Rakuten Viber

Business Messages

The secure and easy way to talk to your customers.

What are Business Messages?

Viber Business Messages are the perfect way to speak to your customers directly in the palm of their hand in the same way they talk to their friends.

Business Messages gives you the opportunity to **personally communicate with your customers, to create better engagement and to offer added value.**

Business Message features consist of rich text, expressive content, interactive buttons, QR codes, deep links and more.

They can be sent via a one-way or two-way channel, where recipients can reply directly to messages allowing for in-depth interactions.
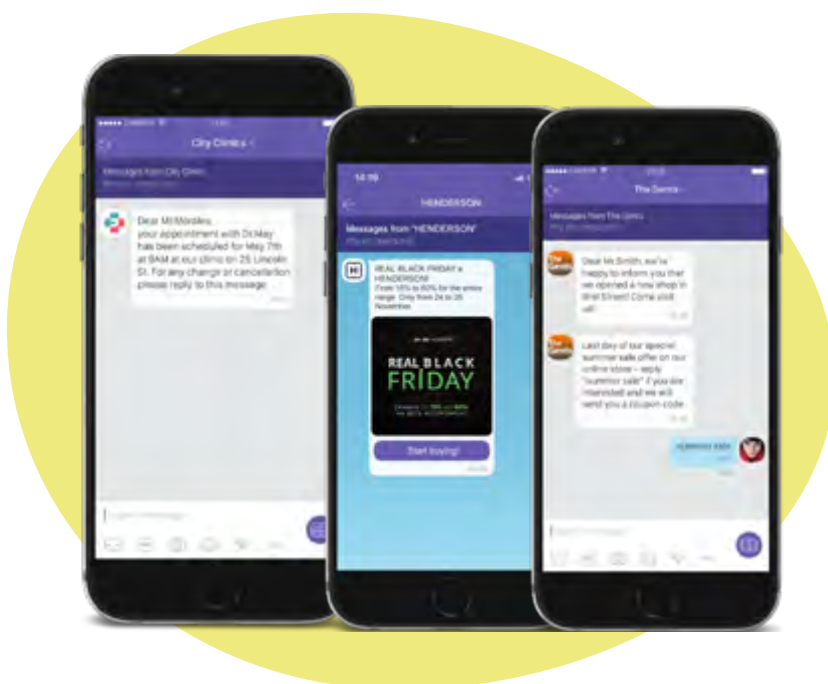
How do Business Messages work?

When a business sends a message to a Viber user, it will be displayed in a dedicated Viber chat with that sender. Those users will have the ability to view the following:

- **The business's** name and logo
- **Viber's 'verified' icon** - this is the green tick mark that is displayed to a user
- **An 'unsubscribe' button** - each Viber user has the option to "opt-out" from receiving messages from a specific sender by choosing to block that sender. They also have the ability to opt-out of receiving all Business Messages by choosing that option directly in their settings
- **Learn more button** - offers the user the option to click through to receive more information about the sender
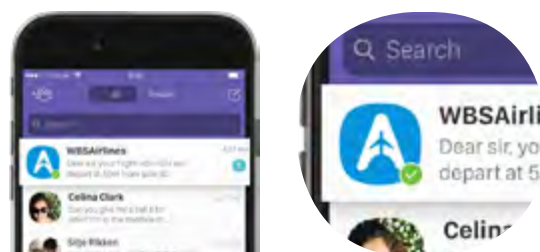
Each sent message receives a callback with the message status of 'delivered', 'seen', 'expired,' etc.

What kind of messages can be sent?

Transactional messages – These messages are purely informative in their nature and may only contain text. It may also contain an optional URL related to the text.

In Russia, transactional messages are sent in a template format: a predefined message structure sent by the service and manually approved by Viber. Templates were created to ensure that messages are easy to send and adhere to our guidelines.

Promotional messages may include buttons, emojis, images, etc.

Promotional messages – These messages promote your business agenda and offer mostly commercial information.

GDPR

Viber has made a major journey towards compliance including **complete data mapping and adjustments to data practices** that where required. Thus allowing the automated exercise of data subject rights.

Viber has always put its users' privacy concerns as a top consideration in its product design and operations. We do not keep the content of conversations or calls and cannot read or listen to them, and this will continue. In addition, we apply **security measures to protect the data** that we do about users, whether operational or provided based on consent. Therefore, complying with GDPR is also aligned with our business goals.

We store and process data on AWS servers in the United States, Asia, Europe, Australia and Brazil, always under extensive safeguards as required under GDPR.

Business Messages are encrypted on transmission, and Viber does not read nor store their content or process them in any way other than plain transmission to their destination.

How Does Viber Allow Users to Exercise Their Data Subject Rights?

Our users can visit this page **https://www.viber.com/terms/gdpr-privacy-rights/** for full transparency on how to exercise their rights. We are proud to have created automatic tools for data access, data erasure and to stop processing requests. Our privacy policy sets forth our practices in connection with the users data **https://www.viber.com/terms/viber-privacy-policy/**

How secure are Viber Business Messages?

Viber Business Messages use industry standard **best practices** when it comes to security. You can rest assured that all traffic to Viber is HTTPS and all messaging channels between Viber servers and clients are based on a proprietary TCP protocol.

Each Viber Business Messages client account receives a unique Business ID, for each ID Viber will whitelist a limited number of IPs (no domain allowed). These IDs are provided by the Business during the setup, then Viber validates the correlation between the business ID and its specific list of IPs for every incoming request.
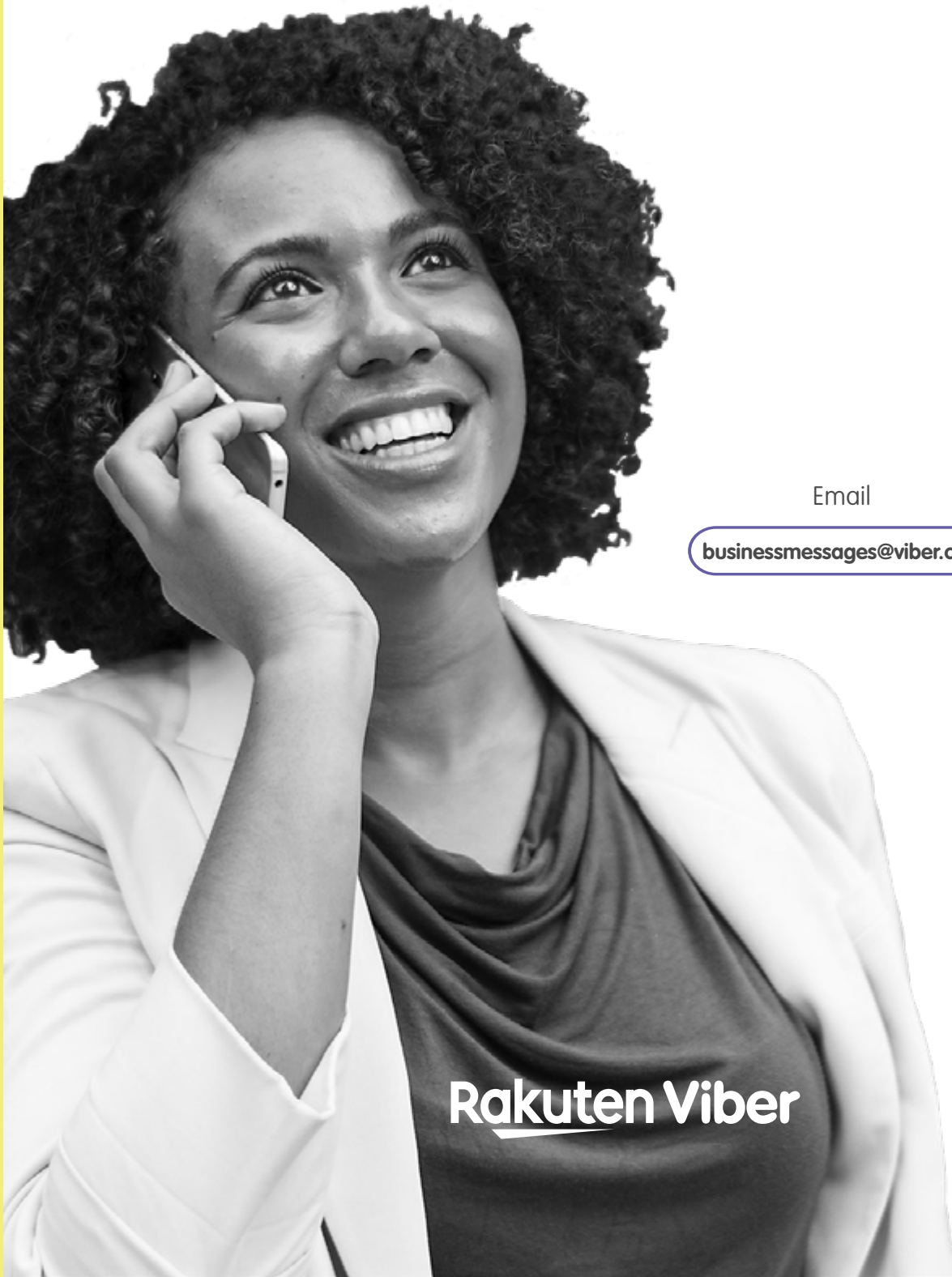
Once you send a message, Viber will also send a message status to a callback URL of your choosing.

Finally, Viber messages cannot be accessed by any other app on the Client side.

So no one else but you will be accessing your instance.

Help your brand communicate better with
Viber Business Messages

Email

businessmessages@viber.com

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