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The website I have chosen to make some summarize point about their privacy policy that is “what’s app”. I have chosen this application because WhatsApp is the most famous communication medium. According to march-2020 WhatsApp had two billion monthly active users. And it’s a free mobile and web app that allows users to message and call each other over the Internet. WhatsApp was founded in 2009 and bought by Facebook in 2014 for \$19 billion and now what’s app is the biggest property now after its messenger service and Instagram.

Unlike most other applications, WhatsApp does not earn revenue through advertisements. What’s app was developed as an ad-free platform with a focus on providing great user experience.

So how dose what’s app make money?

The way what’s app used to make money was through a subscription model. It cost \$1 to download and then \$1 a year going forward. But Facebook eventually removed the \$1 fee and made WhatsApp a free service, with the idea that consumers would communicate with businesses through it and businesses would pick up the cost. According to 2020 Potential revenue for WhatsApp is estimated to be \$5 billion and the average revenue per user to be \$4 in 2020.

Privacy policy?

As I said, what’s app is a communication medium. It’s allow user to send message via text, audio call, video call and photos. So what’s app must need to assure to their user that their data are safe. Any person or organization cannot access user’s data.

So what’s app offer end-to-end encryption for their services. End-to-end encryption means that your messages are encrypted to protect against us and third parties from reading them.

What’s app collect some information with our permission and some without our permission.

To use what's app we need to provide some information to them like phone number, profile info and photos, permitted by applicable laws, with the phone numbers and they able to get our status if you choose to include one on your account.

Automatically Collected Information by the what's app.

They collect information about user activity on their Services, like service-related, diagnostic, and performance information. They collect device and connection-specific information when user install, access, or use our Services. This includes information such as hardware model, operating system information, battery level, signal strength, app version, browser information, mobile network, connection information, language and time zone, IP address, device operations information, and identifiers (including identifiers unique to Facebook Company Products associated with the same device or account). Also they collect and use precise location information from user device with user permission when you choose to use location-related features, like when you decide to share your location with your contacts or view locations nearby or locations others have shared with you. Also use cookies to operate and provide their Services.

According to me what's app has better privacy policy than other communication medium like Facebook messenger, Imo etc. By offer end-to-end encryption what's app assure their users about their data safety.