

# CODED BIAS

A film by SHALINI KANTAYYA

DECLARATION OF DATA RIGHTS AS HUMAN RIGHTS  
MARKETING TOOLKIT

[CODEDBIAS.COM/SIGN](https://CODEDBIAS.COM/SIGN)

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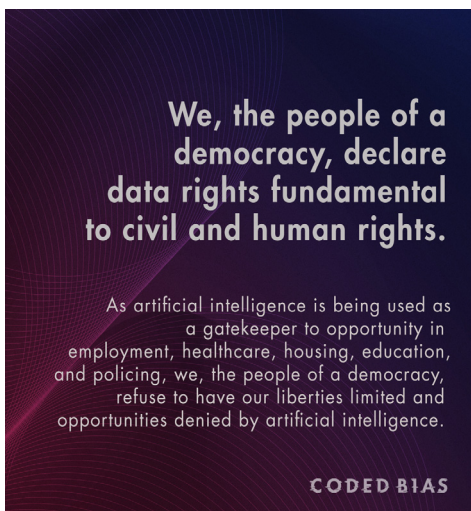
Thank you for supporting Coded Bias' Declaration of Data Rights as Human Rights. More information about the Declaration, including how to sign, is available [here](#). The Coded Bias campaign will be posting one graphic a day from May 17th. Post along with us and help to spread the word that data rights are human rights.

## GENERAL POSTS ■

### Suggested Copy

1. I am proud to support @CodedBias's declaration of data rights as human rights. Join me in this movement declaring that #datarightsarehumanrights. #CodedBias
2. It's really up to us to prioritize human rights and to reign in the power of big tech. Join me and @CodedBias in declaring that #datarightsarehumanrights. #CodedBias
3. Watched @CodedBias? Join me in supporting the declaration of data rights as human rights. #datarightsarehumanrights #CodedBias

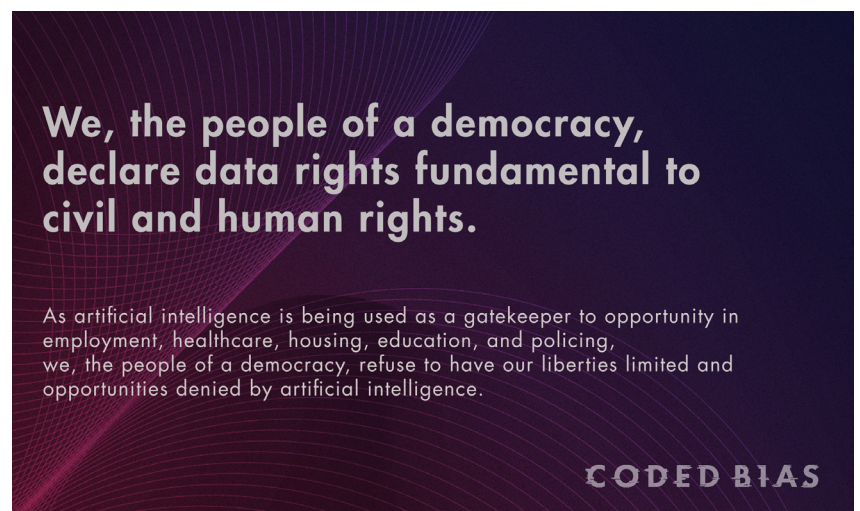
## DECLARATION GRAPHICS ■



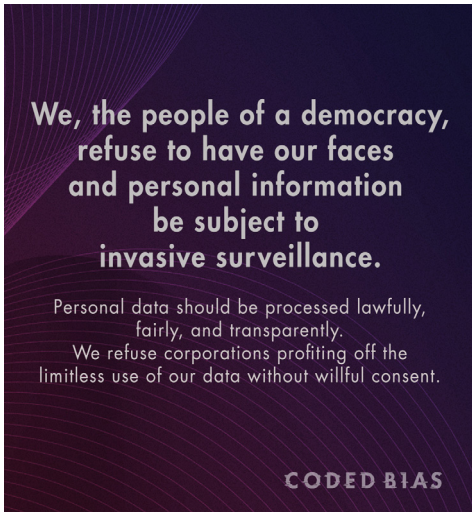
### INSTAGRAM

### Suggested Copy

As artificial intelligence is being used as a gatekeeper to opportunity in employment, healthcare, housing, education, and policing, we, the people of a democracy, refuse to have our liberties limited and opportunities denied by artificial intelligence. #DataRightsAreHumanRights #CodedBias



### FACEBOOK/TWITTER



**INSTAGRAM**

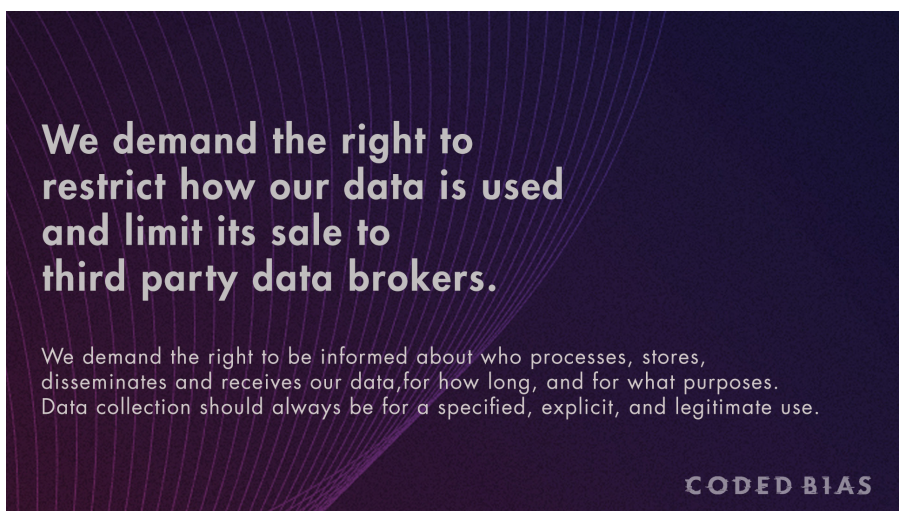
**FACEBOOK/TWITTER**

**Suggested Copy**

We, the people of a democracy, refuse to have our faces and personal information be subject to invasive surveillance. Personal data should be processed lawfully, fairly, and transparently.

We refuse corporations profiting off the limitless use of our data without willful consent.

#DataRightsAreHumanRights #CodedBias



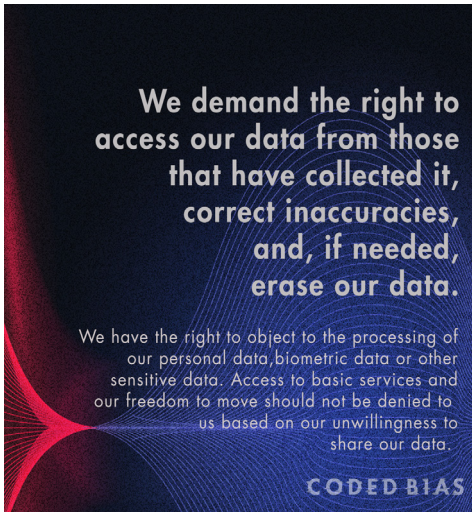
**INSTAGRAM**

**FACEBOOK/TWITTER**

**Suggested Copy**

We demand the right to restrict how our data is used and limit its sale to third party data brokers.

#DataRightsAreHumanRights #CodedBias



**We demand the right to access our data from those that have collected it, correct inaccuracies, and, if needed, erase our data.**

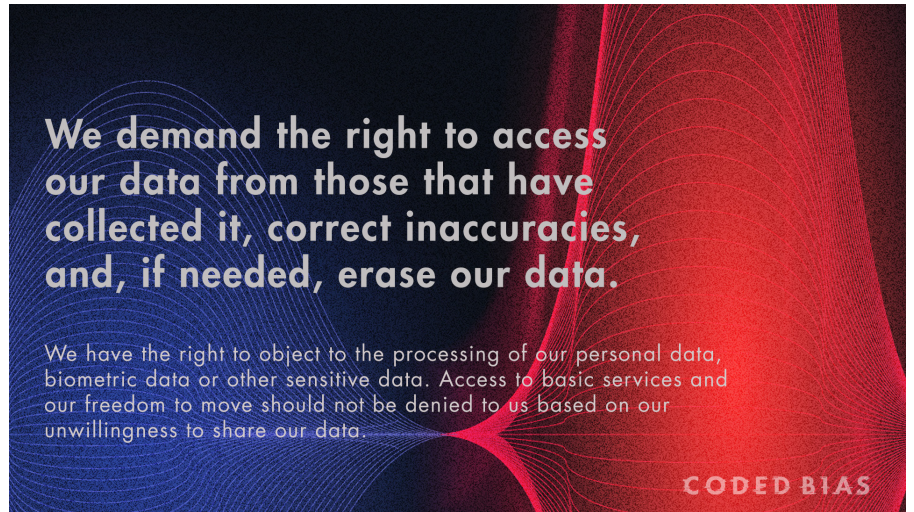
We have the right to object to the processing of our personal data, biometric data or other sensitive data. Access to basic services and our freedom to move should not be denied to us based on our unwillingness to share our data.

CODED BIAS

**INSTAGRAM**

**Suggested Copy**

We demand the right to access our data from those that have collected it, correct inaccuracies, and, if needed, erase our data. #DataRightsAreHumanRights #CodedBias

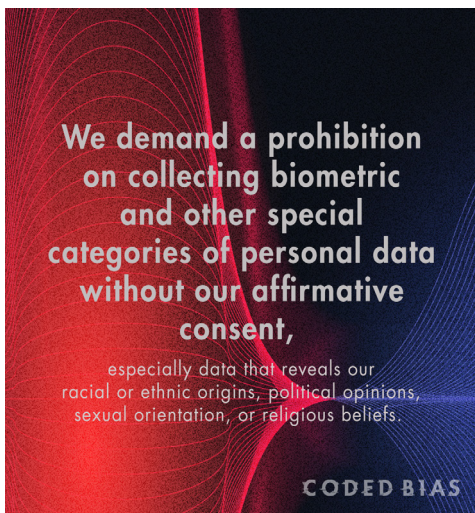


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CODED BIAS

**FACEBOOK/TWITTER**



**We demand a prohibition on collecting biometric and other special categories of personal data without our affirmative consent,**

especially data that reveals our racial or ethnic origins, political opinions, sexual orientation, or religious beliefs.

CODED BIAS

**INSTAGRAM**

**Suggested Copy**

We demand a prohibition on collecting biometric and other special categories of personal data without our affirmative consent. #DataRightsAreHumanRights #CodedBias



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CODED BIAS

**FACEBOOK/TWITTER**



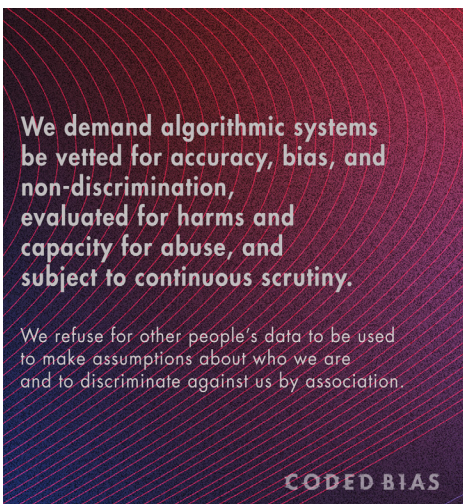
**INSTAGRAM**

**Suggested Copy**

We demand a moratorium on the use of racially biased and invasive surveillance technologies like facial recognition by all law enforcement agencies - including police, FBI, and ICE.  
#DataRightsAreHumanRights #CodedBias



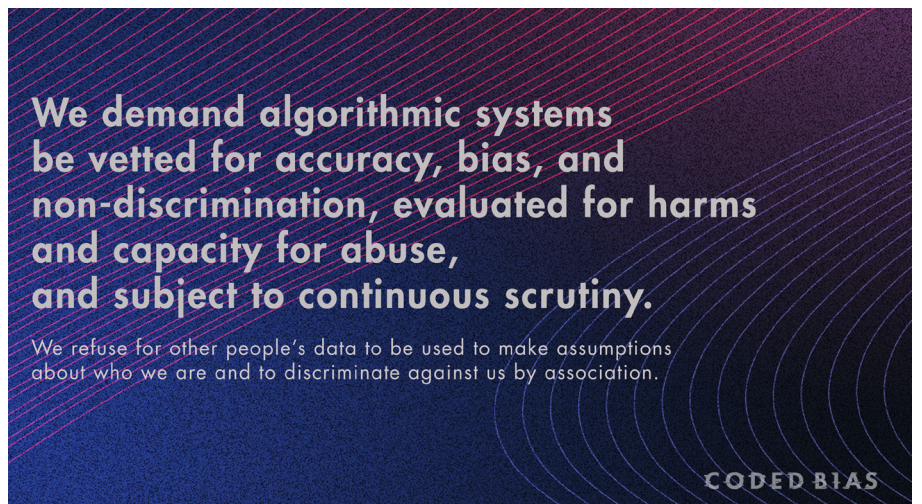
**FACEBOOK/TWITTER**



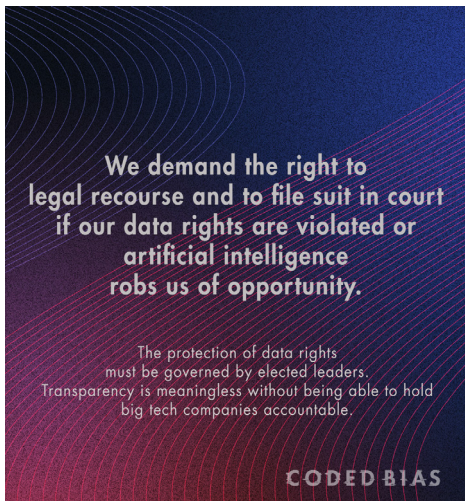
**INSTAGRAM**

**Suggested Copy**

We demand algorithmic systems be vetted for accuracy, bias, and non-discrimination , evaluated for harms and capacity for abuse, and subject to continuous scrutiny.  
#DataRightsAreHumanRights #CodedBias



**FACEBOOK/TWITTER**



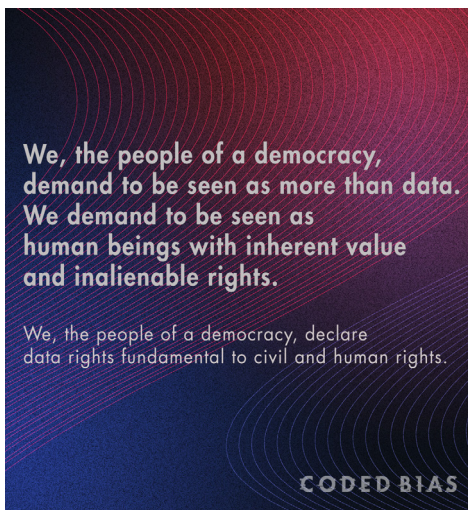
## INSTAGRAM

### Suggested Copy

We demand the right to legal recourse and to file suit in court if our data rights are violated or artificial intelligence robs us of opportunity. #DataRightsAreHumanRights #CodedBias



## FACEBOOK/TWITTER



## INSTAGRAM

### Suggested Copy

We, the people of a democracy, demand to be seen as more than data - as human beings with inherent value and inalienable rights. #DataRightsAreHumanRights #CodedBias



## FACEBOOK/TWITTER