

# NOTA DE PRENSA

## PRESS RELEASE

### **Telefónica partners with McAfee to protect customer devices embedding its technology in the home Internet routers**

**Madrid, February 21st 2018** – [Telefónica](#) and McAfee today announced an agreement to reinforce the online security for Telefónica's broadband and mobile customers across its markets in Europe and Latin America\*. The solution will be progressively deployed starting June 2018.

This partnership marks the first time a telecommunications company will deliver security protection for all its customers regardless of where they connect from, which is key to complete the "Security by Default" strategy initiated by Telefónica two years ago, where the company goal is to help ensure the protection and privacy of the customers whenever they are connected to the internet.

Telefónica will embed McAfee® Secure Home Platform in the broadband routers for powerful, seamless, and hassle-free security for all devices connected to the network, including the soon to be omnipresent IoT devices (such as home automation systems, gaming platforms, wearables, Smart TVs and home appliances). To provide a unified security experience, the McAfee endpoint solution will continue protecting Telefónica customers whenever they are on the go out of the home protection.

The addition of McAfee to the Security Solution developed by Telefónica together with other third parties will complete the vision of the "Security by Default" strategy by offering security to all devices against threats like viruses, malware, phishing and the emerging IoT threats.

"At Telefónica we are very committed to increase levels of protection and privacy of our customers from the very first moment they connect to our networks and services. This agreement will allow us to do it transparently for our customer while giving them current and contextual information about what is their security status for all their devices and family members", said Pedro Pablo Pérez, Global Security VP of Telefónica and CEO of [ElevenPaths](#), Telefónica Cybersecurity Unit.

"We live in a time where consumers demand ubiquitous connectivity, whether they're in their homes or out and about. With this unprecedented connectivity comes increased risk," said John Giamatteo, executive vice president, Consumer Business Group at McAfee. "Telefónica shares our vision of protecting consumers from cyberattacks, wherever they choose to connect from. Telefónica is setting the bar for telecommunication companies to help deliver peace of mind for its customers; protecting them in a holistic way must be the priority."

### **About ElevenPaths**

We at ElevenPaths believe in the idea of challenging the current state of the security sector, because technology needs this pressure in order to evolve. We continually rethink the relationship between security and people with the aim of creating innovative products that are capable of transforming the concept of security, so we are always one step ahead of our attackers, who are an increasing threat in our digital life.

More information:

<http://www.elevenpaths.com>

@ElevenPaths

blog.elevenpaths.com

### **About Telefónica**

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a comprehensive offering and quality of connectivity that is delivered over world class fixed, mobile and broadband networks. As a growing company it prides itself on providing a differential experience based both on its corporate values and a public position that defends customer interests. The company has a significant presence in 20 countries and 344 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.

### **About McAfee**

McAfee is the device-to-cloud cybersecurity company. Inspired by the power of working together, McAfee creates business and consumer solutions that make our world a safer place. By building solutions that work with other companies' products, McAfee helps businesses orchestrate cyber environments that are truly integrated, where protection, detection and correction of threats happen simultaneously and collaboratively. By protecting consumers across all their devices, McAfee secures their digital lifestyle at home and away. By working with other security players, McAfee is leading the effort to unite against cybercriminals for the benefit of all. [www.mcafee.com](http://www.mcafee.com)

McAfee and the McAfee logo are trademarks or registered trademarks of McAfee LLC or its subsidiaries in the United States and other countries. Other names and brands may be claimed as the property of others

\* The availability may vary by market conditions.