

Product Changes

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For seven years we have been offering our clients the best social media solutions for engagement, publishing and monitoring. It is our vision that clients benefit from shared intelligence, more personal communications and a tailored product. Therefore we work with partners like Facebook, LinkedIn, Twitter, Instagram, etcetera.

Technological developments provide us with more and more possibilities. Hence our sector is continuously changing. But not all technical possibilities need to be brought into practice. Law and regulations in combination with our moral compass are the guiding principles we follow. The considerations that we constantly have to make has been part of our industry for many years. The circumstances, law and regulations and possibilities are ever-changing. This asks for maneuverability and adaptability.

Next to this, the general societal insecurity has increased in the past decade. And the indefinite digitization has a huge influence on our society. These two developments have resulted in the search for software tools by organizations that are responsible for keeping our society safe.

However, as Coosto we need to respect the conditions of social media platforms and partners. For example, the current conditions of Facebook state that Facebook data can't be used for surveillance purposes. As far as we understand from recent news articles, social platforms like Facebook will from now on only facilitate government organizations directly in case of security requests.

As a result, we are offering a slightly adapted service to a selected part of our clients when this is relevant, in line with Facebook's conditions. We are always open to discuss the possibilities with our clients, keeping in mind the limitations that our platform partners provide us. This way our clients can still benefit from a customized product; a trend that we will keep on delivering to our clients.

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