

## The French start-up Whaller brings back to life “The Facebook”

Before Facebook became the social media from which more and more users are turning away\*, there was a first version called « The Facebook ». The Whaller social network team has devoted itself to a technological resuscitation exercise by visually restoring this Facebook from its origins: “The Facebook”. In 2004, the network’s promise had absolutely nothing to do with what it has actually become. “The Facebook” guaranteed secured and hermetic communities, control and privacy. Whaller has been keeping this promise since 2013.

>> Connect to <https://the.whaller.com> <<



The screenshot shows the Whaller website interface. At the top, there is a navigation bar with the Whaller logo and links for 'login', 'register', and 'about'. Below the navigation bar, there is a login form with fields for 'Email:' and 'Password:', and buttons for 'login' and 'register'. The main content area features a large heading '[ Welcome to TheWhaller ]' and a sub-heading 'Whaller ressuscite "The Facebook"'. The text describes Whaller as an online network for secure digital activity, limited to organizations or enterprises. It lists several features: visualization of social networks, building complex networks of hermetic spheres, establishing connections between spheres, controlling the audience of publications, contextualizing conversations, and moving from collective to private and asynchronous to synchronous. A search bar is located below the text, and a 'register' button is at the bottom. The footer contains links for 'Product', 'Integrations', 'Mobile', 'Contact', 'Pricing', 'Blog', 'Press', 'Legal', 'Twitter', and 'Privacy', along with the text 'A Whaller Production'.

### The Facebook was a fabulous project

« At the beginning, Facebook was something fabulous, explains Thomas Fauré, founder of the French social network Whaller. Everyone is telling us today that we are the anti-Facebook. In a sense, we assume that label”. But we wanted to say with this operation that we felt close to the Facebook of the beginnings. In his Harvard Crimson interview in February 2004, Zuckerberg talked about “quite intensive” privacy protection options, “very good control over who can see their information”, “limiting the number of people who can see your information, data non-transferability, security by authenticating users through their e-mail addresses. Nothing to do with what Facebook has become today!

### **The global digital village: a utopia**

The fact that the design of « The Facebook » has changed since, shortly after losing its « The » is not insignificant. Design is the intention, the induction of uses. And with its new design, Facebook then aimed to make its platform a global and advertising village where everyone is friends with everyone. This idea, as we can see today, is part of utopia. The exploitation of data, the “blurring” between private and public spheres, surveillance, voyeurism, fake news, manipulation, the slaved attention: this was inevitable on a network open to all winds and in the hands of a single man. Today, Facebook is the subject of a growing disaffection worldwide. Everyone feels the need to return to what should always have been and remain a “social” network: something ordered, that reflects or nourishes our tangible life, and that protects people.

### **Clarity, privacy, hierarchy and attention**

Mark Zuckerberg recently talked about « fixing » Facebook. But It’s too late. First, he must repair the considerable harm it has done to hundreds of millions of users, and to democracy. Species are disappearing, so are technological giants. Today, Internet users feel a profound need for clarity in the intentions of platforms, privacy in their exchanges, prioritization of their contacts and preservation of the precious good that is their attention. Welcome to the Whaller. Old Europe has not said its last word.

\* <http://www.pewresearch.org/fact-tank/2018/09/05/americans-are-changing-their-relationship-with-facebook/>

### **About Whaller**

*Whaller is an arborescent platform for social and collaborative networks that guarantees the privacy of its users' data. The non-transferability and non-use of this data are two fundamental principles of the platform. Thanks to an exclusive system of secured and hermetic spheres, everyone can now create and manage an infinite number of private social networks by default from a single account. On Whaller, everyone has control over their communications, their communities and their audience. The platform offers a great functional richness and its uses are numerous: corporate social networks, project management and project management tools, social intranets, collaborative spaces, personal networks, etc. Whaller is aimed at all types of structures: companies, administrations, associations, schools and universities, institutions, ministries, families... Created in May 2013, Whaller now has more than 250,000 registered users and more than 10,000 organizations. Whaller is listed on the multi-publisher market of the Union des Groupements d'Achats Publics (UGAP) in the category "secure collaborative networks".*

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