

Consumer Bill of Digital Rights

Section 1. Purpose and Structure

This Bill of Digital Rights establishes five fundamental rights governing transparency, data control, and human–machine interaction in digital environments. Each right is independent, cumulative, and non-exclusive. Compliance with one right does not relieve any obligation under another.

Section 2. Definitions

For purposes of this Bill:

“Camera-based identification” means the use of cameras or imaging technologies to identify, verify, or infer the identity of an individual, including biometric or algorithmic analysis.

“Dynamic pricing based on personal data” means any pricing practice in which prices are determined or adjusted using stored, inferred, or derived customer information.

“Personal data” means any data reasonably linked or linkable to an identified or identifiable individual.

“Automated system” means software, artificial intelligence, or machine-based processes capable of interacting with users without human control in real time.

“Simulated human behavior” means any design intended to present an automated system as human, whether explicitly or implicitly.

Section 3. Enumerated Digital Rights

Right 1 — Right to Notice of Camera-Based Identification

Any entity using camera-based identification in a space accessible to the public shall prominently display a warning notice at all entrances to, and within, the affected area.

The notice shall state, at a minimum: “WARNING: Cameras in this area are used to identify individuals”.

Right 2 — Right to Notice of Dynamic Pricing Based on Personal Data

Any entity employing such pricing practices shall prominently disclose this fact at the point where prices are presented.

The notice shall state, at a minimum: “NOTICE: Prices may be dynamically determined based on customer data.”

Right 3 — Right to Deletion of Account Data After Relationship Ends

Upon request by a customer, and after all financial obligations, disputes, and legal retention requirements are satisfied, an entity shall delete all account-related personal data.

Deletion shall occur within a reasonable time and shall include all copies not otherwise required to be retained by law.

This right shall not be waived by contract.

Right 4 — Right to Access One's Stored Data

Upon request by a customer, an entity shall provide all personal data stored about, maintained on behalf of, or otherwise accessible to the entity regarding that customer.

Data shall be provided in a commonly used, machine-readable format within a reasonable time.

No fee shall be charged for a reasonable number of requests.

Right 5 — Right to Transparency Regarding Simulated Human Behavior

In any context where a user interacts with an automated system, artificial intelligence, or other non-human agent, the user shall be notified at the outset that the communication is not with a human being.

Such notice shall be clear, unambiguous, and provided before any substantive interaction occurs.