

One of my favorite apps is Snapchat. From their terms and conditions (Privacy Policy), there are 3 major categories of data that the company collects from their users: Information the users provide, information the company gets when users use their service and information the company gets from 3rd parties. And this could vary from name, username, password, email address, phone number, and date of birth to Device Information, Location Information, Information Collected by Cookies and Other Technologies, etc.

With the data collected the company analyzes product usage, sends communication, enhances the safety and security of their products and services, verifies your identity and prevents fraud, etc. This also includes sharing information with other Snapchat users, such as name, Bitmojis, Snap scores, Content posted, etc.

The information or the user data is stored until the user asks to delete the account! The data is usually stored for longer periods. Personal data such as email ID, name, phone number is collected. But I think it is fair to think that they need a proper verification of the user in general. It is fair to say that it is okay to keep the data as long they don't use it in an appropriate way.