

Guild announces GDPR-compliant messaging app for professionals

Submitted by: Guild Digital Limited

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Guild is a private professional messaging app that meets new standards, yet is as easy to use as WhatsApp. It is advert free, and GDPR compliant.

Key Points:

- Guild is a new network-focused messaging app, built exclusively for professionals.
- Founders and serial British tech entrepreneurs Ashley Friedlein and Matthew O’Riordan previously sold Econsultancy to Centaur Media plc for 24,000,000 GBP.
- Guild is completely, utterly private. Users have total control of their own data: if they choose to leave they can delete everything. That’s something you can’t always do on other platforms.
- GDPR is now in force and Guild is fully compliant. Apps like WhatsApp we believe are not (we don’t think professionals and politicians should be using non-compliant platforms for messaging).
- We intend to pay our taxes.

Further Details:

- We have raised 760,000 GBP in a seed round from 18 private investors.
- Professor Robin Dunbar, he of ‘Dunbar’s Number’ fame, sits on Guild’s advisory board (in fact it is the first of many invites that he has accepted).
- Public launch is scheduled for September. We have 23 professional membership organisations running private trials over Summer.
- We don’t believe in advertising. We believe in making a product good enough that businesses are happy to pay a fair price to use it for hosting their own invitation-only private groups that are branded to their organisation. With no advertising we can focus on quality not quantity, on value not volume.
- Guild is super private. There is no directory of Guild members. No public profiles. No listing of guilds (groups) that exist. So there is no way to ‘look up’ an individual or a group. Nor is there a way to apply to join a group. You can only be a member of Guild if you are the founder/host of a group or if a host invites you into his/her group. In addition, Guild staff and account owners/admins (the customers paying for Guild) cannot see the contributions (messages).

- We know that it's going to be really tough to compete against the big US social networks and messaging apps, but we're a British brand with big global aspirations and are up for the challenge.

- Our big goal is to reach 10 million members in 10 years.

Relevant Links:

- Guild website (<https://guild.co>)
- Ashley Friedlein, CEO & Founder, LinkedIn profile (<https://www.linkedin.com/in/ashleyfriedlein/>)

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