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The “SUPER – oder?” cyber security campaign

Phishing and digital scamming attempts have become part of our daily lives. With the help of AI, fake messages are becoming increasingly credible. This is what the new “S-U-P-E-R.ch” campaign picks up on.

From 13th April to 10th May 2026, the Bundesamt für Cybersicherheit (BACS), the Schweizerische Kriminalprävention (SKP), the police force, SBB, the Post Office and the Schweizerische Versicherungsverband (SVV) are joining forces to draw attention to just how important vigilance on the Internet is.



Using some everyday examples, this campaign demonstrates just how deceptively real digital scamming attempts can look – and how quickly routine can result in dangerous mistakes. “SUPER, oder?” reminds everyone to critically review information and to consistently apply well-tried security measures. The S-U-P-E-R.ch website offers some tips and a quiz to check their level of knowledge for both private individuals and companies.

This campaign, already in its seventh edition, continues where previous content left off: After introducing five SUPER steps and last year’s emphasis on “No excuses. Just do it!”, 2026 focuses on how to actively implement what you have learned in everyday life, and how to remain alert.

Further information on this campaign (in German language) can be found here:

<https://www.s-u-p-e-r.ch> (<https://www.s-u-p-e-r.ch>)