



## What is a password manager and why use one?

You've been told your passwords matter. The internet keeps proving it. Every few weeks another familiar site shows up in a data-breach headline, and somewhere in the back of your mind is the nagging sense that the password you used for that site is also the password you use for half a dozen others.

Maybe you write them down in a notebook. Maybe you rely on the "forgot password" link more often than you'd like. Maybe you trust Chrome to remember them and have never thought about it again. None of those approaches are unreasonable — they're how most people get by.

A password manager fixes the underlying problem: it lets every site have its own strong, unique password without you having to remember any of them.

### What a password manager actually does

Three jobs, all running in the background:

**Encrypted data.** Your passwords live in a single place — what we call your *safe* in Hey Be Safe — locked by one safe password — sometimes called a master password in other apps — that only you know. The contents are encrypted: even if the company hosting the safe wanted to peek at your data, they couldn't. We can't, and we don't.

**Autofill.** When you visit a site, the password manager recognizes the login form and offers to fill in your saved credentials. No more retyping; no more reaching for that notebook. The whole flow takes one click.

**Breach alerts.** When a site you have an account on suffers a data breach, your password manager tells you which login is exposed and prompts you to change it. You learn from a one-line notification, not from the news.

### Why a dedicated manager beats your browser's built-in one

Chrome, Firefox, Safari, and Edge all offer to remember passwords. They're better than nothing. But they tie your passwords to one ecosystem in ways that matter:

- **One browser.** Switch to a different browser or a different device, and your passwords may or may not follow. If they do, it's via your Google / Apple / Microsoft account — which is itself a single point of failure.
- **No family sharing.** You can't deliberately share the login for a site everyone in your family needs.

- **Recovery is tied to the platform.** Lose access to your Google account, and your passwords go with it. There's no separate path back in.

A dedicated password manager exists to do that one job well, with strict boundaries around it.

## What makes Hey Be Safe different

We're a small team building something deliberately focused. A few decisions worth knowing about:

- **Zero-knowledge.** Your safe is encrypted on your device before it ever leaves. We literally can't read your passwords. If we were ordered to hand them over, we couldn't — the math is on your side.
- **No analytics. No tracking cookies.** The marketing site you're reading right now doesn't follow you around the internet. We don't sell your data because we don't have it.
- **Family sharing and recovery built in.** Share a single login with your partner without sharing your entire safe. Designate a trusted recovery contact who can help you back in if you ever forget your safe password.
- **Emergency access in case you need it.** You can designate a trusted family member who can request access to all your logins if you're incapacitated. Make sure your family can still do your banking if you're in the hospital.

These aren't bonus features; they're the reason we built it.

## Ready to try?

If you're already using Chrome's built-in password manager, the next article walks through moving to Hey Be Safe step by step — including the one configuration change most switching guides forget.

- [Switch from Chrome's password manager to Hey Be Safe →](https://heybesafe.com/support/switch-from-chrome/) (https://heybesafe.com/support/switch-from-chrome/)
- [Hey Be Safe on the Chrome Web Store →](https://chromewebstore.google.com/detail/hey-be-safe/jjehmmclfmjdkoi-majiclfieajgoclhde) (https://chromewebstore.google.com/detail/hey-be-safe/jjehmmclfmjdkoi-majiclfieajgoclhde)
- [Hey Be Safe on Microsoft Edge Add-ons →](https://microsoftedge.microsoft.com/addons/detail/hey-be-safe/jbhenili-jgkmpncklfondjibojcbgphn) (https://microsoftedge.microsoft.com/addons/detail/hey-be-safe/jbhenili-jgkmpncklfondjibojcbgphn)
- [Hey Be Safe on the Firefox add-ons site →](https://addons.mozilla.org/en-US/firefox/addon/hey-be-safe/) (https://addons.mozilla.org/en-US/firefox/addon/hey-be-safe/)
- [Hey Be Safe on Google Play \(Android\) →](https://play.google.com/store/apps/details?id=com.milcreto.heybesafe) (https://play.google.com/store/apps/details?id=com.milcreto.heybesafe)
- [Hey Be Safe on the App Store \(iPhone and iPad\) →](https://apps.apple.com/us/app/hey-be-safe/id6780194779) (https://apps.apple.com/us/app/hey-be-safe/id6780194779)
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