

Insights: Publications

# Now You See Me, Now You Don't: Ephemeral Messaging Challenges

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The emergence of ephemeral messaging applications to communicate with friends, family, and coworkers quickly, securely, and effortlessly has boomed over the past decade. In that time, users of ephemeral messaging apps have risen significantly, from millions to billions of active users!

These new sources of data have many advantages, but also present new and unique issues for companies. Ephemeral messaging data, and the rapidly expanding use of these apps, have quickly changed the landscape of what may be discoverable and what companies must be aware of when a litigation hold comes across their desk, and more prudently, long before they must consider whether the data these ephemeral messaging applications create is discoverable.

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