What is decentralization?

Centralized platforms like Facebook and Twitter currently have full power to control their users' information and can sell their data, including location and other personal information to the highest bidder. Decentralization technology allows the control of digital data to be transferred from companies to their users, thereby increasing privacy and control. By utilizing decentralized technology, MeWe can provide their users with greater control over their content and privacy. Users will get to make decisions on how the platform works. Each person would have their own social graph, allowing them to keep their online network regardless of the platform they use. Users could even monetarily benefit from the value of their personal data.

How does decentralization protect my privacy and keep me in control?

According to the nonprofit organization, Project Liberty, private companies have always controlled our social networks and related data like our social graph - the digital representation of our online experiences and actions. By maintaining control of this information, companies can sell it to advertisers, feed us content and information that keeps us addicted, and not allow us to move our content and friend connections across digital platforms. By having our information in centralized locations, we are also at more risk of having our information stolen should the companies get hacked. Decentralizing our social graphs and digital data protects our privacy and gains back control of our digital identity.

Why is MeWe giving users the option to move to a decentralized platform?

You spoke, and we listened. Privacy is important to you, our members, and our team at MeWe. MeWe was created with the spirit of our democracy and the backbone of personal privacy in mind, and we stand true to that principle.

Also, did you know that more than 60% of Americans in 2019 were concerned with how their data and information was collected and used by companies and governments? That concern has only increased since as big companies control more and more user data, break our trust by not protecting it, and then use this data as the primary driver of revenue. MeWe believes it is wrong for big social media companies like Facebook and TikTok to fully control and exploit your data.
We will roll out this change slowly, give you the option to move to the decentralized platform, and thoughtfully ensure your voice and feedback is a part of the MeWe DNA as the platform moves into the future. You can contact the MeWe team at support@mewe.com.

What changes can I expect to see on the platform when it is decentralized?

The MeWe you know, and love will be the same. If you don't want to move to a decentralized platform, you will continue to have the same experience. If you do want to move to the decentralized version of MeWe, you will still enjoy all the great features, but your privacy and security, and control over your data will be even stronger! Slowly over the course of 2023, members who opt in to join the decentralized platform will benefit from additional control and enhanced capabilities. You continue to be in control and tell us when you are ready.

In the future, as other apps and services adopt the decentralized approach, MeWe members will be able to seamlessly use these services and bring their friends and contacts with them.

What does decentralization mean for groups?

While decentralization improves the security and safety for MeWe members, it doesn't impact the features that members love like Groups.

What does decentralization mean for creators?

Decentralization gives creators more control and ownership of their content. Anything you create on MeWe and share anywhere else on the internet - the content is yours to control.

Does this mean at some point in the future, you'll accept cryptocurrency?

There are no plans for cryptocurrency exchange on MeWe. Would you like to see this feature in the future? Let us know through the community manager.

What is MeWe doing to limit the environmental impact of using new technologies like decentralization?

Protecting the environment is important to us too. We love our planet Earth and want to be your social media platform for decades to come. To make sure we're around, and have a planet around to do just that, we chose the lowest carbon footprint decentralization platform out there - Polkadot, an open-source project founded by the Web3 Foundation.