



**SIMPLE
SOCIAL MEDIA,
LIKE THE 2000S**

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Introduction

We believe that social media should bring people together in a positive and meaningful way. Our goal is to create a platform where users can connect, share, and communicate without feeling overwhelmed or unsafe. We focus on simplicity, respect, and real human interaction.

Over the past 20 years, social media has become an important part of everyday life. It has changed how people communicate, share information, and express themselves. While these changes have brought many benefits, they have also made social media more complex. In this document, we explain how social media has evolved and how we want to improve it.

In the early 2000s, social media platforms were simple and focused on connection. People used them to stay in touch with friends, share updates, and build communities. There were fewer distractions, less advertising, and more genuine communication. Users felt more in control of their experience.

As technology advanced, social media platforms grew rapidly. New features were introduced, such as algorithms, targeted advertising, and influencer culture. These changes made platforms more powerful, but also more complicated. Content became more focused on popularity and performance rather than real connection.

Today's social media environment presents several challenges. Many users feel pressure to gain likes and followers. There is also an increase in negative content, misinformation, and online harassment. In addition, concerns about privacy and data security have become more important than ever.

We believe social media can be better. Our vision is to return to the core idea of connection. We want to create a platform that is simple, clear, and enjoyable to use. Instead of focusing on numbers and trends, we focus on meaningful interactions and authentic communication.

About AnzFlow

AnzFlow was established in March 2026 in Europe. From the beginning, we have focused on building a social media platform that puts people first. Unlike many modern platforms, our goal is not to maximize screen time or advertising, but to create a healthy digital environment.

Being based in Europe means we follow strong privacy laws and value user protection. We believe users should have full control over their data and feel confident that their information is handled responsibly.

Our team is dedicated to designing a platform that is simple, transparent, and trustworthy. We aim to create a space where users can connect without pressure, distraction, or negativity.

Our Commitment To Privacy and Safety

At AnzFlow, privacy and safety are at the core of everything we do. We believe that users should feel secure when using our platform and fully understand how their data is handled.

As a company based in Europe, we strictly follow the General Data Protection Regulation (GDPR). This means we only collect data that is necessary to provide our service. We do not collect or store unnecessary personal information, and we never sell user data to third parties.

We are committed to full transparency. Users will always know what data is being collected and why. In addition, we provide clear and simple privacy settings so users can control their own information at any time.

To further protect our users, we implement strong security measures to prevent data breaches and unauthorized access. This includes encryption, secure systems, and regular updates to our technology.

Safety is also about the user experience. We actively work to create a respectful and positive environment by:

- Enforcing clear community guidelines
- Providing easy tools to report harmful content
- Responding quickly to violations
- Promoting healthy and respectful interactions

Our goal is to build a platform where users not only feel connected, but also protected and respected.

Professional tools for Creators

At AnzFlow, we want to give creators and influencers more than just a platform - we want to give them tools to grow professionally.

In the near future, users will be able to sign up for creator accounts that include access to custom email addresses using our domain. This means creators can have an email such as **yourname@anzflow.com**, giving them a more professional and trustworthy identity online.

This feature is especially useful for influencers who work with brands, manage collaborations, or communicate with their audience. A professional email helps build credibility and keeps communication organized.

With this system, creators will be able to:

- Create a personalized email address linked to their profile
- Use it for business inquiries and partnerships
- Keep their personal and professional communication separate
- Manage everything in a simple and secure way

We will ensure that all email services are secure, private, and easy to use. Just like the rest of our platform, this feature will follow strict privacy standards and will not include unnecessary tracking or data collection.

Our goal is to support creators not only socially, but also professionally - helping them grow in a safe and simple environment.
