Telefónica Tech promotes digital identity management in the insurance sector in Spain

PUBLISHED FEB 13, 2026
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Telefónica Tech is making progress in strengthening cybersecurity and digital identity management in the insurance sector in Spain with its technological solutions. This project will be presented at the session ‘ Human and Non-Human Identity in the Age of AI’, which will take place on 2 March at the Ágora in Telefónica’s stand at the Mobile World Congress (MWC).

Telefónica Tech is working alongside TIREA, the insurance sector’s technology hub, to design and prepare a platform that will enable external partners in the insurance sector (brokers, insurance agents and experts, among others) to manage a single identity and use it to access the digital services of various insurance companies under a common and more secure model.

TIREA is collaborating on the project by contributing its knowledge of the insurance ecosystem and facilitating the sectoral alignment necessary for the evolution of shared services. Thanks to its experience, it is helping to establish a common framework that promotes interoperability between the different entities in the sector, contributing to the initiative’s progress in a manner coordinated with market needs and standards.

The future platform seeks to offer a common digital identity model that eliminates the current dispersion and facilitates interoperability between entities, incorporating best practices in security, governance and continuous operation. Its approach aims to help strengthen trust, facilitate regulatory compliance and add an additional layer of protection to authentication processes.

Inmaculada César, Director of Media and Technology at TIREA, points out:

> This project represents a significant step forward in

> strengthening the coherence and interoperability of the insurance ecosystem. At TIREA, we contribute our sector experience to facilitate the harmonious evolution of the digital identity model, aligned with the real needs of entities and collaborators.

David Prieto, Head of Identity and Security at Telefónica Tech, says:

> Proper management of digital identity is essential as it is the key to accessing any organisation's digital services. This project, which positions us as a leading operator in the management and operation of complex digital identities in multi-sector and highly regulated environments, allows the insurance sector to operate under a common digital identity scheme, facilitating secure and traceable access to multiple services, regardless of the entity with which they interact, and ensuring a consistent and regulated experience.

For more information: Telefónica at MWC 2026

Press release distributed by Wire Association on behalf of Telefónica, on Feb 13, 2026. For more information subscribe and follow us.

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