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**YAHOO! Inc.**

# Press Release

## **YAHOO! REPLACES PASSWORDS WITH MORE SECURE ALTERNATIVE**

Big Tech Company YAHOO! Turns to authentication via a mobile app to improve security

**Sunnyvale,CA:** Yahoo! is a tech company that has been around since before the turn of the century; it's a company that has not had many headlines in the past decade since acquiring Tumblr. Yahoo! has come up with a new idea to replace passwords altogether with a new, better alternative.

Anyone who has ever created an account on any existing website has dealt with the dreaded password. Though they are necessary to protect people, their identities and private information on the web, remembering countless passwords for the growing number of websites in this day and age can be quite a daunting task. If it weren't for the "Forgot My Password" link, many people would be completely hopeless and would cause them to return to the dreaded help line.

The idea behind this new form of protection is in the installation of a mobile app which, when installed, will work in the background so the user will not have to start it up. When said user attempts to log on to their email on the webpage, a notification is sent to their phone informing them that someone is attempting to log in to their email account, from there the users can choose to accept, completing the authentication and letting the user in. Since many people don't leave home without their phone this idea is very nearly foolproof. Though many people can fall for Phishing attacks by typing their password into a site that seems to look like the yahoo website, it would be very difficult to get a user to allow someone into their email, knowing that they themselves are not trying to view their email.

Yahoo is a guide focused on making users' digital habits inspiring and entertaining. By creating highly personalized experiences for our users, we keep people connected to what matters most to them, across devices and around the world. In turn, we create value for advertisers by connecting them with the audiences that build their businesses. Yahoo is headquartered in Sunnyvale, California, and has offices located throughout the Americas, Asia Pacific (APAC) and the Europe, Middle East and Africa (EMEA) regions

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**For Release Immediately**

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**References:**

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