

**BeReal**

**NBC Universal Newsroom**

*Subject: Exclusive Interview Opportunity with BeReal CEO, Alexis Barreyat*

Hi Dave,

My name is Sarah Hamilton and I am reaching out to you on behalf of BeReal.

The newest social media app, BeReal, is going to be having a new update coming soon. The CEO, Alexis Barreyat wants to announce some features that will better protect users' privacy. There have been a few privacy concerns with our recent model of the app and we want to address them. Also included in these updates will be a new video option for users to use daily instead of a photo.

Alexis is open to an interview via zoom to answer any questions you may have. BeReal can also provide b-roll for any video segments. BeReal can also provide news releases announcing the upcoming update. We hope to address any privacy concerns people have had in the past and make our app the safest it can be for our loyal users. BeReal is an authentic, anti-social social media app that wants to inspire users to be themselves.

Hope to hear from you soon!

Sarah Hamilton

BeReal Public Relations

## News Release

*For immediate release*

Oct. 7, 2022

### **BeReal holding a meeting to discuss policy changes, including privacy issue**

PARIS - BeReal's corporate office will hold a meeting Monday, Oct. 10, to discuss policy changes, including a privacy issue on the app.

After launching two years ago and soaring to the #1 spot on the Apple app store this summer, BeReal has had some privacy concerns involving the app posting users' exact locations.

In the most current privacy policy, BeReal stated, "We are committed to protecting the privacy of the personal information you provide to us when using BeReal, and we value your privacy."

CEO of BeReal Alexis Barreyat will lead the meeting on Monday, asking for opinions from fellow board members on improving the app. BeReal recently received backlash from users because posts are automatically tagged with an exact location and cannot be turned off. Some public has deemed BeReal unsafe because of the lack of location privacy. This new update will fix these privacy concerns and make the app safe for everyone.

Monday's meeting, with more to follow, will lead to an update on the app. In addition to the privacy updates, BeReal wants to create an option to take a daily two-minute video instead of a single picture. BeReal hopes to incorporate this vlog style to inspire people to be themselves. There are rumors floating around that BeReal will include a few simple filters with this next update, but something has yet to be announced.

BeReal was released in 2020 by Alexis Barreyat and Kevin Perreau. BeReal became known as the antisocial social media app. The app gained rapid popularity in mid-2022, with more than 3 million people using it daily. The younger generation especially enjoys BeReal because of the elimination of stalking. Users can only see posts if they make a post first. BeReal is also one of the only apps that don't allow face editing, filters, or tuning. BeReal was the most downloaded application on the US App Store in August and September.

Maayan Cohen wrote her opinion on BeReal and stated that "BeReal takes out the toxicity from social media in the sense that what you post isn't a curated, manicured and edited highlight reel of your life. It brings a refreshing level of authenticity to social media."

### **About BeReal**

BeReal is a French social media app by Alexis Barreyat and Kevin Perreau. BeReal officially released on the Apple app store and Google Play store in 2020. After a couple of years

of flying under the radar, the app gained popularity rapidly in early and mid-2022. The app is about showing your authentic self and everyone's daily lives. You can only take one photo during a two-minute window that opens randomly, and there are no filters, tuning, and editing options to spruce up your pictures. For more information, go to [www.BeReal.com](http://www.BeReal.com)

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## **Media Advisory**

For immediate Release

October 12, 2022

### **BeReal asking for public's opinion on app following privacy concerns**

*October 19 press conference CEO of Bereal presents and Q&A*

**What:** CEO Alexis Barreyat and fellow board members will discuss policy changes and app updates coming soon to the BeReal app. BeReal also wants to give the public a chance to speak at the press conference and give their opinions on the app.

**When:** **Wednesday, October 19, 2022**

Presentation: 6-6:45 p.m.

Q&A: 6:45-7:30 p.m.

**Where:** BeReal Corporate Office

**30 bd sebastopol, Paris**

**Who should attend:**

1. Concerned parents
2. Teens and young adults
3. Journalists and media professionals
4. BeReal users

**How:** BeReal board members agreed that a press conference which actively involved the public would be the best way to make final decisions on how to improve the app while keeping users safe.

-Covid precautions are also in place.

**Why:** BeReal skyrocketed to the top of the charts on the Apple app store and the Play Store this past summer. After gaining rapid popularity, a few safety concerns were brought to BeReal's attention. The big concern is users feeling uncomfortable with every picture taken on the app being tagged with an exact location and having no way to turn it off. BeReal also wants the public's opinion on features they would like to see on the app.

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## Q&A

*BeReal discusses policy change with the public*

### **About BeReal's privacy policy**

**Q:** What is the current privacy policy regarding location?

**A:** Our current privacy policy covers the use of geolocation tags to photos that are posted and will be shared with friends. However, when the app is first downloaded the user has to give consent to the use of geolocation.

**Q:** Will BeReal allow people to use the app if a geolocation request is denied?

**A:** Currently, we do not allow posts if the geolocation is turned off. We are working to update our policy to make the app open to more people and keep all users safe.

**Q:** Can anyone on the app view my location from my posts?

**A:** If the user's BeReal page is on the friends only mode; only people that you have accepted friend requests from can view the location. There is also a public mode which allows anyone to view the user's page and yes, the location of posts.

### **About new features coming to BeReal**

**Q:** Is BeReal going to start using filters?

**A:** Yes, BeReal is adding a few simple filters. We do not want the extravagant filters used on others apps but we want to make our app a little more fun while still keeping it real.

**Q:** Will BeReal allow videos or just pictures?

**A:** BeReal is going to be adding a new feature where users can instead use 2 minutes a day to vlog instead of taking a single picture. Both picture and video can be used depending on each user's personal decision.

**Q:** Is the geolocation feature going to be turned off?

**A:** We have had a few safety concerns from users about the geolocation feature and have chosen to allow users to be able to turn their location off and still be able to enjoy the app safely.

### **About BeReal**

**Q:** What is BeReal?

**A:** BeReal is the new anti-social, social media app that allows users to make only one post a day at a random time. A notification pops up on each user's phone everyday and gives them two minutes to take a front and back facing photo of them being real.

**Q:** Who created BeReal?

**A:** BeReal was launched in 2020 by Alexis Barreyat and Kevin Perreau in Paris, France.

**Q:** What is BeReal's goal for the app?

**A:** The goal of BeReal is to remind users of how social media was originally meant to be used; To connect with family and friends without having to worry about followers and likes.

**Q:** Can anyone use BeReal?

**A:** Yes, we welcome everyone to enjoy connecting with family and friends through our platform. Users do have to be 13 years or older.