



# Safe on Social

## Tellonym.me

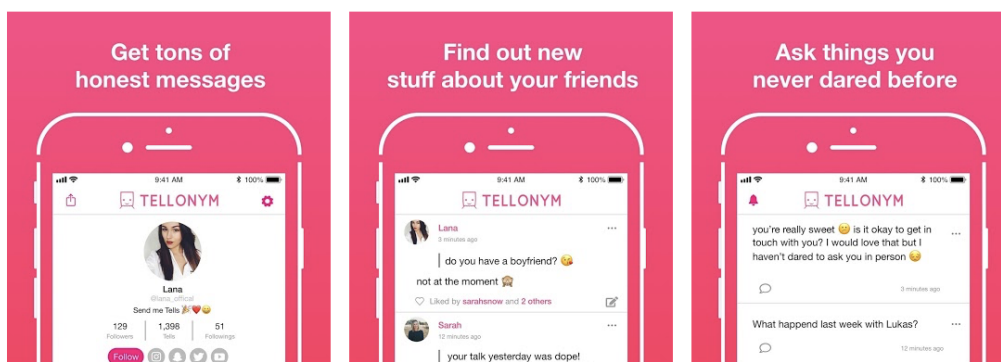
### Cheat Sheet

## Tellonym.me

Tellonym is the product of German app developer, Callosum, and with 13 million monthly users is creeping up the popularity charts and starting to be seen in the junior years of High School and Primary Schools across Australia. Like Sarahah, Ask .FM and Whisper this is an anonymous app but it adds a bit of a twist.

As shown below, the app claims to be the most honest place on the Internet, allowing a user to find out what people really think of them and providing a space to ask inappropriate questions should they download it.

The app is currently available via both the Apple app store and Google Play.



Tellonym is the most honest place on the internet. See what your friends think of you, answer anonymous questions and ask others the things you have never dared before.

How does it work?

- 1) Share your link with friends
- 2) Let them send you anonymous messages only you can see
- 3) Answer them on your profile
- 4) Follow your friends to see everything they post

Join 13 million people on Tellonym!

Like all anonymous apps, messages sent to the account holder from other users cannot be traced to their original sender, but unlike its contemporaries – Tellonym allows the user to reply to any feedback.

After the abrupt dumping of Sarahah for perceived promotion of cyberbullying last year from all app stores, the German developers at Tellonym are attempting to add an element of protection for younger users. In a quote from one of the developers, "Tellonym surmises that it moderates in excess of 200 posts per day, and that 60% of these are deleted".

Parental controls are available and can be set up to filter the kinds of questions that people can be asked, and block messages with specific words. Users are able to report offensive content, block the type of content they receive, and block other users.



[Tellonym](#) [Press](#) [Jobs](#) [Safety](#) [Help](#)

### Blocking Users

As a user on Tellonym, you are able to block anybody if you don't want to receive messages from them, don't want them to interact with yourself or if there is any other reason. Due to the concept of Tellonym, there are two types of blocks.

The first type is the public block, where you just block another profile on Tellonym. You can do so by clicking on the three dots on the top of every profile.

If you create such public block for somebody, this person is not able to:

- write you Tells
- see your answers
- follow you
- see your activity status

In case of a public block, the blocked users know that you have blocked them.

The other type of block is the anonymous block. For every Tell you receive, you can block the sender. This disables the ability for this user to send you Tells. The user you blocked with an anonymous block won't be able to see that you have blocked him and thinks he is still able to write you messages. They just don't end up in your inbox. You can block the sender of a Tell by clicking on the three dots attached to every received Tell. At the same time, you are not able to see the name of the blocked senders as well.

You can disable all those blocks in your settings under "Blocked Users". For every public block, it shows you the name of that person. For every anonymous block, it shows you the Tell where you blocked the sender.

Made with [Docusie.io](#)



Messages are not viewable publicly, but should an account holder respond to a "Tell", it will become visible on the user's profile which is public.

Terms of use also specifically state that any sexually explicit content, or content intended to offend may not be posted on the platform.

This is an attempt to take a step in a positive direction in the anonymous app market but there are still problems.

### ***What issues should you be aware of?***

#### ***Inconsistent age restrictions***

The app's restrictions in its terms and conditions of service prohibit the downloading of the app by anyone under the age of 17 years old.

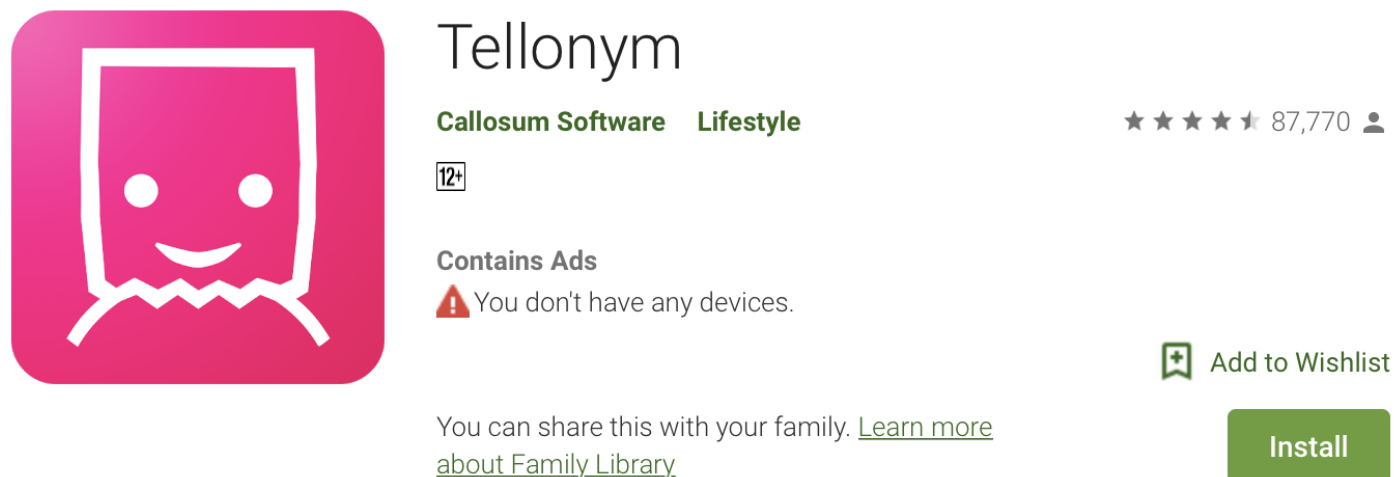
In another section of the app, while signing up the question is asked whether a user is under or over 16 – with no restrictions applying should the individual select the under 16 option.

The Apple store recommends Tellonym for those over 12, and the Google Play store holds the same 12+ restriction.

None of these are effective in preventing younger individuals signing themselves up.

This inconsistency and lack of age enforcement is a problem. Individuals are able to sign up with an email address or a phone number and that is that.

Safe of Social has noticed a number of students well below the age of 17 citing account addresses in the bio section of their Instagram accounts.



The screenshot shows the Google Play Store page for the Tellonym app. On the left is the app icon, a pink square with a white stylized face. To the right of the icon, the app name 'Tellonym' is displayed in a large, dark font. Below the name, the developer 'Callosum Software' and the category 'Lifestyle' are listed. A green '12+' age rating badge is visible. Below that, a 'Contains Ads' warning is shown with a red triangle icon and the text 'You don't have any devices.' To the right of the app name, there are five stars and the number '87,770' with a user icon. At the bottom right, there is a green 'Install' button. Below the app name, there is a link to 'Learn more about Family Library'.

**Tellonym**

Callosum Software Lifestyle

12+

Contains Ads

! You don't have any devices.

You can share this with your family. [Learn more about Family Library](#)

★★★★★ 87,770

Add to Wishlist

Install

### ***What would we recommend?***

The apps initial suggestion of 17+. This is not an app for younger students.

### ***Multi- platform links***

This app, once subscribed to can be linked to Twitter, Instagram and Snapchat. It mines the individual account holders contacts from all these social media accounts.

Data collected across all these platforms is available to the Tellonym developers. Location information taken from additional platforms can be used to accurately pinpoint the location of a Tellonym user.

### ***Third party data usage***

The Terms and Conditions for this app are all over the place. Repeated use of the words “generally” and “where possible”, and the wide scope of the terms listed all point to large amounts of data collection taking place.

There is no visible way that this app is making money (it's free) and the assumption is easily made that data is being harvested, and sold belonging to the individuals possessing accounts. And as the screen shot below states, they are using the data they collect on each account holder to target advertising, and state they may share public, aggregate or depersonalised information with any entity they do business with.

## Native Actions [↗](#)

The Services allow you to perform actions that are integral to our products, such as liking a post, answering or commenting Tells and to follow other users. The mentioned actions are by default public but you can choose to stay anonymous in some cases, for example if you follow somebody. We use information about native actions to improve the Services, develop new Services and, particularly, to personalize your Tellonym experience. Personalisation using this information may include presenting you with new posts relevant to what you've liked, providing you with better search results, and showing you advertising more relevant to your interests.

## Information About User Content [↗](#)

In some cases, we may collect information about content you provide to the Services. For example, when it's included as part of your images, we may collect information describing your camera and camera settings. This information allows us to improve the Services and provide additional features and functionality.

## Financial Information [↗](#)

In some cases, we may collect financial information, such as information related to your payment method (valid credit card number, type, expiration date or other financial information). We ask for this information when you decide to purchase a paid Service. However, we do not store that financial information.

## Generally inconsistent

Combined with the age restrictions, and the dithering in the terms and conditions, the facts that the app and the developers cite vary greatly. According to publicity releases (cited about) 60% of 200 reported are moderated and removed daily, but according to the terms and conditions this figure is 30% of 1000. This is quite a difference. And this is after messages have passed through the apps filters and those set by users.

## Location data

The Terms and Conditions state that they are converting your IP address to a rough geolocation. Pair this with the advanced location data that can be provided through the links the app fosters with Snapchat and Instagram – this is a security and privacy risk to the user.

Switching off a device's location services becomes even more vital when using this app.

## Information Related to use of the Services [↗](#)

We collect information about how people use the Services, including those with an Account. This type of information may be collected in our log files each time you interact with (i.e., make a request to) the Services. We use internal tools and third party applications and services (like Google Analytics) to collect and analyze this information. Some of this information may also be associated with the Internet Protocol Address ("IP Address") used to access the Services; some may be connected to your Account; and some may only be collected and used in aggregate form (as a statistical measure that wouldn't identify you or your Account). We also collect your IP Address when you make a post, particularly when you submit a Tell. We may use this information about how you and others interact with the Services for a number of things generally related to enhancing, improving, protecting, and developing new Services, including but not limited to: providing users with personalized content; providing users with targeted advertising; improving our search results; identifying popular content; fighting spam, malware, identity theft and generally keeping our users and community safe; and for legal and safety reasons as set forth in "Information Disclosed for Our Protection and the Protection of Others."

## Information Related to Your Web Browser [↗](#)

We automatically receive and record information from your web browser when you interact with the Services, such as your browser type and version, what sort of device you are using, your operating system and version, your language preference, the website or service that referred you to the Services, the date and time of each request you make to the Services, your screen display information, and information from any cookies we have placed on your web browser (as described below). We also sometimes detect whether you are using certain web browser extensions and store that information in a manner associated with your Account. We use web browser-related information to provide, secure, enhance and improve the Services.

## Location Information [↗](#)

In some cases we collect and store information about where you are located, such as by converting your IP Address into a rough geolocation. We may also ask you to provide information about your location, for example permission to use your geolocation information from your mobile device to geotag a post. We may use location information to improve and personalize the Services for you, for example by showing you relevant content and / or relevant ads.

## People will be mean

And this is the crux of the matter.

This kind of app is designed for individuals with a level of maturity not seen in younger teens. All anonymous apps have been plagued with nastiness, and the risk of cyberbullying is high on anonymous apps used amongst teens, as the anonymity provides the freedom to hide behind a keyboard.

As seen with Sarahah, cyberbullying complaints are rife through the product reviews within the app stores, and though the app allows blocking and filtering to be set up – this often happens after the damage is done.

*Schools in NSW and QLD should be reminded that as a result of the change in legislation called Dolly's Law cyberbullies who post with intent to cause mental or physical harm are now liable for a 5 year jail term – and the terms and conditions of Tellonym specifically state that in the event of a police matter – identities of the offenders will be revealed.*

## And bullies beware...

Shown below in the section headed "information disclosed for the protection of ...others" there is a statement that Tellonym will release information if it subjected to a governmental order.



Tellonym Press Jobs Safety Help

### Native Actions

The Services allow you to perform actions that are integral to our products, such as liking a post, answering or commenting Tells and to follow other users. The mentioned actions are by default public but you can choose to stay anonymous in some cases, for example if you follow somebody. We use information about native actions to improve the Services, develop new Services and, particularly, to personalize your Tellonym experience. Personalisation using this information may include presenting you with new posts relevant to what you've liked, providing you with better search results, and showing you advertising more relevant to your interests.

### Information About User Content

In some cases, we may collect information about content you provide to the Services. For example, when it's included as part of your images, we may collect information describing your camera and camera settings. This information allows us to improve the Services and provide additional features and functionality.

### Financial Information

In some cases, we may collect financial information, such as information related to your payment method (valid credit card number, type, expiration date or other financial information). We ask for this information when you decide to purchase a paid Service. However, we do not store that financial information.

A governmental order could be viewed as one coming from the Office of the eSafety Commissioner requiring a take down, or the Police being provided details of the individual posting offensive content.

Remember to screen shot any offensive material, and report it to the app first and to [www.esafety.gov.au](http://www.esafety.gov.au) if the app doesn't remove the offending material .

w: [safeonsocial.com](http://safeonsocial.com)  
e: [wecanhelp@safeonsocial.com](mailto:wecanhelp@safeonsocial.com)

No part of this e-book or its associated modules may be reproduced or transmitted by any person or entity in any form by any means, electronic or otherwise including photocopying, recording or scanning or by any information storage without prior permission other than the licensor who is licensed to use this information on their website, in newsletters and in print and has been granted permission from the publisher under an annual license.

The publisher, authors, licensee, licensor and their respective employees or agents will not accept responsibility for injuries or damage, physical or emotional occasioned to any person as a result of a social media use or any other activities described in this e-book.

Whilst every attempt has been made to ensure that the information in this e-book is accurate, it is the nature of social media to be constantly changing. Therefore, Safe on Social Media Pty Ltd gives no guarantees to the completeness or accuracy of the contents of this guide.