



JOIN THE TRUST MOVEMENT

BY SWISS DIGITAL INITIATIVE 

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The Digital Trust Movement strives to **raise awareness** of the importance of digital trust. Targeting organisations providing digital services and its end-users, based on four digital trust tools. These tools show the path towards digital trust and highlight the best practices.

The Trust Tools

Digital Trust Criteria

An expert group led by the Ecole Polytechnique Fédérale de Lausanne (EPFL) has compiled a catalog of 35 criteria aimed at building up the trust for users of digital services. The criteria are based on four categories: security, data protection, reliability, and fair user interaction.



Digital Trust Guide



Based on the Catalog, SDI has created a 'user guide' to digital trust. This guide is designed to assist, be it businesses or institutions, that handle user data. The primary objective is to establish a robust framework of trust that safeguards the interests of users.

Digital Trust Compass

An online self-assessment tool to determine whether your organisation respects and protects the interests of its users and to raise awareness among end-users. The tool consists of 20 precise questions, with answers on a scale of 1 to 10, based on the Criteria.



Digital Trust Label



SDI launched the Digital Trust Label in 2021. The Label, the first of its kind, denotes the trustworthiness of a product in a clear and visible way. The Label is awarded to organisations that meet the 35 criteria after undergoing an audit conducted by an independent body.

**CHECK MORE ABOUT THE DIGITAL TRUST
MOVEMENT & JOIN US!**



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FOR MORE

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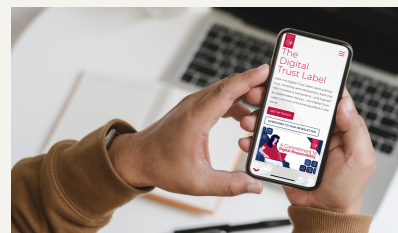


THE DIGITAL TRUST LABEL

Your commitment to Corporate Digital Responsibility

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As the **first-in-the-world actionable tool** to advance digital trust, the Digital Trust Label is a combination of an organic label and a nutritional value table for digital services. Only services that have successfully passed a 3rd party, independent audit can carry the label online.



The audit is based on **35 criteria across 4 dimensions** that have been identified to make up a high-quality digital service:



Security



Data Protection



Reliability



Fair user interaction

A digital service that meets all the criteria is considered to be trustworthy.

By Labelling your organisation's digital services you signal a commitment to increasingly important digital responsibility and a willingness to put the user at the centre

Meet the organisations with labelled services



Credit Exchange



OneLog

*The Swiss media login



PeopleWeek



swisscom



Swiss Re



tresorit

wefox



unicef

for every child

EMBRACE DIGITAL TRUST!

- 1** Check out the Digital Trust Criteria
- 2** Try the Digital Trust Compass
- 3** Access the Digital Trust Guide



& get the Digital Trust Label to add an extra layer of trustworthiness to your digital services!
<https://digitaltrust-label.swiss/>

Let's build up a trustworthy world together!

Get in touch with us & see how you can contribute