

YOUR 360° DIGITALIZATION

# Your Digital Home

HOW CAN TELEFÓNICA TECH HELP?

We reinvent the protection of your home and your family's digital experience with maximum cyber security solutions

**Society has experienced an unprecedented change in lifestyle in recent years, in which it is essential to be connected at all times and to digitise our daily environments.** Telefónica Tech brings cyber security to our customers' homes with a leading offer for the residential segment in all our Telefónica branded OBs, specifically through [Conexión Segura](#) in Spain.

Digitalisation enables people to experience infinite possibilities of connection. However, **the growing adoption of this trend has also greatly increased the security and privacy threats to those surfing the Internet.** Most cyber-attacks are due to the lack of protection of connected users.

Any environment with an Internet connection can be exposed to the worst threat, even your home.

**Telefónica Tech offers you a cyber security solution that allows you to protect the privacy of your home and all the devices connected to it.** Relying on us as your technological partner means having a peaceful online shopping experience; virus-free emails; guaranteed privacy of your data and personal information; secure browsing, even if you access malicious sites by mistake; online identity supervision and secure VPM; parental control and digital wellbeing. We protect your digital life wherever you are.

WHO IS THIS SERVICE FOR?



**Professionals and individuals who are already Telefónica customers** and wish to include a layer of security on their devices to complement their existing connectivity and entertainment offerings.



**Individuals who need to protect their homes, applications, emails, browsing and family members' devices** wherever they are connected and with multiple security technologies that cover all their needs.

## OUR VALUE PROPOSITION

### Our service

Tu Hogar Seguro is a set of specialised cyber security services fully adapted to the needs of your family members to help you turn your home into a smart and protected space.

We include all services integrated in one bill and at very competitive prices. We want to provide you with access to a virus-free Internet so that your family can surf safely, with the peace of mind of being protected at all times.

### What does it allow you to do?

This service will allow you to:

- › **Have the best technology on the market** to maintain secure connections wherever you are.
- › **Protect the devices of all family members.** Secure browsing and antivirus.
- › **Reduce the risk of exposing personal information** that compromises your privacy thanks to advanced information protection.

### Benefits

#### Secure browsing at the click of a button

We offer a simple pay-per-month business model to protect all the connected devices in your home without the need to download anything, just by activating our secure browsing service.

#### Reduce risk wherever you are

We have a range of applications that, just by downloading and activating them, you can enjoy the best protection wherever you are. Connecting to a non-Telefónica network could lead to cyber-attacks.

#### Easy configuration

Our solutions are designed to give you cybersecurity by default on the network. That is, just by connecting your devices to Telefónica's network you can start to be protected, without having to do anything more than activate the service.

#### Customer support during business hours

We offer you help in the configuration of the service or incidents our support team during business hours.

### Telefónica Tech's differential value



We make it easy for you to contract the service and competitive prices by offering an affordable monthly cost model and the convenience of delegating the unified management of your connections and security to Telefónica Tech.



We have a professional team that will help you to solve any after-sales incident in a personalised way during business hours.



We transform your home into an intelligent and digitalised space with the maximum guarantee of security and protection for your family members.

## | TEAMS &amp; ACHIEVEMENTS

### Our team

- › We have a professional team led by highly qualified cyber security experts.
- › Availability in the main countries where the Telefónica brand operates worldwide.

### Achievements

- › Launch of Premium Security at Telefónica Chile. McAfee Partner. Online Campaign: 6K new users/month. Offline Campaign: 7K new users/month.
- › Launch of Premium Security at Telefonica Mexico. McAfee Partner.
- › Qustodio Premium Campaigns at Telefónica Chile. Qustodio Partner. User base: 11K during 2022.

## | BUSINESS MODEL

We offer you a simple business model in which you will have **a single contact person and a monthly fee** that includes everything you need to be protected against threats.

You will pay a fixed monthly fee for maximum protection, and you will have support during business hours.

## | RELATED PARTNERS



Contact us to start the digital transformation of your organization.

