

# ZARIOT, Kigen, and The @ Company Along with Google and Microsoft Endorse Global Initiative on Consumer IoT Security



The World Economic Forum has gathered stakeholders from all sectors to lay the groundwork for the next revolution in cybersecurity



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Alarmed by rising threats stemming from insecure consumer IoT devices, 95 companies and the World Economic Forum (WEF) have signed a joint statement calling for the establishment of a recognized global baseline for consumer IoT security. These companies reflect the interests of security researchers, technology providers, and consumers.

This commitment to security and data privacy is also shared by companies like Microsoft and Google that have shaped the way humans interact through technology for decades. Companies of all sizes and sectors recognize the need for security in IoT if this technology is to be embraced for all of its benefits.

*“These connected technologies, be they security cameras, pacemakers, or washing machines, have long lifespans. Security solutions must be forward-thinking and future-proof,”* commented ZARIOT CEO, Dawood Ghalaieny. *“We aim to challenge all preconceived perceptions of cellular security, define them, and then re-challenge them all over again. We hope that the commitment shown in this joint statement will spur a global awakening in IoT cybersecurity, which will lead to good faith as consumers adapt to a larger tech presence in their lives.”*

A patchwork of regulations, laws, and standards already exist in many countries, but in a globally connected society, the pinnacle of security will be reached through cooperation among all nations and industry stakeholders. The World Economic Forum statement on cybersecurity aims to fuel global adoption of a baseline built on five pillars, which lays the groundwork for the next generation of consumer and business IoT technology, and ultimately ensures trust and engagement in IoT.

*“As connected devices become more integral to our daily lives, security of these devices, their data and our privacy are of high concern to us all, this much is elementary”* said Vincent Korstanje,

CEO at Kigen. *“This global effort is an important leap towards simplifying security best practices for OEMs and device makers and we’re proud to support it.”*

The five pillars, based on the EN 303 645, developed by the European Telecommunications Standards Institute (ETSI), are easy to implement and adopt worldwide:

- No universal default passwords
- Implementing a vulnerability disclosure policy
- Keeping software updated
- Securely communicating
- Ensuring that personal data is secure

*“We believe that data privacy is a fundamental right. And, we recognize that as our everyday lives become more connected, protecting our privacy gets messier and ever more challenging,”* said Barbara Tallent, CEO of The @ Company. *“A complete data privacy solution is a community effort, one we’re honored to be part of.”*

The goal of the WEF statement is to initiate immediate action from vendors and manufacturers to adopt these baseline standards, guidelines, and best practices. ZARIOT, Kigen, and The @ Company plan to continue working together through the World Economic Forum’s Council on the Connected World and Centre for Cybersecurity on technology governance..

For more information on the WEF initiative, read the [Statement](#) and [Agenda Post](#), or contact [info@cybertechaccord.org](mailto:info@cybertechaccord.org) to learn about endorsement and how to get involved.

### **About ZARIOT**

ZARIOT is an **award-winning** cellular IoT connectivity and security solutions provider that offers both end-to-end encryption and security; delivering simple, versatile, efficient connectivity at scale, through unwavering partnership and innovative technology. They provide reliable, global coverage; and scalable, future-proof **security solutions** to IoT device manufacturers, solution owners, and systems integrators. ZARIOT believes that security should be as agile as your business and aims to simplify the deployment and long-term management of devices throughout the device lifecycle, from beginning to end.

### **About The At Company.**

The @ Company is a community of Internet optimists compelled by the belief that privacy is a fundamental right. The @ Company is flipping the Internet by giving consumers control of their private information through the open-source @platform. This framework enables developers to create applications for People, Entities, and Things, featuring secure exchange of information between known parties. The @platform offers people an intuitive and simple way to securely

access and share their data. All @platform apps are accessed via a unique identification and authentication approach: the @sign – the key for people to reclaim their power online.

### **About Kigen**

Kigen makes the future of securing connectivity simple. Together with partners and customers, they unlock new opportunities as (integrated) eSIM becomes the cornerstone of connected devices security. Their industry-leading SIM OS products enable over 2 billion SIMs, and their remote SIM provisioning and eSIM services drive this momentum further placing Kigen among the top 5 SIM vendors globally. Kigen holds a vision of a world where every device can connect securely and reliably.

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