Whereby

Learnings from building a company in a global competitive market

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What am I going to talk about?
Once upon a time it all started with some interns...
First working prototype

• The room name is the link
• No registration
• Default open
• Ad hoc room links
WebRTC is a free, open project that provides browsers and mobile applications with Real-Time Communications (RTC) capabilities via simple APIs. The WebRTC components have been optimized to best serve this purpose.

Our mission: To enable rich, high-quality RTC applications to be developed for the browser, mobile platforms, and IoT devices, and allow them all to communicate via a common set of protocols.

The WebRTC initiative is a project supported by Google, Mozilla and Opera, amongst others. This page is maintained by the Google Chrome team.

New to WebRTC? Take a look at our codelab.

Lots more resources for getting started are available from webrtc.org/start.
The first cross-browser call with WebRTC

- No plugins or installation
- End-to-end encrypted
- Peer-to-peer
Finally!!
Safari support🎉
No app needed to join from iOS
appear.in was born global - Now paying customers in 150 countries

Top 10 countries
1. USA
2. Brazil
3. UK
4. Norway
5. France
6. Japan
7. Germany
8. Canada
9. Australia
10. Netherlands
Today we’re 43 people in 12 locations
Work no longer happens only in the office

- 63% of US companies now have remote workers
- 22% higher productivity among workers who actively choose to work from home
- 37% would change jobs for the ability to work where they want at least part of the time

Companies need to adopt tools that give employees freedom and flexibility
The product has been shaped by adoption

Adoption

- Innovators
  - Tech companies, startups, remote teams, consultants
- Early Adopters
  - Small and Medium businesses
- Early Majority
- Late Majority
- Laggard Enterprise
- Laggards

Time

Market saturation
A Zoom Flaw Gives Hackers Easy Access to Your Webcam

All it takes is one wrong click from a Mac, and the popular video conferencing software will put you in a meeting with a stranger.
Principles for how we work

1. Only collect data we need for concrete things
2. Be open and transparent about how we use data
3. Let the user be in control - self-service first
Chat/recordings not stored

Recordings

Please save your recordings. We cannot guarantee how long your browser will store your recordings for.

27 September 2019, 13:54 CEST, 305.78 MB
-ingrid
  Save  Delete

2 September 2019, 15:01 CEST, 580.95 MB
-growth
  Save  Delete

27 August 2019, 13:50 CEST, 333.93 MB
-product
  Save  Delete

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Hey! Check out this link: https://dataethics.eu/data-ethics-principles/

Principles and Guidelines for Companies, Authorities & Organisations

Data Ethics Principles

Dataethical Thinkdotank

Ingrid Ødegaard

Thanks a lot, will check it out.
If there’s no paid version, you are the product
Be open and transparent about how we use data

Privacy policy

Effective date: May 25th, 2018

This Privacy Statement (the "Privacy Statement") is provided by:

Video Communication Services AS ("Whereby"/"we")
Gate 1 no. 101, 6700 Måløy, Norway
Business organization number NO 918470573

Introduction

This policy describes what information we collect when you use products, and content ("Services"). It also provides information about information, and what choices you have with respect to the information we collect.

This policy applies to Whereby’s online video meeting tool, including Whereby websites (collectively "the Website"), as well as other user surveys and interviews etc. you may have with Whereby.

This policy applies where we are acting as a Data Controller with respect to Services; in other words, where we determine the purposes and means of processing your personal data that you upload to or make available through the Services.

How we collect, process and store information

We in Whereby are committed to safeguarding the privacy of our users. Our business model is to provide a paid service to users who need additional features on top of the FREE version, and does not rely on widespread collection of general user data. We will only collect information that we need to deliver the service to you, and continue to maintain and develop the service.

Whereby may collect, store and process various kinds of data, with different legal grounds, as listed below. For the purposes of data that require your consent, we will actively ask you for consent before collecting any data. You can give and revoke your consents at any time in your Settings page in https://whereby.com.

The following is a list of data we collect, process or store, with the purpose and legal ground listed for each item or group of items having the same purpose and legal ground:

- **User account information.** Users that choose to register in appear.in, will have to provide a valid email address or phone number. The user can also choose to enter a display name and/or add a profile picture that will be used to represent them in conversations.
- **Room information.** To create a room in appear.in, you as a user will have to select a room name. This name will be publicly visible, and will be used by other users accessing meetings in that room. You as a user is responsible for the content you enter into a room name, and the content has to be compliant with our guidelines for Prohibited Content in Terms of Services.

The information may be used for the purposes of operating our website, providing our services, ensuring the security of our website and services, maintaining back-ups of our databases and communicating with you. This is required to deliver the Service to you as user, by taking steps, at your request, to enter into such a contract (Terms of Service) cf. GDPR art. 6 (1) b.
The user in control - manage consents

- Keep me up-to-date with news about product improvements and new features in Whereby.
  - You gave consent on 25 May 2018

- Help me get more out of Whereby by sending me tips based on how I use Whereby.
  - You gave consent on 25 May 2018

- I want to contribute to improving Whereby by receiving user research surveys and invitations to participate in user research activities.
  - You gave consent on 25 May 2018

- Inform me about special offers and news from Whereby in marketing channels outside Whereby.
  - You gave consent on 25 May 2018
Let users export their data in JSON

All of the data we collect is available for download.
Challenges

1. Hard to compete as small, independent startup
2. Tools integrate more and more
3. Tradeoffs between usability, marketing and privacy
4. Workload for startups - good tools needed
Europe will be a driving force for privacy!

European tech startups shining: 10 record-breaking funding rounds of Q3 2019

These 5 European startups are booming by helping companies comply with GDPR law

European startups won €8.7bn of VC investment last quarter — with three countries continuing to dominate

The summer months saw a boom in venture funding for European startups, a new report reveals. And 2019 is now set to be a record year — particularly for the UK, Germany and France.