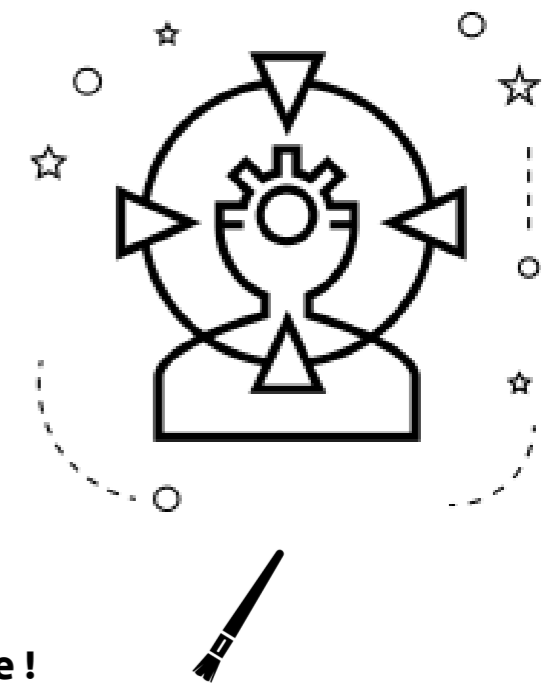


# Integrated users

YOU ARE A SOURCE OF DATA IN YOUR DAILY LIFE, BUT YOU ARE SCARCELY AWARE OF HOW IT HAPPENS AND WHAT ITS IMPLICATIONS ARE. IF YOU ARE AWARE THAT YOU ARE BEING COMMERCIALY USED OR BEING SPIED ON BY THIRD PARTIES, YOU REGRETFULLY ACCEPT IT BECAUSE YOU SEE NO ALTERNATIVE OR BECAUSE YOU THINK YOU HAVE NOTHING TO HIDE.



Details about your goals and resources ... \_\_\_\_\_> to design and explain your strategy here !

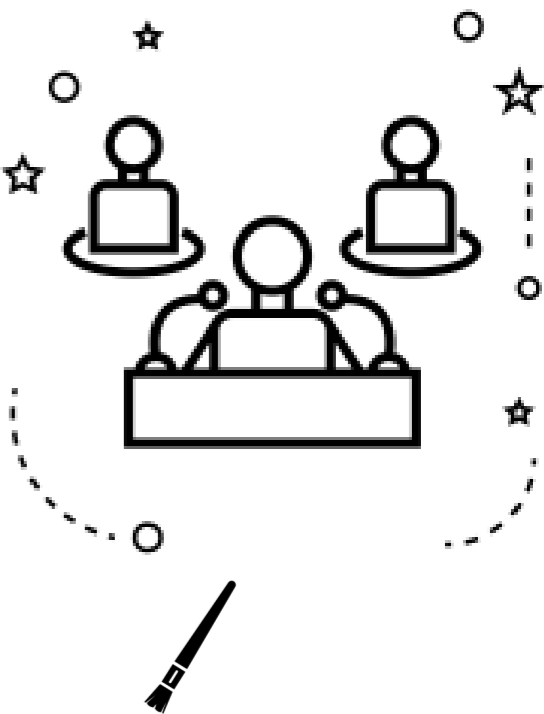
OBJECTIVES	RESOURCES	FORMS OF DATA MANAGEMENT	To achieve our goals, we will ...
<ul style="list-style-type: none"><li>• OPTIMISE YOUR DAILY LIFE WITH THE USE OF TECHNOLOGICAL APPLICATIONS</li><li>• THAT THESE APPLICATIONS ARE FOR FREE OR AT A VERY REASONABLE COST</li><li>• BENEFIT FROM DIFFERENT SECTORS (LOYALTY CARDS, GYM, ONLINE MUSIC ACCESS)</li><li>• OBTAIN ESSENTIAL TOOLS FOR COMMUNICATING (EMAIL, SOCIAL NETWORKS).</li></ul>	<ul style="list-style-type: none"><li>• YOUR ABILITY TO INFLUENCE THE MARKET IS VITAL BECAUSE WITHOUT USERS, PLATFORMS CANNOT GENERATE ECONOMIC VALUE.</li><li>• IF YOU DECIDE TO STOP USING A CERTAIN SERVICE AND GO TO THE COMPETITION, SUCH PLATFORMS CLOSE OR DIE OFF.</li><li>• WITH MASS MOVEMENTS, YOU ARE ABLE TO LIFT UP AND/OR RUIN COMPANIES.</li></ul> <div>TACTICS</div> <ul style="list-style-type: none"><li>• VERY GREGARIOUS BEHAVIOUR (ALL FOR ONE)</li><li>• WORKS BY WORD OF MOUTH</li><li>• HAS MEDIA AMPLIFICATION (LOUDSPEAKER).</li></ul>	<ul style="list-style-type: none"><li>• YOUR DATA IS EASILY TRANSFERRED IN EXCHANGE FOR TECHNOLOGICAL FEATURES THAT ARE FUN, USEFUL AND EVEN NECESSARY.</li><li>• THEY ARE OFTEN TRANSFERRED WITHOUT YOUR KNOWLEDGE</li><li>• IF YOU ARE AWARE, YOU CANNOT CONTROL ANYTHING IN THE PROCESS.</li></ul> <div>WHO BENEFITS?</div> <ul style="list-style-type: none"><li>• CORPORATIONS AND DATA BROKERS WHO USE THEM FOR COMMERCIAL PURPOSES.</li></ul>	

## IMPLEMENT YOUR STRATEGY:

- HOW CAN I TAKE ADVANTAGE OF THE MANAGEMENT AND CONTROL OF MY DATA?
- HOW TO DEPLOY MY RESOURCES TO REFINE MY GOAL?
- HOW TO ANTICIPATE THE MOVEMENTS OF OTHER ACTORS?

# Governments / regulatory bodies

YOU PRODUCE PUBLIC DATA, ARISING FROM YOUR INFRASTRUCTURE OR COLLECTED BY PRIVATE PROVIDERS. YOU OFFER AND GOVERN SUCH INFRASTRUCTURE AS WELL AS THE REGULATORY FRAMEWORKS BY WHICH THE REST OF THE ACTORS MUST OPERATE OR ACT TO HANDLE THE DATA.



Details about your goals and resources ... \_\_\_\_\_> to design and explain your strategy here !

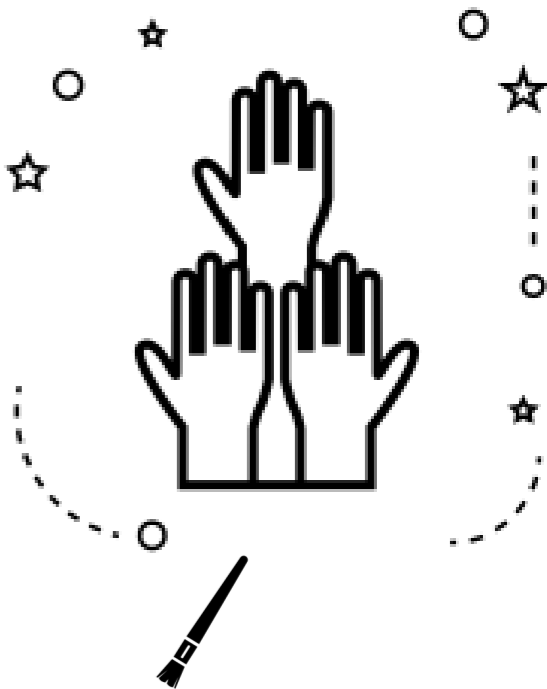
OBJECTIVES	RESOURCES	FORMS OF DATA MANAGEMENT	To achieve our goals, we will ...
<ul style="list-style-type: none"><li>SATISFY THE NECESSARY CONNECTION AND PROVISION OF DATA SERVICES TO THE PUBLIC.</li><li>TAKING INTO ACCOUNT THE INTERESTS OF CORPORATIONS AND ALSO OF ORGANISED CITIZENS (WHEN PRESSURED).</li><li>PROMOTE REGULATORY FRAMEWORKS IN WHICH THE RULES OF THE COMMUNICATIONS AND DATA EXCHANGE GAME ARE ESTABLISHED.</li></ul>	<ul style="list-style-type: none"><li>DRAFTING LAWS AND REGULATIONS THAT MUST BE FOLLOWED BY CORPORATIONS, DATA BROKERS, CITIZENS AND ALL USERS.</li><li>GRANT LICENSES TO OPERATE IN THE FIELD OF TELECOMMUNICATIONS.</li><li>REGULATE ACCESS TO CERTAIN DATA.</li></ul> <p><b>TACTICS</b></p> <ul style="list-style-type: none"><li>CHANGE THE LEGAL CONTEXT</li><li>LIMIT THE POWER OF CORPORATIONS</li><li>LIMIT CITIZENS' ACCESS (USERS AND ORGANISED CITIZENS)</li><li>AUTHORISE AND FINANCE DIGITAL INFRASTRUCTURE</li></ul>	<ul style="list-style-type: none"><li>MANAGE THE DATA GENERATED BY ALL PUBLIC SERVICES. SOMETIMES YOU USE YOUR OWN RESOURCES, SOMETIMES YOU SUBCONTRACT SERVICES (FOR EXAMPLE, WEB HOSTING OR VIDEO CALL SOFTWARE) AND INFRASTRUCTURE (SERVERS TO HOST THE DATA) FROM LARGE PROVIDERS.</li><li>AUTHORISE ACCESS TO CERTAIN DATA WHEN REQUESTED (THE JUDICIAL SYSTEM).</li></ul> <p><b>WHO BENEFITS?</b></p> <ul style="list-style-type: none"><li>ORGANISED CITIZENS, CORPORATIONS AND ALL USERS.</li></ul>	

**IMPLEMENT YOUR STRATEGY:**

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# Organised citizens

YOU ARE CITIZENS LIKE ANY OTHER, BUT YOU ARE CONCERNED ABOUT HOW YOU ARE GOVERNED AND WHO HAS POWER OVER THE ECONOMY AND SOCIAL INSTITUTIONS. YOU REALISE THAT THE INTERNET AND DIGITAL CONNECTIVITY HAVE CREATED NEW OPPORTUNITIES, BUT ALSO NEW FORMS OF EXPLOITATION AND SOCIAL CONTROL THROUGH WHICH YOU ORGANISE WITH OTHER PEOPLE AND ORGANISATIONS TO STAND UP TO THESE AGENTS WHO ARE LEADING OUR SOCIETIES TOWARDS A NEW DIGITAL FEUDALISM.



Details about your goals and resources ... \_\_\_\_\_> to design and explain your strategy here !

OBJECTIVES	RESOURCES	FORMS OF DATA MANAGEMENT	To achieve our goals, we will ...
<ul style="list-style-type: none"><li>• PRODUCE YOUR OWN DATA AND CONTROL IT.</li><li>• ORGANISE YOURSELVES.</li><li>• FIGHT FOR TRANSPARENCY AND ACCOUNTABILITY ABOUT WHAT IS DONE WITH YOUR DATA.</li><li>• FIGHT, RESIST AND PROPOSE ALTERNATIVES AGAINST THE INERTIA IMPOSED BY CORPORATIONS.</li></ul>	<ul style="list-style-type: none"><li>• ORGANISE DISRUPTIVE ALTERNATIVES THAT BREAK THE HEGEMONY OF DATA AND COMMUNICATIONS CONTROL WITH TOOLS SUCH AS OPEN SOURCE STANDARDS.</li><li>• VAST KNOWLEDGE OF TECHNOLOGY AND WORK COLLABORATIVELY, WHICH CAN HELP YOU OUTPACE CORPORATIONS.</li><li>• PROMOTE VERY EFFECTIVE FORMS OF SOCIAL ACTION.</li></ul> <p><b>TACTICS</b></p> <ul style="list-style-type: none"><li>• BOYCOTTS</li><li>• SELF-MANAGEMENT ALTERNATIVES.</li><li>• LOBBYING ACTIVITIES WITH INSTITUTIONS AND/OR CORPORATIONS (POLICY LOBBYING AND ADVOCACY).</li><li>• DEVELOPING SOFTWARE AND ALTERNATIVE FORMS OF DATA MANAGEMENT.</li></ul>	<ul style="list-style-type: none"><li>• PART OF YOUR DATA IS CONTROLLED BY TOOLS YOU MANAGE YOURSELVES.</li><li>• PRODUCE BOTH YOUR OWN SERVERS AND GOVERNANCE TOOLS AND SYSTEMS DESIGNED BY YOUR COMMUNITY.</li><li>• ALTHOUGH YOU WOULD PREFER AVOIDING IT, YOU END UP USING SOME SERVICES FROM LARGE CORPORATIONS.</li><li>• YOU (RELUCTANTLY) LIVE WITH THE EXTRACTIVE MANAGEMENT OF DATA BY CORPORATIONS.</li></ul> <p><b>WHO BENEFITS?</b></p> <ul style="list-style-type: none"><li>• THE INTEGRATED USERS IN GENERAL, ALTHOUGH THEY DO NOT RECOGNISE AND, DEPENDING ON THE TYPE OF DATA, THE GOVERNMENT AS WELL.</li></ul>	

## IMPLEMENT YOUR STRATEGY:

- HOW CAN I TAKE ADVANTAGE OF THE MANAGEMENT AND CONTROL OF MY DATA?
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# Techno-capitalist corporations

YOU ARE THE MAIN INTERFACE FOR THE PRODUCTION, PROCESSING AND EXTRACTION OF VALUE FROM ALL TYPES OF DATA.



Details about your goals and resources ... \_\_\_\_\_ > to design and explain your strategy here !

## OBJECTIVES

- DATATIFY.
- PREDICT AND CONTROL RISKS AND BUSINESS OPPORTUNITIES OFFERED BY THE DATA.
- OBTAIN ECONOMIC BENEFITS.
- DATA ALLOWS YOU TO IMPROVE ANY SERVICE OR PRODUCT.
- UNDERSTAND, INFLUENCE AND MANIPULATE THE WORLD AND ITS INHABITANTS.
- INFLUENCE AND MANIPULATE PUBLIC AND PRIVATE INSTITUTIONS WHENEVER POSSIBLE.

## RESOURCES

- ENGAGE THE MASSES THROUGH SOCIAL NETWORKS AND OTHER ONLINE/OFFLINE SERVICES IN WHICH USER DATA IS MONETISED.

## TACTICS

- WORK FROM COUNTRIES WITH FAVOURABLE REGULATION.
- POLITICAL LOBBYING.

## FORMS OF DATA MANAGEMENT

- YOU ARE THE INFRASTRUCTURE THAT CREATES MOST OF THE DATA AND YOU HAVE THE COMPUTING CAPACITY, HARDWARE AND HUMAN RESOURCES TO TAKE ADVANTAGE OF THEM.
- BY OWNING THE SERVICES, YOU IMPOSE THE TERMS AND CONDITIONS FOR USERS WHO WANT TO USE YOUR PLATFORMS.
- YOUR DATA MANAGEMENT IS OPAQUE, SOMETIMES EVEN TO YOU.
- ALGORITHMS CREATE AND PROCESS DATA ON A SCALE THAT NO HUMAN CAN FULLY UNDERSTAND.
- REGULATORY ENTITIES SOMETIMES BOTHER YOU AND ASK FOR TRANSPARENCY IN YOUR DATA USE AND MANAGEMENT.

## WHO BENEFITS?

- OTHER CORPORATIONS THAT WANT TO OBTAIN USEFUL INFORMATION FOR THEIR BUSINESS MARKET.

To achieve our goals, we will ...

## IMPLEMENT YOUR STRATEGY:

- HOW CAN I TAKE ADVANTAGE OF THE MANAGEMENT AND CONTROL OF MY DATA?
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