

www.RethinkLink.nyc

## What does Rethink Link want?

- ✓ **Halt construction immediately & answer our questions**  
We as New Yorkers need to know what is being done in our name. We have questions about the contract and a whole lot more.
- ✓ **Institute public oversight for any and all community WiFi projects**  
New Yorkers want control over the wholesale selling of our personal data. We demand that no data should be collected by corporations without our explicitly opting in.
- ✓ **Provide genuine community WiFi to low-income communities — without the surveillance**  
Create a free public Wi-Fi system that gives to the community rather than taking from it. We want public information services that do not compromise citizen privacy.
- ✓ **Remove surveillance cameras and bluetooth beacons immediately**  
Kiosks do not need to have cameras and bluetooth chips to bridge the digital divide. Information about New Yorkers movements on- or off-line should not be monetized for corporate profit.

# #RethinkLinkNYC

Take action at [www.RethinkLink.nyc](http://www.RethinkLink.nyc)

## Rethink LinkNYC

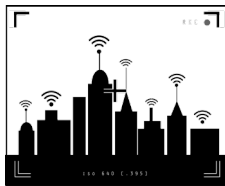
Because sometimes free costs too much



# 100s of LinkNYC kiosks are going up every month



Each kiosk is equipped with audio microphones, bluetooth beacons, and three cameras. These technologies collect personal information about New Yorkers. Mass surveillance — whether by corporations or the government — is never colorblind and hits vulnerable communities disproportionately.



## Why is LinkNYC such a problem?

The more kiosks that are installed, the more personal information that will be collected, and the more that mass surveillance will become a daily reality in New York City. LinkNYC is able to track New Yorkers' movements, association patterns, browser habits, and online activities. This data can be used by corporations to bombard us with targeted advertising that turns our private habits into public electronic billboard ads. This data can also be used by the NYPD and other state agencies to racially profile and harass marginalized communities.



## Who owns LinkNYC?

A group called CityBridge is paying New York City to own our personal information. Google's parent company has a controlling interest in CityBridge, and plans to recoup its investment with advertising.



## What is RethinkLinkNYC?

We are a group of concerned citizens who oppose LinkNYC. Before our data was sold, we should have been asked. We have the right to choose if, how, when and where our personal lives are monitored and monetized. Were you asked if this was what you wanted?

We believe that the basic building blocks of the LinkNYC program need to be re-thought. Free WiFi should really be free, and citizens—not corporations— must have the freedom to decide if and when their personal information is used. True community WiFi unites and connects people. It affirms freedom, openness and trust.



LinkNYC is **not** community WiFi. LinkNYC is mass surveillance and corporate profit boxed and marketed as free WiFi.

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