

# Zalo update new version enhances user information security

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As a new type of messaging application on mobile phones developed and launched by Vietnamese engineers in August 2012, Zalo operates on the SoLoMo principle (a form of application combining floating features turn on social networks, localization and mobility). By creating links through applications, users can easily access the information they love, care about, influential information locally, or simply communicate with friends around. round easier. However, when the SoLoMo movement developed with a series of applications, services and marketing methods launched, the majority of users were interested in protecting their personal information and privacy. . Grasping the above problem, right from the early days of building products, user information security features, privacy are always the priority features developed in the updated versions of Zalo.

In the new version, users who love privacy can completely use Zalo with many options such as not receiving messages from strangers; block messages from some accounts; do not allow strangers to view photos, activities or comments on their personal pages; add blacklist (blacklist) to friends who are not allowed to view the activity on personal page and diary; Selecting a friend list will not display activity on the Personal Diary page; turn off location display (used for finding friends around here), . Ensure users, from young people who love making friends, interact with employees to be thorough in communicating and sharing information All can customize Zalo to suit your needs.



The new version adds many privacy protection options to users

In addition, the messages, images or information exchanged between senders and receivers are encrypted, stored only on the phone of the sender and the receiver, not stored on the server, so the Zalo users can be assured that your information is completely confidential.



The manipulation of sharing album images on Zalo.

Besides the security features, the new Zalo version also updates some entertainment features such as support for uploading photo albums with up to 9 themed images, sharing beautiful moments with the same smoothing effect. 12 other image color adjustment effects. At the same time, officially launched the *'Sharing joy' program* from March 18 until April 18, 2013 at [Zaloapp.com/event](http://Zaloapp.com/event) with a total value of more than 2 billion dong to express gratitude to customers. .



With the advantages of understanding Vietnamese user habits, using domestic and fast links, Zalo ([zaloapp.com](http://zaloapp.com)) is gradually making a difference compared to a series of competitors of the same type are present in the market. Vietnamese school. Recent tests on telecommunications network infrastructure in Vietnam, Zalo also demonstrated the ability to save battery compared to competitors of the same type. Currently Zalo has supported many different platforms such as iOS, Android, Nokia Symbian S40 and Symbian S60.

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