



WhatsApp Privacy Policy

The recent updates to the WhatsApp privacy policy left us in a flurry!



As is the case with most free apps, the business model is based on an exchange of information. Usually, our personal information is used to build a profile of us in order to target sales and offers to our individual needs.

In this instance, WhatsApp is notifying us of a change to their policy which allows them to share information with their other company-owned applications.

This includes information like your cell phone number, status updates, profile pictures, locations and messaging activity depending on your settings. According to the privacy policy, messages remain encrypted and should not be accessed by other applications.

We are the custodians of our own privacy and we should remain vigilant with our personal information no matter which app or service we choose to use.

Here are some tips to help you keep your information private:



Read the privacy policy and understand what personal information is used and for what purpose.



Look at the settings for each app on your mobile phone. Limit the access you grant to these apps to what is absolutely necessary (this could include photos, camera, contacts, files, location or microphone, for example).



Similarly, review and update access to the information within the app itself.



Be careful what you share on any social platform and limit the personal information available on the app.



Keep any confidential or work information strictly to authorized organizational platforms and out of social media and group chat apps.

There is no such thing as a free lunch, so it's up to us to determine how much we are willing to pay with our personal information in exchange for the convenience of using a free app.

We can choose to limit what we share or to utilize any of the other available messaging apps, provided that we have done our homework and agree to their privacy terms.

