A.I.M.S.

An Action Plan

This is an outline for the everyday tenant, someone who has to defend themselves from unwanted & deceitful surveillance technologies.

If we’re going to fight against our landlords controlling our every move, then we need to be prepared! Too often, we’re blindsided & uninformed about these issues. But now, we have A.I.M.S.! Join me in these steps & let’s fight back together!!!

1. AUDACITY TO ASK
   You have a right to ask, “WHO, WHAT, WHERE, WHEN, & WHY?” when your landlord is doing anything that brings you concern or worry. It is your right to question that of which you’re not sure of. Always have the audacity to ask. Question everything.

2. INFORM YOURSELF & OTHERS
   Research what technologies your landlord is investing in and share it with your neighbors. Your landlord will likely not be transparent about their motives & intentions, but you and your fellow tenants can inform & equip yourselves with the information to push back step by step.

3. MOBILIZE YOURSELF & OTHERS
   Organize your fellow tenants & yourself (if you haven’t already). Having ongoing meetings with your fellow neighbors helps build the communal voice, presence, & confidence necessary to push back against tech deployment near you. Also, you can divide the responsibilities to avoid over-commitment & burnout.

4. MEET OTHER GROUPS
   Collaborating with civil organizations, legal organizations, local government officials, data scientists, researchers, tech experts, etc. are integral in increasing the reach of impact in your communal voice & pushback.

5. MAINTAIN PUBLIC PRESENCE & PRESSURE
   Being in & staying visible in media helps build the communal power of your voice. Media outreach helps apply pressure on your landlord as they have to quell the media fire in justifying their wrongdoing publicly. Maintaining a buzz helps bring & keep attention on your issue which inspires support from places you wouldn’t expect.

6. STRATEGIZE
   As you make progress in gaining both info & exposure, figure out how to leverage it best. Your time is precious, so make every step purposeful as you collaborate & move forward in your fight. Whether it’s getting legal assistance or pushing for city/state/federal privacy policies, gauge what’s best for you among your tenant group.

7. SEIZE THE MOMENT & SPEAK
   Take advantage of both in & outside of media that allow you to speak on your situation. When you’re given the limelight, speak your absolute truth. Don’t hold your tongue but also aim for folks to empathize with you. Spreading your voice spreads your reach of influence & impact. Seize it!

8. SUPPORT (GIVE & GET IT)
   As you collaborate with other local groups, maintaining support from elsewhere takes reciprocating support. The advocacy you’ll do is hard to maintain without giving & getting a helping hand at times. Nurture the relationships around you & you will inherently nurture your reach & influence as folks naturally put their trust in you.