication objectives using persuasion but without putting pressure on our communication partners or deriving unfair advantages. We observe the Swisscom anti-corruption directive.
8. We ensure that our communications, advertising and public relations communication and activities comply with Swiss law, the “principles of integrity in commercial communication” and the guidelines on ad-hoc publicity.
9. We ensure that our advertising only appears in publications and on websites that recognise fundamental human freedoms regardless of race, religion, gender, and social status.
10. We regard free and respectful communication as a key requirement in enabling people to freely exercise their fundamental rights and support this objective.
11. We ensure that the use of artificial intelligence in our communication is transparent, responsible, and in accordance with ethical and legal standards.

Swisscom Group Communications is responsible for the implementation of Swisscom’s communication principles by the various units within the company.