PRIVACY AND SECURITY

Privacy is a fundamental right, essential to autonomy and the protection of human dignity, serving as the foundation upon which many other human rights are built. Privacy enables us to create barriers and manage boundaries to protect ourselves from unwarranted interference in our lives, which allows us to negotiate who we are and how we want to interact with the world around us. Privacy helps us establish boundaries to limit who has access to our places and things, as well as our communications and our information.

WHY DOES IT MATTER?

Privacy is essential to who we are as human beings, and we make decisions about it every single day. It gives us a space to be ourselves without judgement, allows us to think freely without discrimination, and is an important element of giving us control over who knows what about us.

Technology has always been intertwined with this right. For instance, our capabilities to protect privacy are greater today than ever before, yet the capabilities that now exist for surveillance are without precedent.

Data privacy has always been important. A single company may possess the personal information of millions of customers—data that it needs to keep private so that customers' identities stay as safe and protected as possible, and the company's reputation remains untarnished.

THE SOLUTION?

Encryption. Encryption is a basic, but vital, component of data privacy and security. A great deal of private information is transmitted online — and it’s important to keep that information safe.

END -TO - END ENCRYPTION

End – to – end encryption is the best kind of encryption, so far, for encrypting the messages which are being transmitted among users.

End-to-end encryption ensures only you and the person you're communicating with can read or listen to what is sent, and nobody in between, not even the messaging app. This is because with end-to-end encryption, your messages are secured with a lock, and only the recipient and you have the special key needed to unlock and read them.

WHY KRYPTEXT?

Kryptext is built on the idea of end-to-end encryption, so that the users can enjoy their privacy to the fullest. Moreover, Kryptext uses the user’s device to store the vital details required to, login to his/her device / access the his/her conversations, which takes the, already one of the best security measures, to the next level. So, none of the user’s details are compromised even when Kryptext’s cloud is infiltrated.