

# Duplicitous

by Jaroni Lan

## Hospital can send staff to SEO Farm and provide MAID to resident, the Supreme Court rules

*CBC News In Depth*

Canada's highest court has given medical staff at a Vancouver hospital permission to travel north and fulfill a Medical Assistance in Dying (MAID) request filled by a person who can only be identified as {{placeholder}}.

The Supreme Court of Canada's decision puts an end to a 7-year battle by {{placeholder}}'s identical twin to keep their twin alive. A number of high

profile law firms, numerous legal tactics, and millions of dollars were used as the case grew from a dispute over a medical decision, to what experts have described as "a clear and present danger to world order."

Over the years rumours have surfaced that the twin was only interested in keeping {{placeholder}} alive as a possible organ donor. "That Farming Correctional Centres are used for organ harvesting is an Internet conspiracy theory," said Libby Armstrong, a correctional officer, "It's complete nonsense. While residents are removed from society and are isolated at a remote location, they are still equal-rights citizens," she explained.

## **Legal Battle**

The legal battle wasn't about rights to begin with. When the Electronic Frontier Foundation (EFF), a nonprofit organization defending civil liberties in the digital world, first filed the request on behalf of {{placeholder}} the case seemed to be simply a technical issue.

Due to their status, {{placeholder}} is barred from creating documents, so the EFF stepped in do it for them. However, as the MAID request was approved, the information apparently leaked to a person claiming to be {{placeholder}}'s twin, who then retained the services of a high profile law firm and filed for Injunction.

At first arguments were made that {{placeholder}} is not eligible for MAID because they are perfectly healthy. "In Canada, MAID is offered not just to the physically, but also to the mentally, ill," noted Robert Peters, an estate management attorney doing work for the families of the deceased. "In BC, 5% of deaths are already MAID and the number is growing by double digit percentage points yearly. It is understandable for the courts to now see MAID as a right that is to be protected. {{placeholder}} request was approved. The courts refused to overturn that."

Then an attempt was made to discredit the criteria by which the request was approved. There was, obviously, no record that specified any data that is specific to {{placeholder}}, instead, Armstrong testified that this was {{placeholder}}'s request and the court was given a comprehensive report about what life is like at the farm. Given that report, the court concluded that it was reasonable for a person to become clinically depressed in such a situation.

The lawyers eventually turned to test the equal rights issue. Habeas Corpus is a recourse in law through which one can request that the court order the custodian of a person to bring them to court. A judge originally approved such a request. An Uber was already ordered from Vancouver when the process was stopped by RCMP officers, who cited national security concerns.

Information obtained by CBC indicates that the concerns arose from classified information provided to the RCMP by Wone Inc.

## **Wone World**

Wone (NASDAQ: WONE +1.27), a word play on the word One, is the world's leading Social Evaluator. Its software, nicknamed 'WoneBot', collects millions of data points regarding each person on earth. It then uses the data to compute the Pehrson Rank (PR) of each person, within society at large, and within any specific social setting. Wone gives free access to its rankings. People decide what to wear, where to eat and who to date based on ranking. Corporations and government agencies use the ranking to optimize any number of daily activities. Anything from hospital admissions, to plane boarding, from traffic light priority, to school lunch pricing can, and is, optimized using Wone.

"Once you understand how important it is to be ranked well by Wone, you understand where Social Evaluator Optimization (SEO) comes from," explains Jerry Weis, owner of Shiny Thing, an SEO consultancy.

"Most people have, at one point or another, probably tried to deliberately influence their ranking. That is both common and allowed" Said Weis. "One doesn't just find themselves in an SEO Farm by accident. To get there you have to do something nefarious" said Armstrong.

## **SEO life**

"A lot of what we call 'life' is actually SEO," explains Cameron Tuts, an engineer at Wone who acts as the company's public face when it comes to SEO.

"Daily things, common sense things, like obeying the law, paying bills on time, keeping a healthy lifestyle– these are data points we use to compute a person's PR," he explained. "Long term things like graduating high-school,

attending a highly ranked university, or obtaining employment with a reputable firm are also obviously considered."

"Being honest and hard working makes sense in life and in SEO," clarified Weis. "That's what White Hat SEO is about."

In this context, 'White Hat SEO' means doing things in accordance to the rules. The term is inspired by old western movies where the 'good guys' would wear white cowboy hats and the 'bad guys' wore black.

## **Black Hat**

Most people will never engage in 'Black Hat SEO' and tend to equate it with 'illegal', but this is not true. Some 'Black Hat SEO' techniques do involve breaking the law. For example, hacking into computer systems in order to modify data is a crime, forcefully pushing a person's hand or face in front of a reader is a crime, but not all 'Black Hat SEO' is illegal.

A simple scheme that may be considered 'Black Hat', but is legal, involves using a fraction of the credit limit of multiple credit cards, while always paying the balance in full. "Such actions may artificially boost your FICO and SEO ranks," says Weis.

While confusing Credit Score agencies is an issue, what Wone is mostly concerned about are the cases in which people manage to boost their rank by confusing Wone itself.

When its system detects what it defines a violation, Wone would normally demote the offending person in the ranking. "It is known as the 950 plus penalty", explains Wies. "Imagine you are an average person who is ranked in the middle of their peer group and you somehow tricked Wone to think you are in the 3rd pro mile of your peer group. This will immediately land you offers from top employers. Now, since Wone found you were in violation, you will be ranked in the 953 pro mile. This may very well be the end of your career."

A spokesperson for Wone said that "the company uses a highly sophisticated artificial intelligence system to correctly determine social ranking billions of times a day for the benefit of billions of people."

## **Nature and Nurture**

Multiple studies have shown that PR is passed from generation to generation. Parents with higher social ranking have kids with higher social ranking and vice versa. To what extent genetics play a role in this is unclear as Wone prefers to avoid the subject. "They don't want to appear racist, but the data they use to train their models includes genetic data, so there is a feedback loop here," explains Weis. On the other hand, on the nurture side of things there seems to be a consensus. "It's simple, kids who are well nurtured gain higher PR", said Weis.

The extent in which PR transfer works in the opposite direction, that is from kids to their parents, is debatable. Amy Kleiner-Mann, host of the influential podcast 'Poor Dad, Tiger Dad' is convinced this is the case. "PR can be obtained from kids. Real estate, stocks, gold, bitcoin are all crap. PR is the only thing that matters. Invest in a kid with high PR. Find a partner. Find a donor. Adopt. Just do it."

How far would people go for good PR? A spokesperson for the Vancouver Police Department confirmed to CBC that they "are aware that people have tried to buy and/or sell kids on Facebook Marketplace," but did not elaborate further. "Black Hat SEO firms that offer to link you with data that is not naturally your own are violating our terms of service," said Tuts. "We coordinate with authorities when appropriate," added Wone spokesperson.

"Good genetics. Good parents. Good upbringing. Never gonna let you down. Full green bar in sight." said Kleiner-Mann.

## **'Two Tigers'**

The mandarin term Liǎng Zhī Láo Hǔ (两只老虎) meaning 'Two Tigers' refers to a highly effective long term Black Hat SEO technique developed more than two decades ago, in the early days of Wone and PR.

IVF labs in affluent parts of the United States were hacked. The identity of couples was analyzed, and the potential PR of embryos was computed. 'Future babies' were then auctioned in underground websites.

When a buyer was found, an embryo was smuggled out of the lab, and transferred to a surrogate mom in China, where Wone does not operate. The newborn baby was then legally adopted by the buyer who kept them out of Wone's focus, utilizing networks of international boarding schools in non-

English speaking countries. When the baby reached adulthood they were integrated back into Western society, where their PR skyrocketed almost instantly.

"Most people may not notice that, but Wone recompute PR monthly. During a short period every month, the PR of everyone jumps up and down until it settles. In the SEO community, this is called 'the dance,'" explains Weis. "A tiger debut at 'the dance' was always a sight to behold."

When asked about Lǐǎng Zhī Láo Hǔ, the Wone spokesperson said that "We coordinate with authorities when appropriate."

Tuts did not respond when asked about 'the dance'.

### **'Spirit Tigers'**

Biologically, Lǐǎng Zhī Láo Hǔ are, potentially, the fraternal twins of one or more other people. {{placeholder}} and their twin are different, they are identical twins.

Instead of smuggling the embryo out of the lab, SEO firms, in collaboration with insiders, performed embryo splitting and then implanted the split embryo in two mothers at the same time. When the procedure was successful it would result in the birth of two identical babies, one to the affluent IVF customer, and one to the Black Hat SEO customer. Those were called Ling Hǔ (灵虎) - 'Spirit Tigers'.

"'Spirit Tigers' are the most effective SEO play ever invented" said Weis. "Wone just couldn't tell who was who." he added.

In the short time that the 'Spirit Tigers' were free in society they've created quite a havoc. Banks were confusing accounts, airlines were boarding the wrong people, traffic lights malfunctioned and "generally, you could not trust your own place in a queue anymore," said Armstrong.

In the most famous incident, the one that inspired the chart topping song 'Deja Vu', two 'Spirit Tigers', unaware of the other's existence, were admitted, one after the other, wearing then same outfit and holding the same ticket, to the VIP meet-and-great lounge of the Decades Tour.

"What the SEO firms did was illegal. That's clear, but, things are not as clear

when it comes to the 'Spirit Tiger' themselves," said Weis. "Surely, not all, but at least some, have done nothing wrong."

"That is just ain't so" claims Peters. "Though this area of the law is out of my field of expertise, it is clear to any layman that what the clone is doing is perpetual identity theft. They can't stop doing it. They are identity thieves by nature. Life long criminals."

### **Clear and Present Danger**

"Establishing the Canadian Farming Correctional Centres was a way to address the identity theft issue," said Armstrong. "This type of criminal activity has been on the rise for decades".

"People are sent to SEO Farms to protect corporate interests. They are not a danger to society, they are a danger to corporate business. If Wone gets confused how is it {{placeholder}}'s fault?," asks V. an elementary school teacher who requested their identity would not be revealed for fear of retaliation against their students.

Mr. L, a retired facilities maintenance attendant for the City of Vancouver has a different view. "It's about access. We don't know anything about {{placeholder}} nor about their twin. We don't know what doors they can open. It is too risky to assume that there is no risk."

"Wone got rid of the 'Spirit Tigers'," said Weiss. In response, Mr. Tuts said that this is not true. "Often, someone assumes Wone took action but didn't really in that way."

### **Case Closed**

Authorities chose to take a cautionary approach balancing personal freedoms with the greater good. While allowing the MAID request process to continue, the court has also ruled that "no resident should be allowed to leave the farm until security concerns can be further investigated."

In a briefing provided to members of the press after the court ruling, Meredith Koch, a Legal Fellow with the EFF expressed gratitude for the decision. "This has been long battle. We hope {{placeholder}} can finally find peace." She said.

She further detailed information regarding the case. Because being involved in a lawsuit, and especially losing one, may change one's PR to the worse {{placeholder}}'s twin parents have petitioned Wone for PR adjustment. Koch said that "the EFF has agreed to step in to assist."

With approval from the court, records of the case will be modified so that it will be as if the EFF filed both the original request on behalf of {{placeholder}} as well as for the Injunction against it. 'EFF vs. EFF in the case of {{placeholder}}' will be entirely attributed to the EFF. Wone will then use the modified records to readjust the PR of all petites involved so as to make them whole.

"The EFF is labeled 'vital' for any legal process so this would not affect any of our own members or employees" clarified Koch. Tuts confirmed to CBC that "Wone uses labeling" but did not elaborate further.

The court did not specify when {{placeholder}}'s MAID procedure should take place, but sources tell us that it would be carried out as soon as possible, probably by week's end. Others in the class are expected to follow suit shortly after.

--

Note: An earlier version of this article mistakenly misspelled the name of Wone's ranking metric. While it is commonly believed that the metric is named 'Person Rank' based on its function, it is actually named after its inventor, Wone co-founder Charles Pehrson, and should thus be spelled 'Pehrson Rank'.