

# NOTA DE PRENSA

## PRESS RELEASE

### TELEFÓNICA UNVEILS BIOMETRIC SOLUTIONS FOR IDENTITY PROTECTION

- Telefónica's ElevenPaths incorporates innovative solutions SmartID and SealSign into its security portfolio aimed at protecting digital identity and business processes using electronic signature and biometric authentication technology
- Telefónica aims to retain digital confidence through the reduction of fraud and the problems derived from identity theft
- Smart ID and SealSign will be showcased at Mobile World Congress in Barcelona from 2 to 5 March

**Madrid, Monday 23 February 2015.** Telefónica, following the acquisition of technology from leading Spanish security company SmartAccess, has announced the incorporation of SmartID and SealSign into its portfolio of security solutions aimed at protecting digital identity and business processes using biometric authentication and digital signature technology. Both solutions will be on display at the Telefónica stand at the Mobile World Congress 2015 (MWC15), to be held from 2 to 5 March in Barcelona.

In this increasingly digital world, where users' identity and privacy are exposed to continuous threats, Telefónica and its cybersecurity subsidiary, ElevenPaths, have created a secure digital ecosystem which allows users to keep control of their personal data, preserve their digital identity and safeguard their privacy. Telefónica has incorporated what is known as "strong authentication", based on biometry, into its identity solutions. This system leverages different variables to verify identity as well as robust digital signature technology which prevents possible identity theft and opens up more ways to safely digitise business processes such as legal and commercial documents.

As Chema Alonso, CEO of ElevenPaths, explains "currently, many of the security breaches we see involve an attack on people's identities, so dealing with this is one of the most complex, but important, issues faced today. The reduction of fraud and problems related to identity theft must be a priority for individuals and companies in order to retain confidence in digital services and applications. Through these two new ElevenPaths solutions we are in a strong position to help provide this much needed protection as well as opening up new ways of working and accessing digital services."

**SmartID** is a solution which allows for more secure user authentication when accessing applications and physical equipment, by combining different elements such as smart cards, RFID/NFC devices and biometric fingerprint recognition.

This solution from Telefónica is compatible with the new Spanish electronic ID, DNle 3.0, which allows for secure identification and replaces common passwords with multi-credential systems which combine at least two factors to establish the user's digital identity. By using SmartID Spanish companies can implement security solutions based on the new identity card quickly and easily, reducing fraud and identity theft.

The Telefónica SmartID essentially combines something you are (such as your fingerprint, face and voice recognition); something you have, such as your eID or your mobile phone, and finally, something you know, such as your user name, password or PIN to provide more complete identity protection and verification. Through a combination of these factors, identity theft in the authentication process is dramatically minimised in scenarios like accessing an e-commerce website, logging into your personal or work email account or when passing through security control at an airport.

SmartID can also be integrated with Latch, the ElevenPaths "digital padlock" service which minimises the exposure time of personal data, therefore further reducing the risk of cyber-attacks and identity theft.

**SealSign** is an electronic document-signing platform for companies, compatible with digital certificates, biometric systems, One-time Password (OTP) systems and the long-term storage of signed documents. This service offers a solution based on behavioural biometry, such as a user's voice or signature.

Biometric recognition coupled with electronic signatures allows user payments, among other things, to be protected, permits access to sensitive information to be safeguarded, and also enables electronic document signing in a safe way - saving businesses time and money.

Both SmartID and SealSign will be at the Telefónica stand at MWC15. To demonstrate the effectiveness of SealSign visitors will be challenged to forge the signature of a well-known personality showcasing the reliability and accuracy of the SealSign biometric signature solution.

### **About Telefónica**

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalisation and number of customers. With its best in class mobile, fixed and broadband networks, and innovative portfolio of digital solutions, Telefónica is transforming itself into a 'Digital Telco', a company that will be even better placed to meet the needs of its customers and capture new revenue growth.

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For more details on **Telefónica @ MWC 2015** go to our Booth: Hall 3 Stand 3J20

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The company has a significant presence in 21 countries and a customer base of more than 316 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4.551.024.586 ordinary shares traded on the Spanish Stock Market and on those in London, New York, Lima, and Buenos Aires.