

WhatsApp to start sharing with Facebook

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It was just a matter of time before this started happening. WhatsApp will start sharing user data with Facebook (who of course bought them in 2014). The sharing of data is of course so Facebook can customize advertising as well as help you find friends using the service, but mostly advertising reasons. WhatsApp is promising it won't become "spammy" but only time will tell how that turns out. [The Verge has more details on the story.](#)

After WhatsApp was bought by Facebook in 2014, users worried that the messaging app's strong stance on privacy might be compromised. Co-founder Jan Koum hoped to stem these fears, writing in a blog post at the time: "Respect for your privacy is coded into our DNA, and we built WhatsApp around the goal of knowing as little about you as possible." Today, though, the company is loosening some of its own restrictions, and has announced it will begin sharing a limited amount of user data — including individuals' phone numbers — with parent company Facebook.