

# Threema: The Best-Selling Secure Instant Messenger

Threema is the top-selling secure instant messenger. More than 12 million users<sup>1</sup> in Europe and beyond have put their trust in the Swiss service provider. Threema has been designed with data privacy and data reduction in mind. Three million users, spanning across 8,000 companies, public authorities, schools, and organizations, have opted for the business solution Threema Work. Well-known corporations, such as Mercedes-Benz Group, Rossmann, and TK Elevator, use Threema Work as an internal messenger. Moreover, many small and medium-sized companies and official institutions (such as ADAC, the Swiss federal administration, and Rotterdam's Erasmus University) use the Swiss service.

Available since

**2012**

Number of users

**12 million**

Number of corporate clients

**8,000**

## Unparalleled Privacy Protection

Unlike most messaging services, Threema doesn't require a registration or a phone number or email address. Instead, every user generates a random Threema ID, which serves as unique identifier. That's why the service can be used completely anonymously. All user data is protected against potential access by hackers, data

collectors, and government agencies (e.g., intelligence services). The restraint of metadata also plays a key role since the lack of data prevents potential misuse.

## Best-in-Class Encryption

Every type of communication – including voice and video calls, group chats, media,

<sup>1</sup>) Data from March 2024

files and status messages – is end-to-end encrypted. Local data is encrypted on both mobile phones and tablets. This provides users with the confidence that no one apart from the intended recipient can read their messages, not even Threema. The renowned open source library NaCl is used for encryption. The key combination is generated directly on the user's device and doesn't involve a server. The correct application of the encryption can be ver-

ified at any time by means of "Validation Logging," and all technical details about Threema's security are documented in the Cryptography Whitepaper.

### **Communication Without Tracking**

Threema has been designed from the ground up to prevent tracking. Groups and contact lists are managed locally on user devices, not on a server. Serv-

**Threema is more than a chat app. Threema is a statement. A statement against the systematic collection and trade of personal data by companies and the extensive surveillance by authorities. A statement for privacy.**

ers only assume the role of a switch, and messages get deleted from the server straight after delivery. These measures effectively prevent the collection and misuse of personal information. Threema is fully compliant with the European General Data Protection Regulation (GDPR).

### **The Threema ID**

It's possible to link one's Threema ID to a phone number or email address. During the synchronization of contacts, which is

also optional, all contact data is hashed (i.e., encrypted and anonymized) before it is transferred to the server, where it's deleted straight after delivery. Contacts are verified by scanning a QR code or by comparing key fingerprints. This method of verification protects users from "man-in-the-middle" (MITM) attacks.<sup>2</sup>

### **Extensive Feature Set**

Threema offers all features one can expect from a modern instant messenger

2) MITM attacks concern events where the attacker secretly relays communications between two parties who believe that they are communicating directly with each other. This enables the attacker to follow (and alter) their line of communication without being noticed.

for smartphones, tablets, and PCs. This includes sending end-to-end encrypted text and voice messages, sharing videos, pictures and locations, sending files of any format, forming groups, and conducting polls . On top of that, secure audio and video calls are supported. Thanks to the desktop app and the web client, the chat service can also be used on desktop computers.

### **Threema Work for Companies and Organizations**

Threema Work was launched back in 2016 and is tuned specifically to the needs of companies, public authorities, schools, and organizations. The service meets the high security standards that the consumer version is known for. Both the app's rollout and its remote configuration are effortless, and all features are carefully tailored to the requirements of companies and organizations.

### **Secure Servers in Switzerland**

The Threema GmbH was founded in 2014 in Pfäffikon SZ near Zurich. Unlike most competitors, it operates its own servers in Switzerland, which guarantees the highest possible data-protection standards. The independent company, which is led by its three founders, has made it a priority to develop its own software.

### **Open Source**

The Threema apps' source code is publicly available, and reproducible builds are supported.<sup>3</sup> This way, anyone who wishes to review Threema's security is able to verify that the published source code matches the one of the installed app.

### **Privacy by Design**

Threema's focus on security and privacy protection is reflected in the implementation of its features. The degree of security, metadata restraint, and reliability is unrivalled by any other chat service. With its comprehensive security and its uncompromising privacy protection, Threema strongly differentiates itself from conventional instant messengers.

3) In software development, "build" refers to a specific stage before a new version is released. The build process refers to the process of creating a particular version of a software.