

hCaptcha & Fastmail

PRIVACY-FIRST SOLUTIONS FOR PRIVACY-CENTRIC ORGANIZATIONS.



Industry

Private Messaging

Product

Private personal and business email

Location

Global

About Fastmail

Fastmail is the email provider of choice for people who want better privacy and understand great technology.

THE PROBLEM

For decades, Fastmail has been a leading choice for individuals and businesses that need a private and secure electronic communications platform.

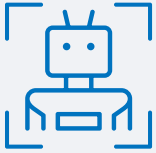
Fastmail initially implemented Google's reCAPTCHA to help verify new account sign-ups, and to authenticate account recoveries and support tickets.

However, since privacy features are a priority to the company and to its customers, Fastmail was uncomfortable with the fact that reCAPTCHA sent their user and customer data to Google. This was in direct conflict with the company's vision and values. Additionally, many of Fastmail's customers come to Fastmail specifically to get away from Google's user tracking and privacy invasion practices. This critical customer base made it clear that they did not like verifying with Google's reCaptcha.

It became evident that Fastmail needed a different way to effectively safeguard new account creations, recoveries, and support tickets. They required a solution that was easy to implement, didn't impact performance, and was compliant with the organization's privacy objectives.

“Why did we switch to hCaptcha? We are always looking for high-performing tools that are more privacy-centric. hCaptcha perfectly met these objectives, which made the decision easy!”

—Helen Horstmann-Allen, COO, Fastmail



THE SOLUTION

hCaptcha: Accurate and High-Performing Bot Detection Without Compromising User Privacy

In looking for an improved solution over Google reCAPTCHA, Fastmail was quickly drawn to hCaptcha because of its reputation for protecting user privacy. They liked the fact that hCaptcha was designed for privacy from the beginning, which resulted in an entirely different and superior architecture than other solutions. Fastmail also noted that hCaptcha complies with GDPR, CCPA, LGPD, PIPL, and other global data privacy laws, and that it never gathers, retains, or utilizes personal data. With hCaptcha Enterprise, Fastmail found a solution that allowed them to avoid sharing even the user's IP address and still maintain excellent performance. In this area, hCaptcha easily met Fastmail's privacy requirements.

In addition to privacy protection, Fastmail was looking for a solution that was easy to implement and didn't require any operational changes. Performance was also a key consideration. The new system needed to be as fast and efficient as reCAPTCHA, while adding privacy and providing the same or greater functionality in other areas.

Fastmail tested both Google reCAPTCHA and hCaptcha for a month in a side-by-side comparison. At the end of their testing, Fastmail concluded that deploying hCaptcha's solution was fast and easy, and that it not only included all of reCAPTCHA's features, but had additional functionality as well. Its architecture easily scaled, and the sophisticated machine learning technology was designed to stay ahead of evolving bot attacks without burdening Fastmail's internal resources.

Moreover, hCaptcha's accuracy and performance metrics were excellent, and created a low-friction experience for end-users.

Most importantly, Fastmail's customer base was happy. Their whole sign-in process was simple and their personal data was now protected.



High-Performance, Low-Friction Bot Detection Without Compromising Privacy

hCaptcha provides one of the world's most accurate and highest-performing bot detection solutions to protect online properties from sophisticated, automated attacks. Unlike other solutions, hCaptcha maintains broad privacy and security compliance for its customers and their end-users while leveraging a rapidly deployable, modern and scalable architecture that delivers security with minimal friction.