



## Snapchat

### You should read this guide if:

- You are concerned about data that can directly or indirectly identify you.
- You would like to know how Snapchat is utilising your data.
- You would like to know how you can access, download or modify your Snapchat data.

### What data does Snapchat collect about me?

Although Snapchat is an ephemeral messaging application, where your content is supposed to disappear after a specified time and use, the app does store some consumer information. It stores basic personal information, like your phone number and email address and also collects other information about you and how you've used their services. This includes your:

- Login history and account information;
- Snap history;
- Our Story and crowd-sourced content;
- Purchase history;
- Snapchat support history;
- User profile;
- Friends;
- Ranking;
- Account history;
- Location history;
- Search history.

Snapchat claims that they store different types of information for different periods of time, which means that you may not be able to access all the information that the company has collected, since you first used the service. In addition, the type of information that they collect, store and retain continues to change over time.

### How does Snapchat collect my data?

There are 3 categories of information that the company can collect about you:

1. Information that you give Snapchat when you choose to interact with their services. This includes whatever information you send through their services, such as Snaps and Chats to your friends. Any communication with the company itself is also collected.
2. Other data that Snapchat collects is when you use their services. This includes your Snapchat usage and log information, content information, device information, device's phonebook, camera

information and photo albums, location information, and information collected by cookies and other technologies.

3. Snapchat can also collect information about you from third parties. This can come from other users when they use their services or from the company's affiliates and other business partners.

### **Why is Snapchat collecting this data?**

Depending on your settings, Snapchat claims to be collecting your information for the following reasons:

- To share your information with other snapchat users, so that they can connect with you.
- To share your information with the general public, including Snapchat and their business affiliates, if your submissions are set to be **viewable by everyone** and the content that you submit is to an inherently public service, like **Our Story** and other crowd-sourced services.
- To share your information with Snapchat's affiliates and other third parties, including other service providers and business partners.
- Snapchat lets other companies use their technologies on the app, which means that external companies may collect information about how you use Snapchat over time and combine it with similar information from other services and companies. This information may be used to, among other things, analyse and track your data and online activity.
- Snapchat may also collect information about your activity on third-party services that use cookies and other technologies provided by them, and employ this information to improve their advertising services and showing you more relevant ads.
- Your data, tracked by third parties on Snapchat, may also be used to measure the performance of ads and deliver more relevant ads to you.

### **How long does Snapchat store my information and content?**

Most messages such as Snaps and Chats are automatically deleted from Snapchat's servers after they've been opened by all recipients, or have expired, while other content, such as Story posts, Snappables and Memories are stored for longer. However, most consumers tend to ignore the fact that Snapchat stores other personal information for longer periods of time. Other than your basic account information, Snapchat stores other data such as your location information, for different lengths of time, based on how precise the data is and which services you use. In addition, the company is continually gathering and updating information about the things you might like and dislike.

While Snapchat's systems are designed to carry out deletion practices automatically, the company does not promise that deletion will occur within a specific timeframe. Moreover, Snapchatters who see your content can always save this data, either by taking screenshots or by utilising other image-capture technology (through external software, or even taking a photo of their screen with another camera).

### **Where can I access and download the data that Snapchat has collected about me?**

You can access and download the information Snapchat has on you by following these steps:

1. Log into Snapchat.
2. Tap the Profile icon on the top left corner to go to your profile.
3. Then tap the gear icon on the top right to go to **Settings**.
4. Scroll down to **My data** and tap on it.
5. You should be asked to verify you email address and password.
6. Once verified, you can see the data that Snapchat has about you.
7. To download a copy, tap on **Submit request** at the bottom of the page.

Snapchat will then send you an email with a link once your data is ready to download. Follow and click on the link in your email to download your data. Your data download will arrive in the form of a ZIP file, in both HTML and JSON format.

In order to download your Snapchat information from a desktop computer, go to [accounts.snapchat.com](https://accounts.snapchat.com), log in to your account and follow the same steps.

### **Why should I download my Snapchat data?**

You should download a copy of your Snapchat data for 2 reasons:

1. The data can provide a personal back up or archive of your account in case you delete or lose control of your account.
2. To check what data Snapchat has about you. After going through the downloaded data, you may choose to alter your privacy settings or even change what information you provide on the app.

### **Can I upload this data somewhere else?**

While there are currently no known social media sites where you can directly upload all the data downloaded from Snapchat, you can browse through your downloaded content and selectively choose to upload your data on other sites.

### **Is this all the data that Snapchat has on me?**

When you access or download a copy of your information, you only have access to the information that you or others have posted about you on the app. This does not include data Snapchat collects about how you use the service or interact with other content on the app.

### **Can I do anything else to protect my data?**

- Pay attention when Snapchat talks about privacy and data. Consider if their corporate ethics align with your personal beliefs.
- Familiarise yourself with Snapchat's privacy policies and settings.
- Conduct a privacy check-up on your account every three months, as Snapchat's architecture, policies and practices change quite often.

**Please note:** This guide was based on the relevant privacy policy and supporting information available on March 15, 2019. Policies and practices may have changed in the meantime.