

Terms: Mindspace vs Calm

Both Mindspace and Calm are apps that promote mindfulness, concentration exercises, and methods to reduce stress. Each app collects similar data but differ in how transparent they are with what they do with it.

Mindspace is much more transparent in what data they collect, how they use it, and who they share it with. This does not mean the company respects your privacy, but when compared to Calm it is the more transparent between the two. The privacy policy for Calm is written in very general terms. They do not disclose who they share their data with, nor what they do with it. They just state that the data is collected, used, and shared.

In the privacy policy for Mindspace, they explicitly state that they collect non-personal information which is anonymous and non-traceable. The personal data they collect include: full name, email address, phone number, pictures, postal address, birthdate, gender, position and organization name, bank account, credit card information and geographical location of your device. Calm collects name, email, password, goals, previous meditation experience, street address, payment method information, feedback and survey responses, and location information.

Both companies do not explain why they collect that information. It is implied that the banking information is collected for in-app purchases, and I am assuming (in good faith) that they utilize the location services to verify your purchases. But as mentioned before neither company states how the data is being processed and for what reasons. Mindspace explicitly states who their third-party partners are and state they share all data with them. They also go on to state that there may be more third-party partners not listed which raises some questions. Calm does not mention any third-party partners but they explicitly state they share data with third-party partners.

Although both companies seem transparent (Mindspace being more transparent between the two), it definitely feels like they're telling you what they want to tell you to keep you content and give you some sense of security. It seems very obvious there's more going behind the scenes.