

THE TEN STEPS TO PROTECTING OUR PRIVACY

1. **STOP THE TRADE IN PERSONAL DATA**

Personal data should not be bought or sold. We all agree certain things are not for sale, like people, votes, or organs. Our data should be one of those things.

2. **STOP PERSONALIZED ADVERTISING**

Targeted personalized ads have weaponized marketing to spread misinformation, shattering and polarizing the public sphere.

3. **STOP THE DEFAULT COLLECTION OF PERSONAL DATA**

Currently, we are given the “opportunity” to opt out of some data collection. But the default should be not collecting data in the first place.

4. **STOP SURREPTITIOUS SENSITIVE INFERENCES**

Your every cyber action is analyzed to infer sensitive personal information such as your age, sexuality, income, and even your physical and mental health. Sensitive inferences must be as tightly regulated as personal data.

5. **MANDATE FIDUCIARY OBLIGATIONS AND ACCOUNTABILITY**

Like doctors, financial advisers, and lawyers, companies that collect data should have a fiduciary obligation to act in the best interest of their customers.

6. **MANDATE IMPROVED CYBERSECURITY STANDARDS**

Strong legislation is required to enforce robust cybersecurity standards. Companies currently have little incentive to invest in cybersecurity, putting customers’ data at risk.

7. **MANDATE DATA DELETION**

Data should expire, self-destructing after a given amount of time. Companies should not have access to your data indefinitely.

8. **CREATE DIGITAL REGULATORY AGENCIES**

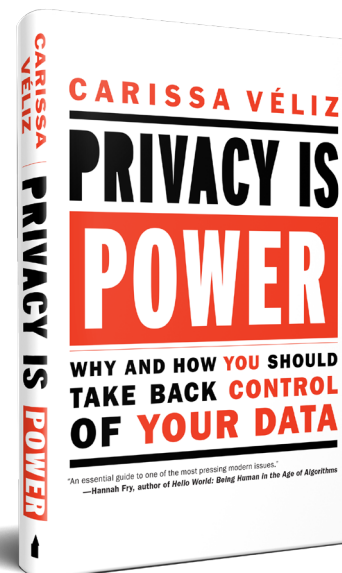
Big Tech needs its own specialized regulatory agency—like the Securities and Exchange Commission for markets or the Food and Drug Administration for pharmaceuticals.

9. **CURB GOVERNMENT SURVEILLANCE**

Mass surveillance is not necessary to keep citizens safe. Whistleblowers need strong legal protections against retaliation.

10. **IMPLEMENT INTERNATIONAL DATA DIPLOMACY**

International consensus is paramount to assure data security for all. Countries must cooperate in their regulations lest “data havens” emerge—countries in which data may be acquired and used unlawfully.



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