







**IMPLANTED CHIPS = TRANSHUMANISM - AND WHY?  
IT IS USELESS, NOT SECURE AND DEFINITELY NOT COOL  
WHY NOT JUST YOUR MOBILE OR A CARD?**

**NEED TO HAVE**

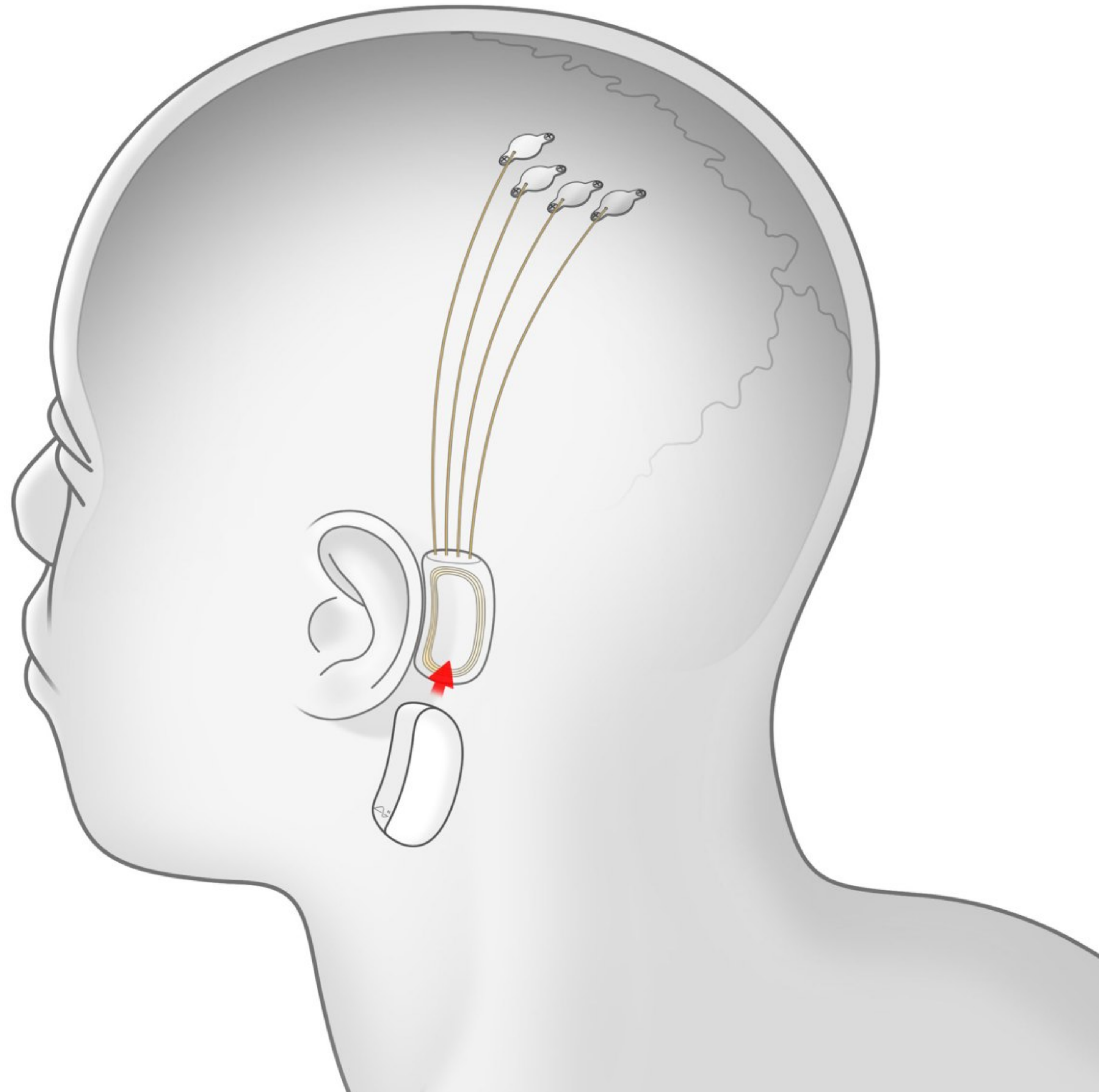
**NICE TO HAVE**







**BLACK MIRROR - NETFLIX**



**NEURALLINK - ELON MUSK**





**YEARS AND YEARS - HBO NORDIC**

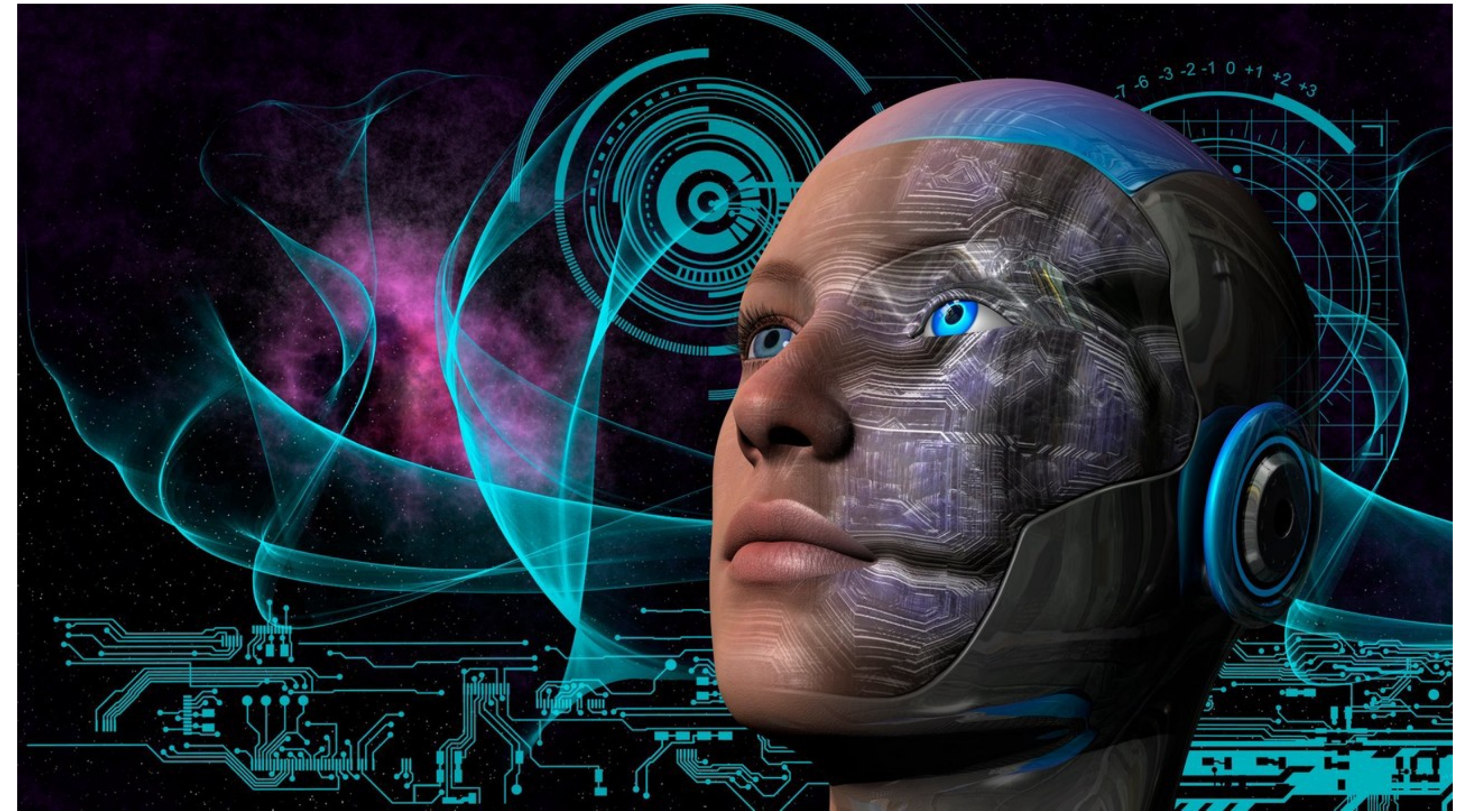




**WHAT IS A HUMAN?**

**SUPER HUMANS VS A GLOBAL USELESS CLASS, YUVAL HARARI**





**NO TO SINGULARITY & NON-HUMAN-FRIENDLY COMPANIES**



## Governments

- Enforce the law (GDPR, antitrust)
- Support and push for data ethical products and services AND science in PbD
- Be a role model and shop green and data ethics
- **Set the limits of where we want to go as a society**

## Individuals

- Learn digital selfdefense
- Understand the data age at that you can empower yourself w your data
- Demand data ethics from gov and companies
- **Kiss your spouse or kid before the smartphones in the morning**
- It is OKAY to say NO. It does not make you boring or afraid of the future

# Human Centric

## Companies & Organisations

- Create TRUST with data ethics
- Give your users control over their data
- Innovate w Privacy by Design
- **It is ethical to employ humans**



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