



THE FUTURE FOUNDATION

10 RULES

for the Digital World

1. Do not elevate digital technology to an end in itself.
2. Do not wrongfully attribute humanity to machines.
3. Create space for downtime and analogue encounters.
4. Honor social and democratic skills.
5. Do not destroy nature and life for technological progress.
6. Do not treat people as mere data objects.
7. Do not deprive yourself and others of their true human potentials.
8. Care for truth and do not deny the limits of technology.
9. Do not undermine the freedom of others by technical means.
10. Prevent the concentration of power and ensure participation.

