

WhatsApp usernames

Informational overview for Partners



from  Meta

People want more control over their personal information

Meta research¹ shows that control over personal information is among people's top concerns when using WhatsApp (or any of our apps).

WhatsApp accounts are tied to mobile phone numbers. Our users have indicated that they would prefer to control whether to share their phone number with people or businesses they message, rather than necessarily reveal it. Some consider this information private, and indicate it can lead to unwanted contact.

¹ Meta data, a random sample of 40,873 users of Facebook, Instagram, Messenger, and WhatsApp in US, MX, BR, UK, DE, TR, IN, ID, PH, and VN, March 2019

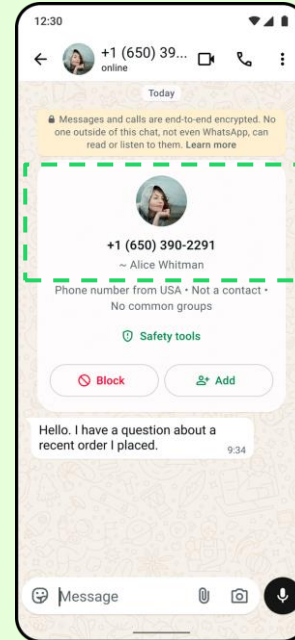


Usernames offer people a simple way to further protect their privacy

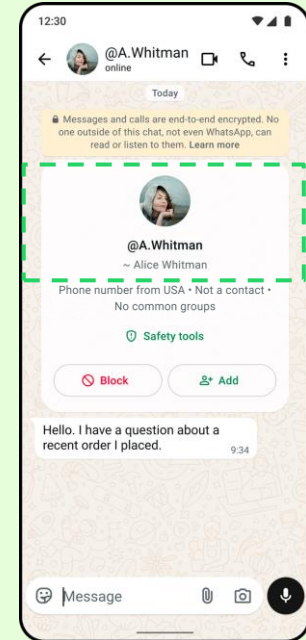
By allowing people to display their username rather than a phone number when messaging with others in 1:1 conversations and in groups, usernames give people more control over how they share their contact information.

We have heard that people feel more comfortable engaging with businesses when their personal information stays private, while still retaining the choice to share their phone number if they wish.

Today



In the future



Businesses also can adopt usernames, making it easier for customers to connect with you

Usernames will allow businesses to easily build their brand presence on WhatsApp, making it easier for customers to connect using a name instead of a phone number.

For example, people will be able to more easily search for and identify businesses.

Businesses verified with a blue checkmark can remain sure that their brand is protected throughout this transition.



Usernames bring a few substantial changes in how WhatsApp operates



Two types of users

Currently, everyone on WhatsApp is identifiable through their phone number. When usernames become available to adopt, users who do not adopt usernames will continue to be identifiable by their phone number, while users who do adopt usernames will be identifiable to the business by a new backend identifier (more on this on later slides).



Phone number hidden by default

If a user adopts a username, their phone number will no longer be visible to businesses*. Instead, that user can choose to proactively share it with a business if needed.

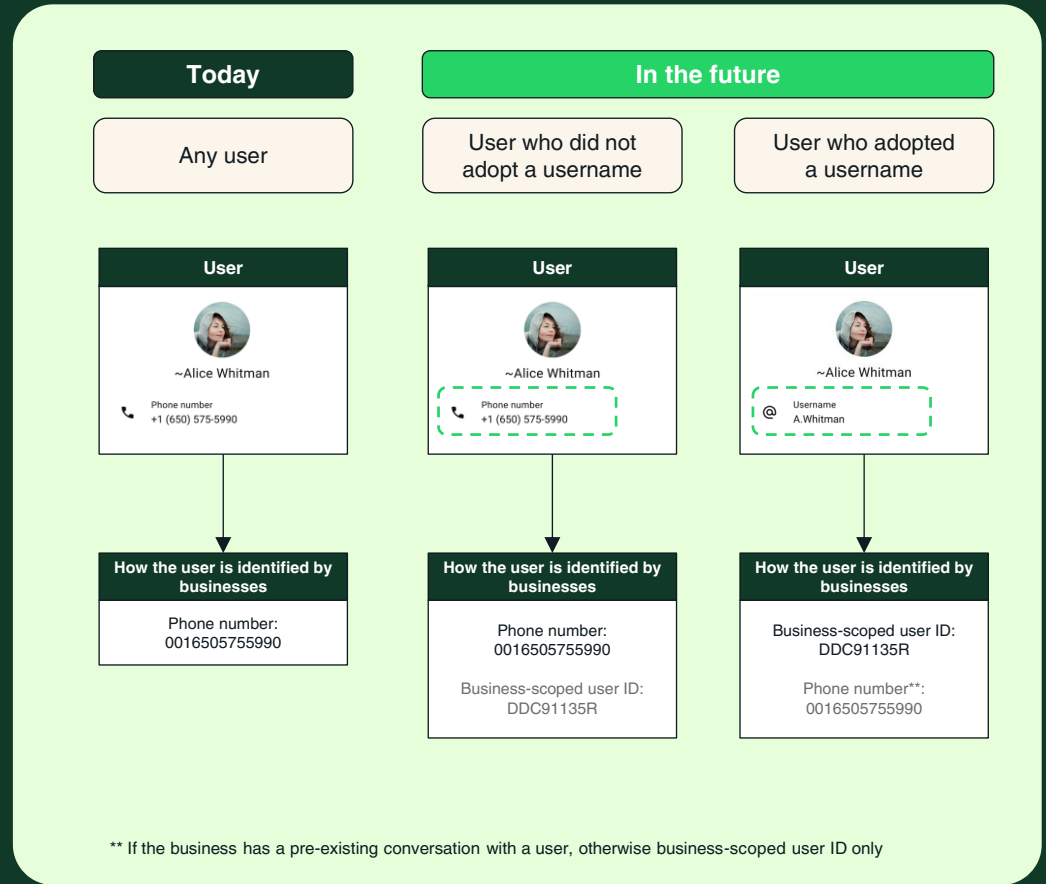
**unless a business already had the phone number from a pre-existing conversation*



To facilitate this change, WhatsApp will start relying on a new customer identifier

After usernames launch, phone numbers of some people who choose to adopt usernames will no longer be automatically shared with businesses on WhatsApp.

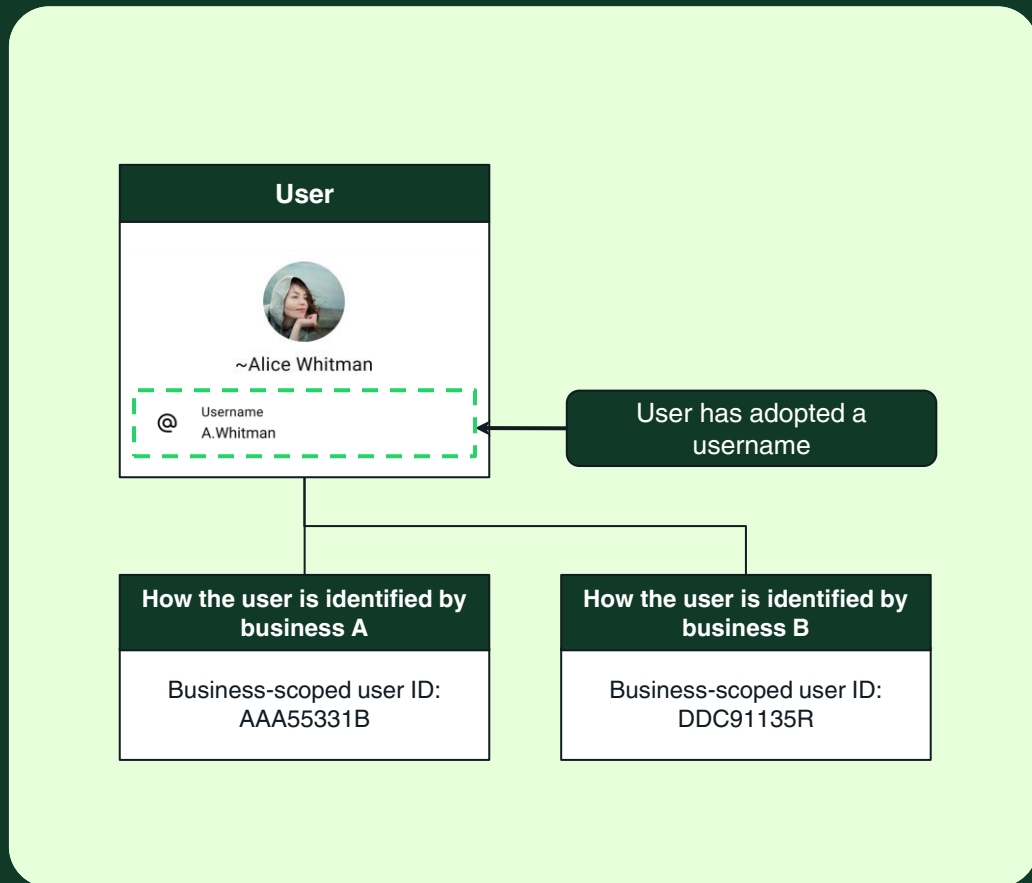
WhatsApp will instead provide partners and businesses that use the Cloud API with a new, unique backend identifier which can be integrated into workflows in place of people's phone numbers.



This new identifier will be scoped to a specific business

In order to process messages from customers who have adopted usernames, you will need to prepare your systems and workflows to incorporate this new identifier, referred to as a **business-scoped user ID (BSUID)** in our [technical documents](#) and handle when phone number is not present.

Businesses and partners who have not adopted these new business-scoped user identifiers risk breakage in their workflows (more details later in this deck).



Business-scoped user IDs provide similar functionalities to phone numbers in terms of backend integration



Unique

Every business-scoped user identifier is unique, meaning that no two users will have the same identifier.




Available in webhooks

Business-scoped user id will be available in all the webhooks that currently carry the user's phone number.



Scoped to a business

For enhanced privacy, two different businesses will see different identifiers for the same user. Businesses are defined on the business portfolio (fka Business Manager) level.



Large businesses who operate multiple business portfolios may be eligible to link business portfolios to create a parent business portfolio and receive parent BSUIDs, simplifying their operations. Reach out to your Meta POC for more information on how to initiate this process.

How businesses should adapt to usernames

Partners and businesses need to adopt the business-scoped user ID to avoid losing access to certain messaging scenarios

If a business or a partner does not adopt the new business-scoped user ID, the following messaging flows will break when they interact with a user who adopted usernames:

- Receiving messages that start from ads that click to WhatsApp
- Receiving service messages

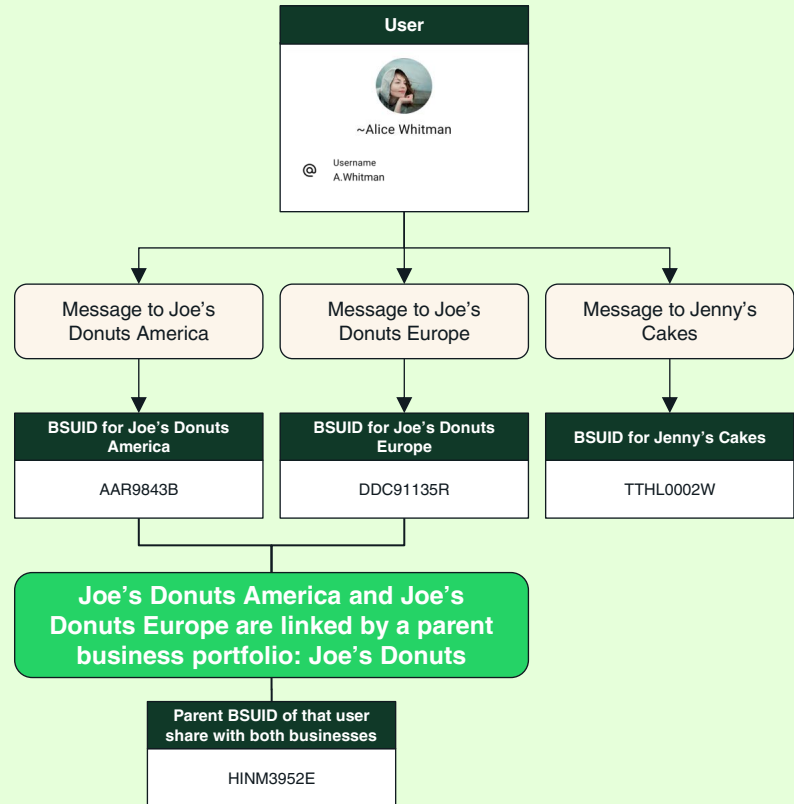
Note: to ease the transition to business-scoped user IDs, we will introduce exceptions for businesses who have existing conversations with people and know their phone numbers. More details on this later in this deck.



Business-scoped user IDs (BSUIDs) are scoped to a business portfolio, which can be linked to create a parent business portfolio

Business portfolio is one level higher than WhatsApp Business Account or a WhatsApp phone number.

Linking multiple portfolios can create a parent business portfolio, so that businesses within that portfolio can start to receive parent BSUIDs in addition to business-level BSUIDs. To create a parent business portfolio, reach out to your Meta POC.



However, to support businesses through this transition and beyond, we will continue to share the phone number in a few cases

People without a username

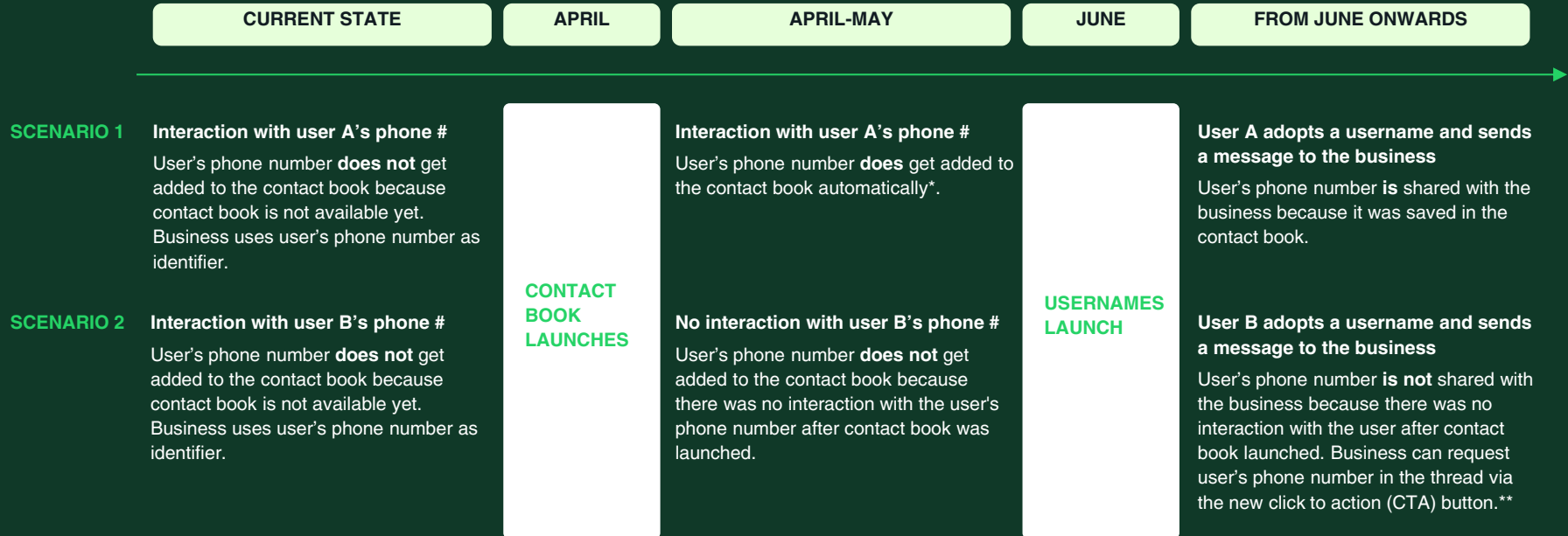
If a user has not adopted usernames, businesses will receive both their phone number and the business-scoped identifier

Past interactions with phone numbers

We will automatically return a user's phone number for a rolling 30 days after any interaction between a business and that user's phone number.

Additionally, we are also launching the **contact book** feature to store contact information (phone number and BSUID) on behalf of businesses, so that even if the user chooses to adopt a username, if that user's phone number was already shared with a business, the webhook will return it.

Contact book will launch in April and make it easier for businesses to adapt to usernames by storing relevant contact information by default



* Unless contact book functionality has been manually turned off by the business in Meta Business Suite

**If you are using local storage and a user shares their phone number with you by tapping the share contact information button, the user's phone number will be extracted from the shared contact card (vCard) and stored in your contact book on Meta data centers. Only the phone number is extracted and stored; no other vCard data is retained beyond the standard data-at-rest period for local storage.

Aside from that, all connected workflows will also need to be updated



CRM systems

- Businesses will need to add another field in a customer's profile for the new backend identifier, alongside existing fields (e.g. phone number and email)



Automation and campaigns

- Businesses will need to update anything triggered off of CRM, such as third-party measurement systems, chatbots or triggered message campaign sends

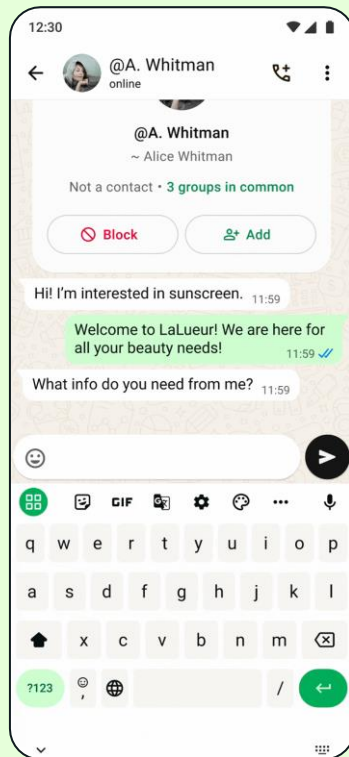
We recognize that every business implementation will be unique with varying levels of complexity. Please notify your Meta partner to discuss your case.

We will make it easier for businesses who still want to ask for phone number

Even though phone numbers of people who have adopted usernames may no longer be automatically shared, businesses may still want to want to ask for phone numbers.

We will make this easier for businesses by creating a native sharing flow, to minimize user errors or typos. Users may choose when they share their phone number.

Businesses should consider updating their messaging bots and journeys to account for this.



Business POV

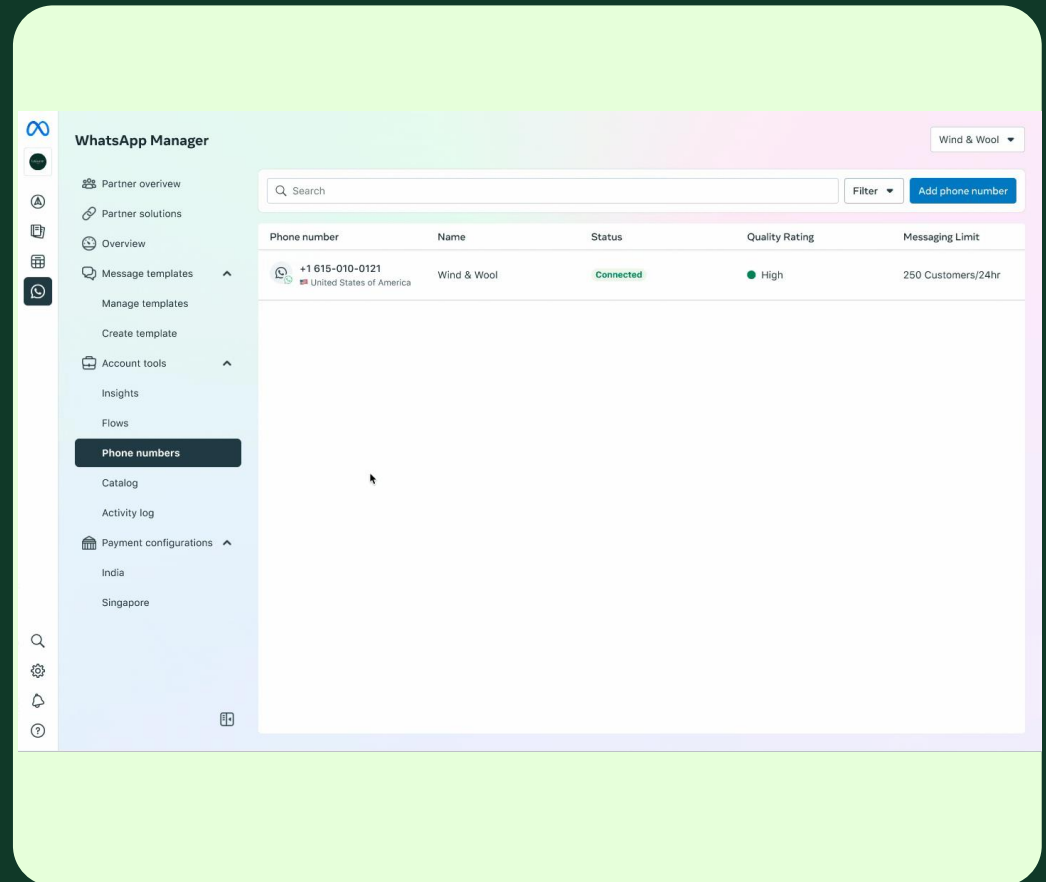


Customer POV

And, as mentioned before, businesses will be able to adopt a username themselves

Businesses will have the option to create and claim their username before the feature is rolled out.

Starting as early as June 2026, API businesses can claim their existing names (WhatsApp Display Names or Official Business Accounts, Meta Verified Names, Facebook or Instagram Business handles) getting first access to a username reserved for them.



What *is not* changing

Even with these new changes, phone numbers will still be part of how WhatsApp works, even as we introduce new privacy options.

Businesses that already have people's phone number information from existing conversations will not lose it and will be able to continue using them to message their contacts.

That means that businesses can continue enjoying some existing functionalities, provided they know the phone number of a user



Business-initiated messaging

Businesses can continue to send messages to phone numbers they know, even if a user they try to reach set up a username.



Users without a username

If a user did not adopt a username, there is no change to that user's phone number visibility.



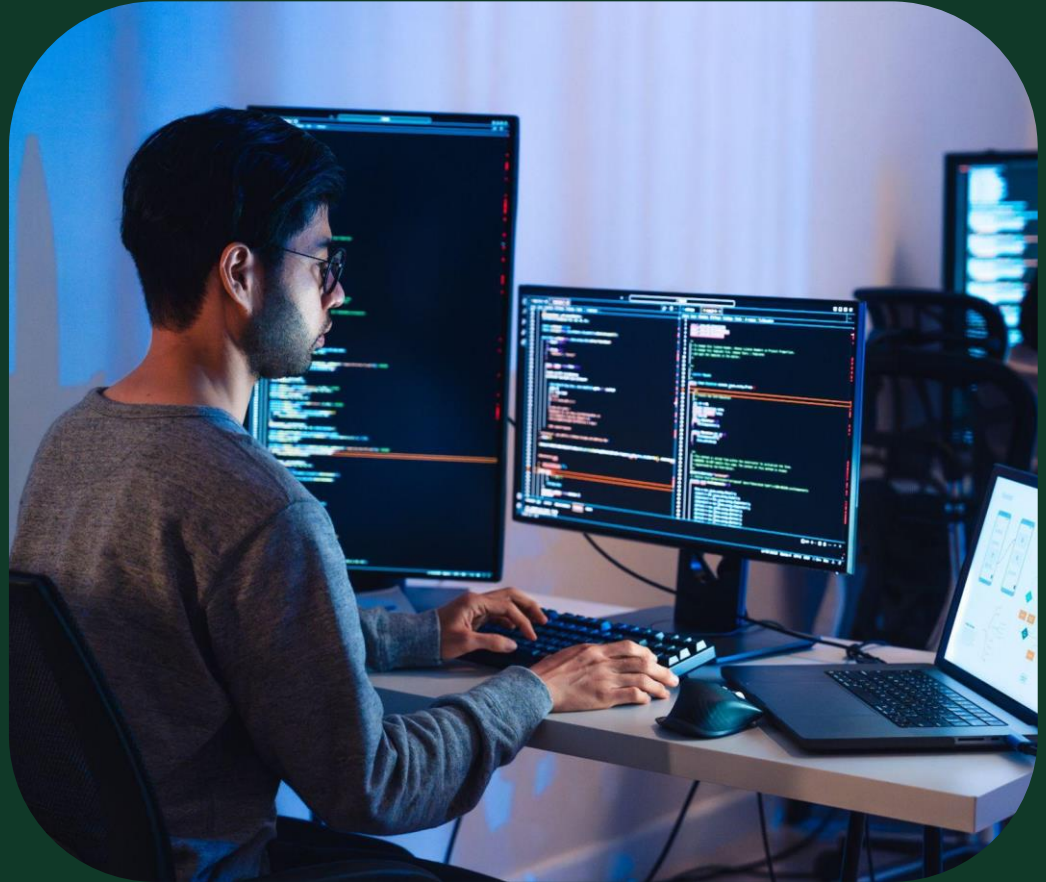
Authentication messages

Businesses can continue to send authentication messages to phone numbers *only*, as they do today.

Preparing your business for usernames

We recognize introducing usernames means changes for you and your business, and are committed to support you on this journey

We share this update today to provide you with ample lead time to prepare for this change. The next few slide provides an detailed timeline of usernames rollout along with resources we will provide to support you.



When are all these changes coming and what do I need to do as a partner?

2025

2026

OCT

NOV

DEC

JAN

FEB

MAR

APR

MAY

JUN

REST OF 2026

MILESTONE Usernames business notification

Partners/businesses learn about new identifiers and how to prepare systems

★BSUID testing

Webhooks will start carrying BSUID, first with dummy data in Feb and then live in Mar

★Biz username testing

Businesses will be able to claim their own usernames

★Country testing

People in test countries can start to adopt usernames

★Global availability

People globally can start to adopt usernames

HOW PARTNERS SHOULD PREPARE

PLAN FOR 2026

- Plan BSUID adoption and handling phone number privacy strategy
- Plan business username strategy
- Secure commitment from WhatsApp stakeholders

IMPLEMENT

- Adopt BSUID
- Update CRM & connected workflows to handle BSUID
- Update messaging workflows for phone number sharing scenarios

TEST

- Participate in e2e testing of BSUID with Meta

READY

Be live on BSUID and ready for users with phone number privacy

[For tiered partners] Deadline for H1 Product Development Fund incentive

Implement test and learn approach to requesting phone number

Claim business username

Takeaways



Integrate the new identifier early

Keep the ability to receive and send messages to users after usernames launch by integrating the new identifier into your systems.



Ensure connected systems can handle the identifier and lack of phone numbers

Perform an audit of your existing workflows to identify where you need to make changes to avoid breakage.



Adjust chatbots and workflows

If you rely on phone numbers for other reasons, make sure your chatbots and workflows proactively ask users to share their phone numbers

Where to find more resources

Read more:

- [Developer docs*](#)

Seek assistance:

- Contact your WhatsApp Partner Manager, Business Messaging Specialist or Client Partner
- Consult WhatsApp support channels and groups
- Read FAQs

Learn more:

- Monthly partner webinar on December 3



* Technical documents to become available on 11/5/2025

Appendix

WhatsApp usernames

Informational overview for Partners and Clients



from  Meta

Username and keys

Besides a username, people will also be able to establish a key



An additional layer of protection

- A key is another optional layer of protection against unwanted username messages users can enable when adopting a username
- A key is code that others will need to know to contact a username for the first time

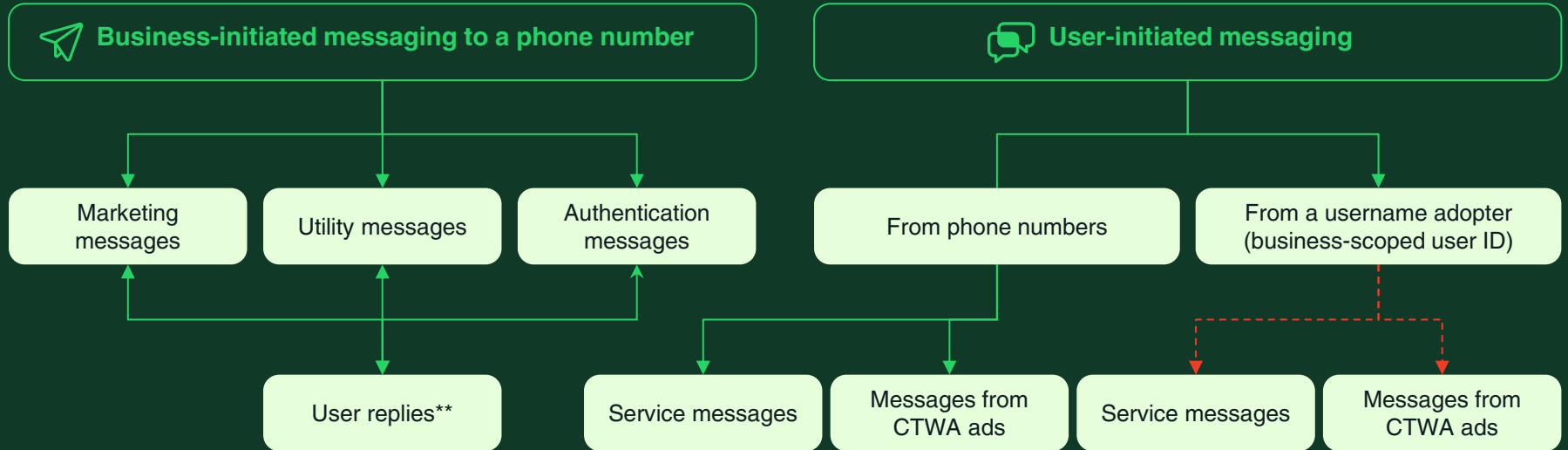


No impact to the WhatsApp Business Platform

- **Businesses that use the WhatsApp Business Platform will *not* need to provide a key to message a user**, even if the user set a key, when the business already has the user's phone number or BSUID, demonstrating an existing connection and bypass the key.
- Only people using WhatsApp and businesses using the WhatsApp Business app will need to provide a key to message that user

Summary of impacts after usernames launch

If usernames (and business-scoped user ID) are not adopted, businesses risk missing out on conversations



**reply must be within 30 days of message to phone number

Uninterrupted service →

Interrupted service - - - - ->

Frequently asked questions

FAQs

Why are you launching usernames?

We continue to build tools that protect people's privacy and put them in control of their experience, which is why we are introducing usernames, which will enable phone number privacy. Usernames is one of our most requested features and we are excited that we will be able to support this.

When are you launching usernames? How will this be rolled out?

WhatsApp will start to make usernames available to people and businesses in some test countries in June 2026 and gradually roll out over the following months.

Does the launch of usernames mean that phone numbers are going away?

No. Businesses who already have user's phone numbers from prior interactions or conversations can continue to send messages to phone numbers, regardless of whether that user has adopted usernames or not.

Are consumers or businesses required to adopt usernames?

No, usernames will be optional.

How will Meta protect against impersonation risks?

WhatsApp usernames policy requires users not to use usernames to deceive, defraud or scam someone. We will proactively check the requester's legitimacy for claiming a username that represents notable people, entities, governments, businesses, and brands to mitigate against impersonation or cybersquatting risks. Further, if a business believes it is being impersonated, it will be able to report the issue for review by WhatsApp teams.

FAQs

What do partners and businesses have to do to adopt BSUID and fully adapt to the usernames change?

Partners and directly integrated businesses will need to adopt BSUID, in particular so they can process user-initiated messages from people with usernames. To do so, partners and businesses must:

- Update WhatsApp Business Platform webhook integrations to support BSUID, which will be sent in a new field `user_id`, via existing messaging webhooks
- Build logic to support handling multiple identifiers (phone number from non-username adopters; BSUID from username adopters, without phone number present), and map relevant fields back to their CRM/database
- Update internal and external systems related to these integrations to be able to handle the new identifier and join with previous identifiers - primarily CRM (either 3P or internal database) and any tools or workflows triggered off of CRM (e.g., triggered campaign messages, campaign management, measurement, billing)
- *[If customer phone numbers are still required]* Update messaging bots/journeys (if used) to request phone numbers, handle scenarios where users do not share phone number, and iterate on these new conversation journeys
- In addition, large businesses who have multiple Business Manager accounts with Meta may also implement a solution to enable central CRM access across multiple Business Managers to minimize the operational overhead that comes with using and storing BSUID.

What exactly are keys? When do they need to be provided?

Users who adopt a username will be able to set an optional key, which is an additional layer of protection against unwanted username messages. New reach-outs from users or businesses using the WhatsApp Business app who have not already saved the contact of the user will require a key. Note that API businesses using the WhatsApp Business Platform will not need to know the user's username key, as the BSUID (or phone number) will demonstrate an existing connection and bypass the key.

FAQs

What does this mean for WhatsApp voice calling?

Similar to how businesses can continue to send WhatsApp messages to a phone number if a business already had the phone number, businesses can continue to make WhatsApp voice calls using phone numbers and via Session Initiation Protocol (SIP). However, similar to how net-new user initiated messages from username adopters may not be processed, net-new user-initiated calls from username adopters might get dropped, so businesses who are also using WhatsApp voice calling or calling via SIP should plan to adopt BSUID to ensure continuity here.

What does this mean for small businesses using API solutions for WhatsApp Business app?

Small businesses who are using API solutions for WhatsApp Business app will also need to adopt the new backend identifier and make relevant changes, since they are using Cloud API.