Every message you send could be read by your service provider, advertisers or other organisations.

Common messaging apps Signal, WhatsApp and ‘Secret Conversations’ in Facebook Messenger, keep your messages private by using a tool called encryption.

Using private messaging is like sending a letter instead of a postcard. Anyone can read a postcard but an envelope is sealed from prying eyes.

It’s not about having something to hide, it’s about claiming your privacy as a basic right.

To find out more visit internetnz.nz/myprivacy