

The social network that doesn't want to know your name.

Los Angeles, October 16, 2026

Every app wants to know who you are, and fewer of them can tell you whether anyone on the other end is real. PRUF Systems Inc., a Los Angeles privacy technology company, today opened 10,000 iPhone beta seats for PRUF.NET, a social network that confirms you're human and never learns who you are. It is the first application on PRUF's verified human network.

Founder Khoi Diep started with a list of what he wanted to leave behind: ads that followed him from app to app, feeds full of influencers he never followed, computer-generated attention bait and an advertising profile growing behind every click.

"I felt like signing up for a free app meant giving it permission to sell my internet soul to every marketer on the planet," said Diep. "I wanted somewhere to connect with real people, keep my conversations private and share photos and videos people actually took."

Nothing on the market met that list, so he built it.

Joining PRUF.NET takes no name, email address, phone number, password or government ID. Before anyone picks a username, they pass Face ID and a live-person check on the iPhone, and the account is bound to the hardware inside that phone. PRUF receives no facial data and stores no biometric records. The app opens only with Face ID and never falls back to the passcode, so a stolen PIN unlocks the phone but not the network.

Face ID and hardware binding stop bots and automated agents at enrollment. A hundred email logins take an afternoon to create, while a hundred PRUF accounts would need a hundred iPhones with a face in front of each one every time the app opens. Users can report and block the same way they would on any social app, and because a username stays bound to its phone and its history, a banned account can't come back with a fresh email.

Every photo in the feed is taken in the PRUF camera, with no uploads from a photo library. When a photo leaves the network it carries a seal and a link to the original capture, so anyone can check where it came from without joining.

"People are tired of not knowing what's real anymore," Diep said. "Here, when you share a photo, you have proof you took it."

Private messages are end-to-end encrypted, and the PRUF Vault keeps messages and files in encrypted storage, so PRUF cannot read either.

PRUF calls its architecture Zero PII, short for zero personally identifiable information, and PRUF.NET is its first public proof. The company is extending the same verification layer to website access and human-controlled authorization for AI agents, and plans to license it to platforms that need to know a real person is on the other end without ever learning who that person is.

The core network stays free after beta, with optional subscriptions for extra storage and additional usernames. There are no ads.

“I built it because I wanted to use it,” Diep said. “I missed the old internet, where not everyone knew your name. I figured there had to be at least 10,000 other people who missed it too, people who wanted a quiet corner away from the noise where they could sit and share with their friends.”

PRUF.NET at a glance

10,000 free public beta seats on iPhone through Apple TestFlight, for adults 18+

No name, email, phone number, password or government ID to join

Accounts bound to iPhone hardware, behind Face ID and a live-person check

Photos taken in the app only, sealed and verifiable when shared

End-to-end encrypted messages and no ads

Claim a seat: visit pruf.net on an iPhone and tap the public beta link.

About PRUF Systems Inc.

PRUF Systems Inc. is a Los Angeles technology company building a verified human network on Zero PII architecture, along with encrypted data systems and digital provenance technology. The company has filed four U.S. utility patent applications and international patent applications covering its core architecture. PRUF.NET is its first consumer application.

MEDIA: MEDIA@PRUF.NET