



ZERO MANIFESTO

YOUR TRANSACTIONS ARE YOUR BUSINESS

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PRIVACY BEYOND TRANSACTIONAL LEVEL

Mission: Empower People To Reclaim Their Privacy

The internet is enmeshed in our daily lives. We check our email many times every day. We contact friends, family and loved ones using our mobile devices whenever we so desire. We have accepted the Internet and technology as a way to improve our lives, making us smarter and allowing us more time for what we consider important. We shop online from the comfort of our homes, browsing the internet for the best deals. We access content on demand through video, audio, and text. We publish ideas, we meet like-minded people, and we contribute to causes that matter to us. All with the help and connective power of the internet.

Never before in human history has information been so accessible and disseminated as it is today; we have entered a new age, with change happening at a faster rate than any prior time in history. The ability to access vast amounts of information at the blink of an eye has allowed us to become more informed and better equipped to make decisions than we have ever been before.

"With great power comes great responsibility." **Voltaire**

The new technological age that we live in raises many questions, some of which we have yet to answer. One major question that we must ask ourselves is "Am I willing to trade my freedom for the illusion of safety in a society where one knows all? Where there is no freedom to be oneself?" If we are not allowed to have the freedom to keep our intimate matters private, where do we leave our free thinking?

"They who can give up essential liberty to obtain a little temporary safety deserve neither liberty nor safety." **Benjamin Franklin**

Democracy was built as a platform to incorporate freedom and organization into our society. If we value democracy and wish to empower it, we cannot forget privacy as being one of the main foundations of freedom. Democracy - from the Greek demos = people kratein = rule - emerged as a system of "Rule by the People" in 6th Century Greece. However, it only in the 18th and 19th Centuries that Democracy started to flourish with mass adoption, in a transformation that helped launch the Universal Declaration of Human Rights.

A system of government in which everyone is equal before the law, and shares the same rights and duties, evolved over multiple centuries, continuously expanding freedoms and rights enjoyed by people worldwide. The human value is expressed in the core principles of democracy: our ability to think freely and express our opinions in a respectful way, the compassion and understanding that we all make mistakes, and our right to evolve without being chained to primitive, less tolerant, ways of the past.

Today, democracy faces new challenges. Mass surveillance and a general lack of privacy threaten to destroy the core principles and the basic essence of democracy itself.

Privacy is needed in those places where it lacks the most, like countries where democracy is at risk or doesn't even exist. Countries where the leaders decide what is good to think, say and do, what you should be reading or who you are sharing it with. Privacy is what makes democracy different for dictatorial regimes.

"If you have something that you don't want anyone to know, maybe you shouldn't be doing it in the first place" **Eric Schmidt (ex CEO of Google)**

There is a common belief that only people who plan to harm others, traffic drugs, traffic humans, hack computers, or otherwise participate in corruption need privacy, because they are doing something wrong, but, that law abiding folks have no need for privacy. Such a notion is, however, completely false.

We lock our houses not only because we have valuables but because we value our privacy. Our homes are our sanctuary away from the world. When we allow others to view and scrutinize what we do online, we are allowing others access to our personal lives.

Just like we would not give anyone access to our homes, or post on our front doors a list of the medicines that we take, for example, we should also safeguard ourselves online. By allowing others to monitor traffic and what we do online, we are allowing others into our home and our inner sanctuary. The main argument behind why online privacy is irrelevant is "I have nothing to hide". However, your online traffic and what you do online is just as sacred as what you keep in your own home, or in your medicine cabinet. Everyone should have the right and the ability to safeguard what they do online, just as they have the right and ability to lock their own home and prevent people from snooping around.

It is in our best interest to understand that privacy should be a given right to everyone unless proven they are at risk to harm others in a court of law, and demonstrated their inability to keep their right to privacy.

Privacy is a shield of freedom, democracy and free thinking.

"Privacy is the power to selectively reveal oneself to the world."
Eric Hughes (Cypherpunks Manifesto)

Information is power in our modern age, our personal information was never more valuable to others as it is today. Governments, corporations and other large institutions can easily gather this data and shape our society with it. The data collected can be used against us to damage our reputation, to influence our decisions, shape our behaviour, or exercise control over us. This is known as "The Hawthorne Effect" or "The Observer Effect" and refers to the way humans change their behaviour as a consequence of their awareness of being watched.

Allowing others control over a person based on the ability to monitor and keep information which you have not personally allowed to be publicized, eliminates your freedoms and gives power to those that possess intimate information about you.

We understand that law enforcement agencies try their best to prevent crimes, and we believe that people working in positions with great responsibility do not have intentions other than good ones, and that is why we believe they are the first ones to realise how important it is for us to find an international consensus on Digital Privacy and why we must protect our freedom.

"A society in which people can be monitored at all times is a society that breeds conformity, obedience and submission." **Glenn Greenwald**
(Why Privacy matters)

What makes us human? As a species we are very similar with each other in many ways. It doesn't matter what part of the world you are from there is something that makes us unique. Our essence, our most intimate self, the ability to create and to think freely, our freedom to challenge the status quo. Privacy is about respecting every individual, and accepting the right to be different even though we are so alike.

"Arguing that you don't care about the right to privacy because you have nothing to hide is no different than saying you don't care about free speech because you have nothing to say." **Edward Snowden**

Privacy is the main supporter of freedom of speech, it allows us to think freely, and privately conceive our ideas and opinions. It's that place where we confront ourselves with information in order to make better and more informed decisions.

The entire essence of freedom and democracy could not exist without privacy. Privacy allows us to be who we are, gives us the freedom to behave in ways that are outside of the social norms demand. Privacy allows us to be free from social criticism or judgement.

There are many examples of things that we think privately and wouldn't want to disclose to the whole world. Private conversations within our family that we wouldn't want the entire planet to judge, our intimate medical issues that we would do anything to protect from being exposed to everyone, or even that moment in the shower where we are singing a popular song that you don't want your friends to know about.

"When privacy is criminalized, only criminals will have privacy." Daniel Suarez

Embarrassment is a strong emotion and is believed to be linked with shame. Humans do everything in their power to avoid the embarrassment and shame. We dress alike, we speak alike, and we even behave alike to adjust according to social norms.

Embarrassment and shame are very powerful motivators that can be easily exploited to cause us harm or to manipulate our behavior. Allowing others to intrude on our internet traffic and dictate our style, thoughts, and feelings changes our perspective and makes us vulnerable.

Embarrassment and shame can be used as a tool exercise control over your thoughts and feelings. By granting others access to your internet browsing history and ultimately invading your privacy, you grant them the power to elicit embarrassment or shame upon you at their discretion. The entities that have been given the authority by their ability to gather and retain private data hold the power to release your data at any time to embarrass, shame, or discredit a you.

It's in the interest of a free and democratic society to defend and maintain our privacy, become aware of how it has been violated and how it is used to manipulate us.

"We must defend our own privacy if we expect to have any." Eric Hughes
(Cypherpunks Manifesto)

Another thing to consider is that Humans are dynamic, we change, grow, and evolve throughout our lives. The value that we gain from moving beyond a previous mistake and the ability to reinvent oneself are all nurtured by privacy. We should always be able to improve upon ourselves without the scrutiny or stigmatism of our past deeds. The right to grow as a person is granted to you by yourself. Not by others.

We believe Privacy should be a Human Right, with a clear international standard, not a luxury that is only accessible to those who can afford it.

"We cannot expect governments, corporations, or other large, faceless organization to grant us privacy out of their beneficence." **Eric Hughes**
(Cypherpunks Manifesto)

Edward Snowden's revelations brought us a new glimpse of the current attacks on privacy when he disclosed the information he had access to. Everyone in the world realised that not even head of states were free from mass surveillance.

Their emails, phone calls, texts, and data being accessible to foreign entities. You may say "well i'm not a head of state or anyone worth listening to" but what your really saying is "I'm willingly donating all my data to anyone who wishes to access it and I revoke one of the foundation principles of democracy." Whether we like it or not, we all produce data. The data that we produce now may not be worth a lot to someone. However, what was created in our past may be used to manipulate us, defraud us, discredit us, or harm us in the future. All of our liberties and our ability to protect the private information about us was freely given away in lieu of the accessibility and the commodity that is the internet.

It is up to us to understand how we create footprints using the internet, and what tools can we use to protect ourselves while using it to ultimately make others aware of how freedom is under attack.

We are Zero, we are you, your sister and brother, your mother and father, your daughter and son, we are everyone and anyone. We are freedom and democracy, we are compassion and understanding, we are freely speaking and free thinking, we are learning and becoming aware.

"Historically, privacy was almost implicit, because it was hard to find and gather information. But in the digital world, whether it's digital cameras or satellites or just what you click on, we need to have more explicit rules - not just for governments but for private companies." **Bill Gates**

We believe there should be an updated international standard for privacy. A standard that represents the social needs and liberties that represent us in our modern age. Our great mentors that gave birth to the Universal Declaration of Human Rights back in 1948 couldn't have dreamt of the implications that the internet has on our lives. They did an awesome job.

However, just like democracy has been evolving over the past few centuries we believe there is a new evolution ahead of us. Article 12 needs to be revised and updated or a new article needs to be introduced. An article that brings change to those that have been granted the power to hold our private internet history hostage. An article that better determines what Privacy is in our modern age.

Technical Measures To Empower Privacy

No website or application should be allowed to request any identifying information unless it's required to deliver a service. We cannot allow others to take our private and personal information for granted. We deserve the right to maintain our privacy at all costs.

If data is required to perform a service then the website or application needs to ensure the highest standards of encryption. Thus ensuring the privacy of their user base.

All data gathered by users accessing a website or application should be considered private and would need to request the user to access that data. Example IP/login identification Location Device Network Cookies

No user data should be at any point be given to anyone except with a court order validating the suspicions of a crime that was committed.

For any other purpose besides crime, the user would have the ability to give consent and revoke his or her right to privacy in order for anyone to access their personal data. The right to privacy is inalienable and should not be revoked unless it is for good cause or freely given.

We believe that encryption is to privacy, what privacy is to democracy and in order to achieve privacy, we defend the use of the highest encryption standards. We believe that encryption should be seen as a living organism that needs to learn and evolve based on proven mathematical concepts and practical development experience.

It is imperative that the technology becomes available in an open source model, in order to make it more secure and minimize the risk of a single entity to limit the use of encryption or work around it. Everyone should have access to the encryption algorithm internals, should they want to derive work from them, or just study and understand them fully.

Therefore encryption over our communications is essential not only to freedom of speech but also as a shield to privacy and democracy in itself.

"The encryption genie is out of the bottle." **Jan Koum**

Privacy For Everyone

Zero is a network operating by the three fundamental principles of technological freedom: Decentralization, Open Source code, and true Peer-to-Peer technology. With Privacy being a fundamental human right. Zero's trust is based on the subjective valuations of human faith in mathematical algorithms, encryption and numbers. With the three pillars of technological principles Zero's blockchain is a peer-reviewed system of integrity.

"We are all now connected by the Internet, like neurons in a giant brain."

Stephen Hawking

We develop code and build tools, we outsource and open source, we are active and activists, we are dynamic and in movement, we are local and global, we encrypt and decentralize, we connect and get connected, we are **Zero**.

"Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round "pegs in the square holes... the ones who see things differently -- they're not fond of rules... You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things... they push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world, are the ones who do."

Steve Jobs