

Press release
Glattbrugg, 27 May 2019

*You can access the SwissID Film here >
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newhome.ch, the property portal operated by the cantonal banks, relies on SwissID

With SwissID, users can register for Swiss online services easily and securely. SwissID is a free service from the SwissSign Group and is now being used for the first time in the property sector on the Swiss real estate portal newhome.ch.

«The partnership between the SwissSign Group and newhome.ch is based on the implementation of state-of-the-art technologies that enable property seekers and advertisers to register with us easily, securely and free of charge», says Jean-Pierre Valenghi, CEO of newhome.ch. «For us, the benefits of this were obvious. Our users save time when registering at newhome.ch, and with a SwissID login, for the first time they now also have access to a Swiss real estate portal in addition to various existing online portals.»

With a SwissID, the user's data is encrypted and stored exclusively in Switzerland and is thus secured against third-party access. Users remain in control of their data – they can decide which information they want to share with which online service provider at any time. Users also have the option of adding an additional security level to their SwissID by means of two-factor authentication.

Markus Naef, CEO of the SwissSign Group: «We are pleased to announce that newhome.ch is the first property portal among our partners. This step confirms that SwissID is also an ideal solution for the real estate industry.»

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About SwissSign Group

Secure e-business processes rely on trusted identities from SwissSign Group. As a trust service provider (TSP) in Switzerland, SwissSign accompanies people and companies along the way to a successful digital future. SwissSign Group is the provider of SwissID and part of a joint venture of state affiliated businesses, financial institutions, insurance and health insurance companies (SBB, Swiss Post, Swisscom, Banque Cantonale de Genève, Credit Suisse, Entris Banking, Luzerner Kantonalbank, Raiffeisen, Six Group, UBS, Zürcher Kantonalbank, Axa, Baloise, CSS, Helvetia, Mobiliar, SWICA, Swiss Life, Vaudoise and Zurich).

SwissSign Group has two cornerstones: identity services under the brand SwissID and certificate services. SwissID is the digital identity of Switzerland which enables simple and secure access to the online world. Thanks to electronic certificates, data can be exchanged in encrypted form and therefore protected against unauthorised access. As a Swiss trust service provider (TSP), SwissSign accompanies people and companies into a successful digital future, and protects data according to the highest security standards while keeping it in Switzerland.

Further information is available on www.swissign-group.com, www.swissid.ch and on Twitter [@SwissSign](https://twitter.com/SwissSign).

About newhome.ch

Founded in 2013, newhome.ch AG is owned by 18 cantonal banks and is based in Zurich. The company operates "newhome.ch", the largest free property portal in Switzerland. newhome.ch emerged from 15 cantonal bank marketplaces which, starting in 1999, operated free property portals for private and professional property providers and seekers, primarily at the cantonal level. In March 2013, the 15 cantonal marketplaces were integrated into the national property portal, newhome.ch. The participating cantonal banks are not only the trustees of newhome.ch, but also support newhome.ch AG in the operation of its property platform. For example, they manage the approval process for property listings, answer support requests and manage the data of the registered users assigned to them. This helps to ensure regional support for both providers and seekers alike. The entire basic service is free and, via a selection of additional services, advertisers are given the opportunity to offer their properties in a more effective way. This makes newhome.ch one of Switzerland's most highly respected portals for property providers and seekers alike.