



WHAT IS 'GUILD' - FREQUENTLY ASKED QUESTIONS

General

How do I join a guild?

To join, you have to be invited into a guild (group) by a host. Invitations are sent by email and you can then accept/join or decline. If you are already a member, and have the Guild app installed, then you can accept/decline via the app and will get an invitation via push notification as well as email.

How do I set up my profile?

You set up a basic profile when you first join Guild. You can do that via the mobile app or online. There are a few compulsory questions and some optional fields. You can edit, or complete, your profile at any time via the Profile section in the app.

How is Guild different from (the professional use of) WhatsApp?

- WhatsApp is not compliant with privacy legislation like GDPR. Guild is.
- WhatsApp is introducing adverts. Guild will never have ads.
- WhatsApp has no profiles so you don't know who people are. Guild has professional profiles.
- WhatsApp has a single stream of chat. Guild has threaded chats.
- When you join a WhatsApp group you can't see any content from before. In Guild you can.
- In WhatsApp the group joining/leaving experience is very abrupt. In Guild it is much more respectful.
- You can't edit content in WhatsApp, nor delete it after 1hr. In Guild you can edit/delete your content forever. You can even delete all your group contributions and profile.
- WhatsApp's web version is limited and only works in the presence of your phone. Guild has a full web version that is live-synced with the native apps.
- WhatsApp groups are limited in size to 256. Guild supports any size group.
- In WhatsApp you can only see message info for your own messages. In Guild you can see info on any message.
- WhatsApp has no reactions for messages. Guild has the Applause reaction to express gratitude/agreement.

How is Guild different from LinkedIn?

Guild does not compete with LinkedIn. LinkedIn has its consumer equivalent in Facebook whereas Guild competes with the professional use of WhatsApp and other messaging apps. LinkedIn is not a messaging app but a 'social (professional) network'. LinkedIn is great for marketing, recruitment and self-promotion but has become far too noisy as a platform for nurturing high value professional relationships. You should certainly be on LinkedIn but you should use Guild for your most valued professional connections.

Is Guild purely a mobile app?

No, there is a full web version so you can use it as a web app which can be better if you are at your desk, or laptop, where you can type more quickly.



Privacy & Security

How private is Guild?

There are no public directories of Guild members or guilds. No-one can 'look up' a group or individual. All groups are invitation-only and completely discrete. Only the people in your guild(s) can see your messages/threads and profile. Direct messages are only visible to the two participants. Legally, you control all of your data and contributions: Guild is merely storing it for you and you can request it or delete it at any time. Guild is GDPR-compliant and data is stored in EU data centres only.

How secure is Guild?

All data is encrypted in transit using HTTPS. Guild is not 'end to end' encrypted as data is stored centrally in the cloud using Amazon's AWS infrastructure confined to EU data centres to ensure GDPR compliance. Guild works to the ISO 27001 information security framework. We conduct monthly security scans with an external auditor.

Who can see that I'm using Guild?

Only the members you share your guild(s) with. Guild does not provide a public searchable directory of groups, so your guild will not be found by anyone other than the members you invite in. Direct messages are not visible to anyone except the two participants.

Can I delete all of my data?

Yes. You can delete your profile and contributions from a particular guild when you leave it or at a later point. You can also delete your entire Guild account and all your contributions to all guilds you belong to. But beware that we really do delete the data so it cannot be reinstated or recovered

Who controls my data?

You do. Not only is this a legal requirement under GDPR legislation but we believe it is how things should be.

Can I request a copy of all of my data?

Yes, you can. In Settings if you click on 'request my data', we will receive your request and email you with a .csv file of your profile and contributions within a week.

For any further questions or queries please contact Pauline Rottstock in the MSI Secretariat at protstock@msiglobal.org