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WhatsApp vs Viber

Privacy Policies

Overview:

WhatsApp – owned by Facebook (since 2014)

Viber – owned by Rakuten (Japanese company, 2010)

Viber and WhatsApp both **provide free voice/video calls** to anyone of your contacts who has installed the app. Both messengers provide end-to-end encryption, text message transferring, voice and video calls, voice and video recording exchange, photos and documents transfer, group chats. Both messengers are available for mobile (Android, iOS) and desktop devices (Windows, Mac).

Privacy Policies:

WhatsApp privacy policy: <https://www.whatsapp.com/legal/updates/privacy-policy/?lang=en>

**INFORMATION COLLECTED:** 1. Information provided by user/customer – required: phone number, profile name (no info-no service), optional: profile photo, “about” information. 2. Messages and media forwarding (not stored on servers, deleted after it is delivered), 3. Transactions and payments data (if any), 4. Usage and log information (literally every single step...), 5. Device and connection information (hardware model, OS, battery level, signal strength, language, time zone IP address, etc...), 6. Precise location information (with location related features on) or IP address and phone number used to identify general location, 7. Cookies, 8. Third-party information (provided by businesses the user interacts with, third-party service providers).

**HOW COLLECTED INFORMATION AFFECTS USERS:** Collected information is used to improve services, information is shared with other Facebook Company Products (multiple Facebook companies), research, develop and test new services and features, to communicate to the user new services and features, making suggestions

**Steps taken to protect users’ privacy:** Collected information is used to verify accounts and activities, protect users against spam, investigating suspicious activities and ensuring that services

are being used legally. No third-party banner ads. No messages/media saved on a server after it is being delivered. Undelivered messages are saved on a server for 30 days and attempt to deliver, then deleted if not delivered. All messages/media are stored on user's devices.

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Viber privacy policy: <https://www.viber.com/en/terms/viber-privacy-policy/>

**INFORMATION COLLECTED:** 1. personal information (required to create an account to use the service: name, e-mail address, birthdate, phone number, when necessary, billing information, access to address book, copy of all contacts is stored on a server). 2. Social Media information. Once logged in, viber has an on-going access to the personal information on such sites (public profile, friend list, accounts followed and who follows the user, e-mail address, work history, education history, interests, video viewing, etc) 3. Third-party information (other viber users give the information, businesses) 4. Cookies 5. Location 6. Call log information and usage information.

**HOW COLLECTED INFORMATION AFFECTS USERS:** information is shared with Viber Corporate Family (multiple companies under parent company Rakuten Group Inc.) to provide service - transactions, analytics and customer support, help detect and prevent potentially illegal acts, fraud, data security breaches. Personalization of services, based on the activities. The information may be shared with advertisement companies and advertisement service providers. Unique advertising identifier (the one which is shared) is created by mobile device's operating system and can be changed not to share it at any time.

**Steps taken to protect users' privacy:** User controls his privacy setting, such as whether to share photo, birthday, not to allow other users to look him by name and other additional options available withing the app. Additional options on a phone's settings to change permissions such as location sharing, access to contact list and more. User makes choices what information to disclose, user can delete already delivered messages both for sender and receiver. No messages/media saved on a server after it is being delivered. Undelivered messages are saved on a server for 2 weeks and attempt to deliver, then deleted if not delivered. All messages/media are stored on user's devices.