

# Print & Play DATA CHAIN

## Preparation

Ensure that you have access to a high-quality printer and paper of the appropriate thickness to print the cards. We recommend you use A4 paper, cardstock, or photographic paper of 80gsm or more.

## Print the Cards

Print the cards onto A4 paper, ensuring that you select the option to print at actual size, or no scaling. This guarantees that the cards will be printed at the correct dimensions. If your printer has the option to print double-sided, you can select this to print both the front and back of the cards onto a single page. If you do not use this option, you will need to print the face and back of the cards separately.

## Cutting the Cards

Once your printed cards are dry, use a ruler and a cutter, or a guillotine to cut the cards out. Make sure to follow the cutting lines indicated within the PDF file and cut as accurately as possible to create cards of uniform size. If you prefer your cards to have rounded edges, you can then use a rounded corner cutter to give them a more professional finish.

## Sleeving the Cards (Optional)

Once you have cut out your cards, you may place them into transparent protective sleeves of standard playing card size. If you have printed your card double-sided, place one card into a single sleeve. If you have printed the front and rear of your cards separately, you will need to match the front of each card with the corresponding card back before placing into the sleeve.

## Game Instructions

You may print the instructions onto a sheet of A4 paper for use as reference when playing the game if you wish. However, we advise you read them in digital format to help protect the environment.

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## Alternative rule: Chaos Rule

You can choose to play with the **Chaos Rule** where the first card drawn at the beginning of the player's turn is played immediately and doesn't count towards the two maximum cards played per turn. If the card is an artefact card of the opposing team, it is discarded, and the turn proceeds as normal. At the end of a player's turn, if they have 2 cards or less, they can draw a card.



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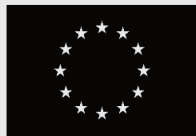
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# DATA CHAIN

## Instructions

Welcome to Data Chain, a card game about data activism! Data activism movements aim to change and shape society for the better, by collecting, building, and sharing data with the public.

Data activism can also encourage new policies on data, raise collective data awareness, and expose unlawful data collection.

In Data Chain, data activists play against data brokers. A data broker is an individual or a company that collects and sells personal data.

## Number of Players

4 players (2 teams of 2 players)

## Materials & Setup

The game is played with 52 cards: 20 artefact cards (10 data activists and 10 data brokers cards), and 32 action cards.

Once the 4 players are gathered, they must decide teams - one activist team and one broker team.

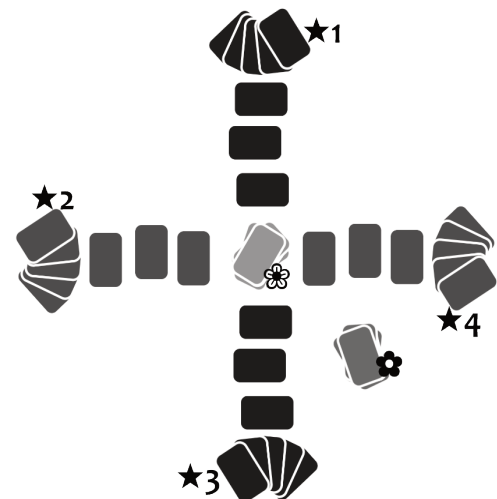
Players on the same team need to sit opposite their teammate.

## Gameplay & Winning Conditions

**Start by shuffling all 52 cards. Deal 5 cards to each player.**

Each player checks that they have not been dealt 4 artefact cards with the icons belonging to the opposite team (e.g., an activist should not have 4 broker cards).

If this is the case, then the player discards their 5 cards and selects the top 5 cards from the deck.



**Place the remaining cards face down** in the middle of the table as a drawing deck, this is the draw pile. The game is played in turns with players placing artefact cards face-up on the table up in a team chain.

**The game ends when** one of the teams has placed **6 artefact cards** on the table, completing their chain. Alternatively, after an agreed time, the team that has placed the most artefact cards creating the longest chain wins. If, after the agreed time, each team has placed the same amount of artefact cards, the game ends in a draw.

The oldest player starts and turns are taken clockwise. A round is finished once all players have taken their turn. The following actions are taken each turn:

- The player draws a card from the draw pile.
- The player can play up to two cards, of which one can be an artefact card (For example 2 actions cards OR 1 action card and 1 artefact card from their own team).
- The player can choose to activate the effects of an artefact card belonging to their team **at any point during their turn**. Each team can only activate the effects of one artefact **once per round**.
- If the player is left with more than 5 cards, they must discard cards until they hold a maximum of 5 cards.

**At the end of the round** if there are 2 or more artefact cards on the table, each team has the chance to win extra cards from the deck:

- Each team points to any artefact card on the table that has not been previously explained.
- The team explains the content of the card, and gives an example of its use.
- If all players agree about the explanation and example, each player on the explaining team draws one card from the deck as a reward.

When the draw pile ♣ is empty (and not before), shuffle the discard pile ♣ and form a new draw pile.

## Cards



There are **two types of cards**. Action cards and Artefact cards. Artefact cards have an overall white background while action cards are much darker. Artefact cards have different icons at the top: eyes for Data Activist and radars for Data Brokers.

Action cards can be played by anyone, while Data Broker and Data Activist artefact cards can only be played by their corresponding teams, respectively.

When an **action card** is played, its **effects are played out immediately** unless it is blocked by another action card. Afterwards, it is placed in the discard pile, next to the draw pile.

**Artefact cards** are played by placing them to form a line connecting two players of the same team, to eventually form a chain (see figure). Each artefact card contains an effect. This effect is not activated when placing the card. Instead, the card becomes a resource that can be activated once per round after a decision by the team.

The teams can activate one artefact card placed in the chain during their turn by calling it out. **Once an artefact has been activated, its effects play out**. After this, the team cannot activate another artefact until the end of the round. At the **beginning of a new round, all artefacts are available to the team again**, and their effects can be triggered once more.

Some Action cards target specific Artefact cards placed in the chain. They may disable an Artefact card. The effects of a disabled artefact card can not be activated. **Disabled artefacts are turned sideways on the table, but still count towards the 6 artefact cards needed to win the game**. Artefact cards may be destroyed. **Destroyed artefacts are sent to the discard pile**.

## Precisions regarding some cards

Action cards may also be used to block or protect specific artefact cards.

The action card **Block** can be played at any time during another player's turn to counter an action card, and it doesn't count towards the maximum of 2 cards played per turn. The action card countered by Block still counts towards the maximum of 2 cards played per turn. Each player can only use one 'Block' card per round.

The action card **Protect** protects an artefact card against any targeted effects. Protect is not discarded until it is destroyed. Activating the effects of the data broker artefact card '**Sell political profile to third party**' or the data activist card '**Complain to data protection authority**' overrides the effects of Protect, sending both the 'Protect' action card and the artefact it is protecting to the discard pile.

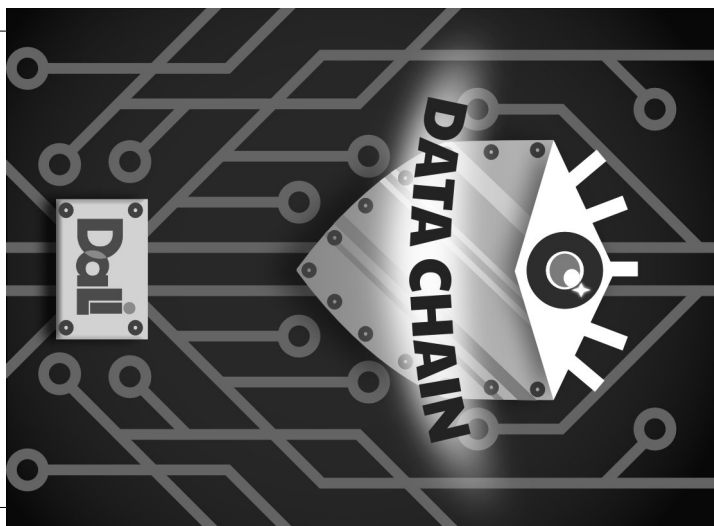
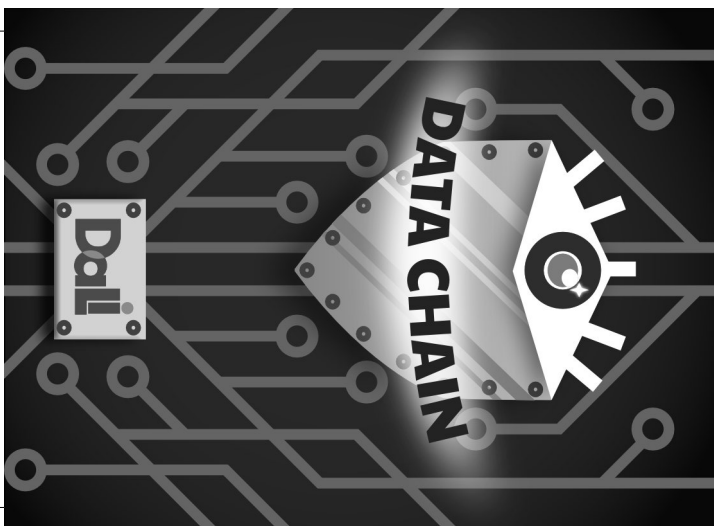
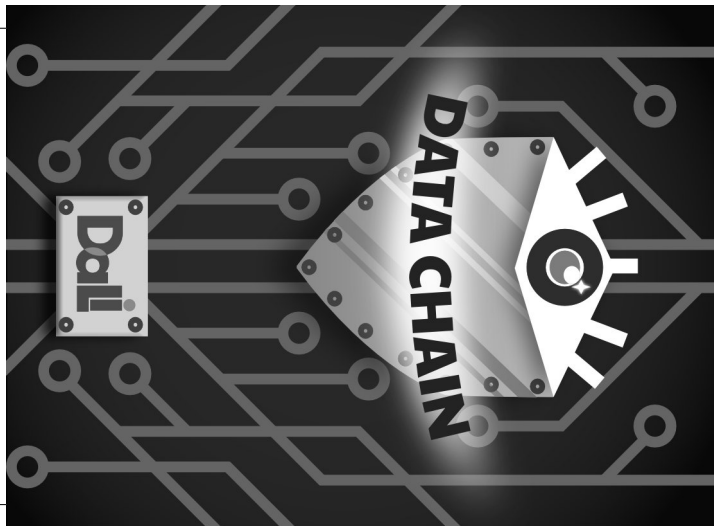
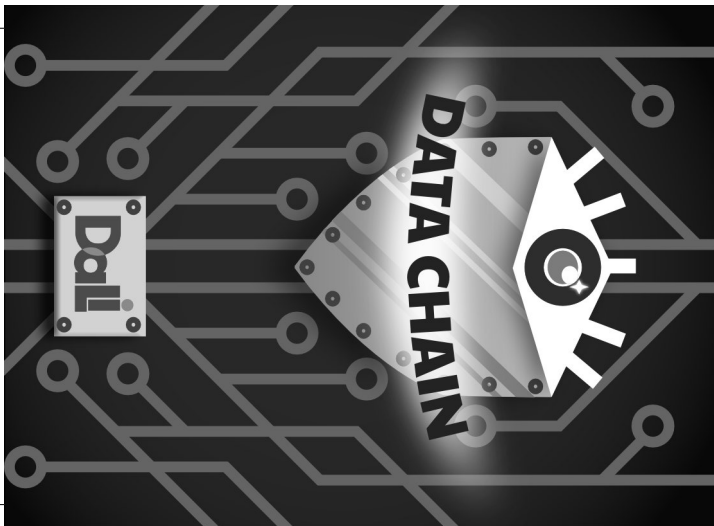
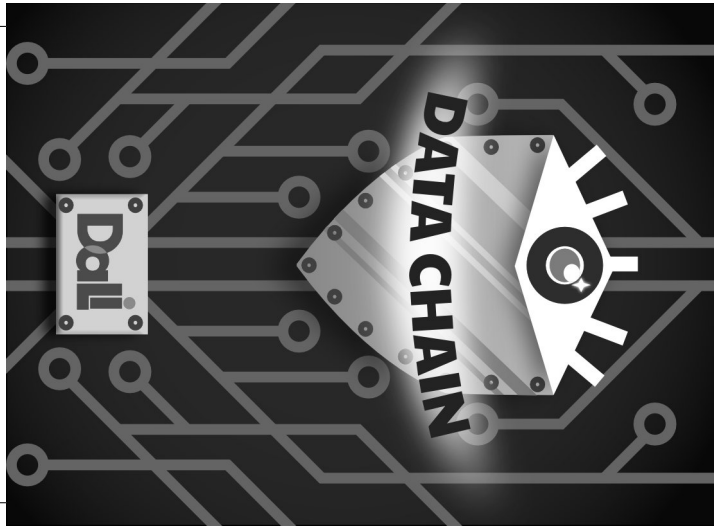
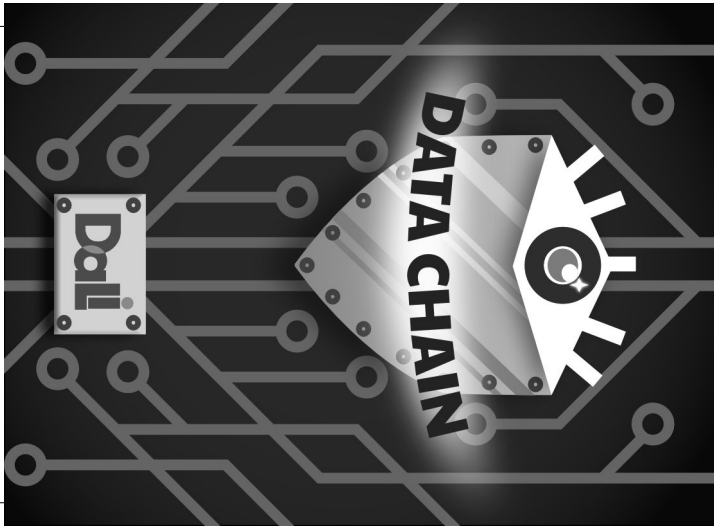
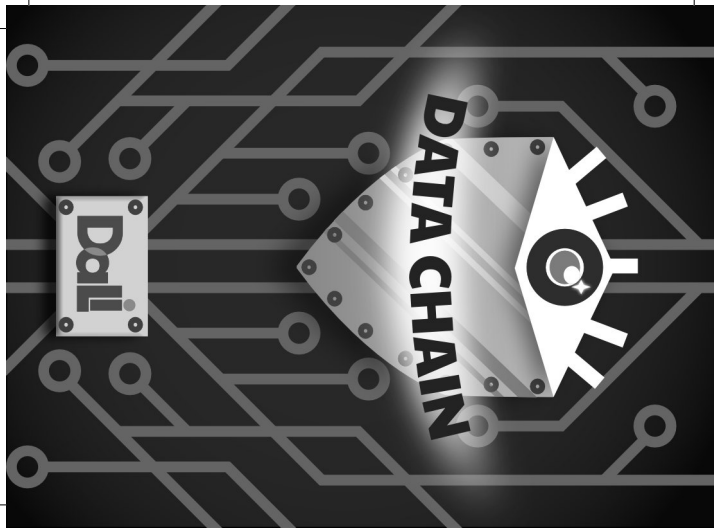
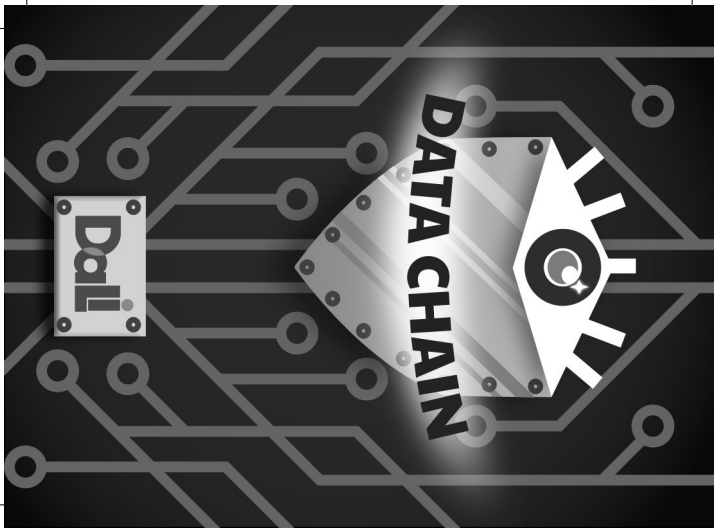
The action card **Stop Draw** stops the targeted player from drawing a card, but the player can still complete the rest of their turn.

## Glossary for Data Chain

Term	Description
Data Activism	The use of data to support social and political causes or to expose injustice and abuse of power.
Data brokers	Companies that collect and sell consumer data to other businesses or organisations.
Privacy settings	The settings on a device or platform that allow users to control who can access their personal information and how it can be used.
Crowdsourcing	The practice of obtaining information or services by soliciting contributions from a large group of people, typically via the internet.
Unlawful data practice	Any action that violates data protection laws, such as collecting or sharing personal data without consent or using it for purposes other than those for which it was collected
Virtual Private Network	A technology that creates a secure, encrypted connection between a user's device and the internet, preventing others from intercepting or monitoring their online activity.
Online campaigns for data activism	Social media or internet campaigns designed to raise awareness of data-related issues or to pressure companies or governments to change their practices.
Online identity	The digital persona or profile that an individual creates when using the internet, which can include personal information, photos, and other identifying details
Boycott	A form of protest in which individuals or groups refuse to buy or use products or services from a company or organisation that engages in behaviour they find objectionable.
Ad-blocker	A software tool that prevents advertisements from appearing on a website or platform.
Data protection authority	A government agency responsible for enforcing data protection laws and regulations.
Harvesting data	The practice of collecting and storing large amounts of personal or other data for analysis or other purposes.
Tracking pixels	Small, transparent images that are embedded in emails or on web pages to track user behaviour and gather data.
Biometric identifiers	Physical characteristics such as fingerprints, facial features, or iris patterns that are used to identify individuals.
Disclose personal data to third parties	The act of sharing personal information with other organisations or individuals.
Inject code to track activity	The practice of inserting code into a website or application to track user behaviour and gather data.
Harvesting health data	The practice of collecting and storing personal health information for analysis or other purposes.
Disclose health data to third party	The act of sharing personal health information with other organisations or individuals.

Consumer behaviour profile	A collection of data that describes the purchasing habits and preferences of individual consumers.
Financial profile	A collection of data that describes an individual's financial history, including credit scores, banking activity, and other financial information.
Political profile	A collection of data that describes an individual's political affiliations, beliefs, and voting history.
Petition for data legislation	A formal request or appeal to government officials or other authorities to create laws or regulations governing the collection, use, and storage of personal data.

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**STEAL**



Steal a random card  
from a rival's hand

**BLOCK**



Block the effects of an  
action card played by the  
rival team. Can be played  
out of turn.

**STEAL**



Steal a random card  
from a rival's hand

**PROTECT**



Place this card on top of one  
artefact card on the table.  
It cannot be targeted by  
any other card for the  
duration of the game, unless  
'PROTECT' is destroyed.

**STEAL**



Steal a random card  
from a rival's hand

**PROTECT**



Place this card on top of one  
artefact card on the table.  
It cannot be targeted by  
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'PROTECT' is destroyed.

**STEAL**



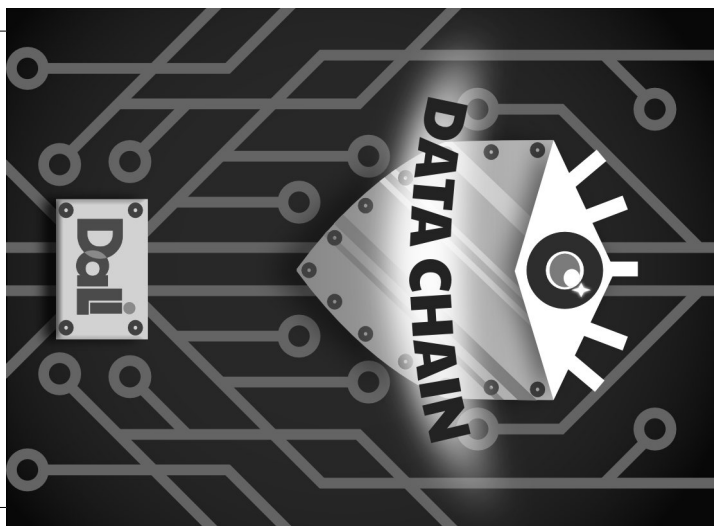
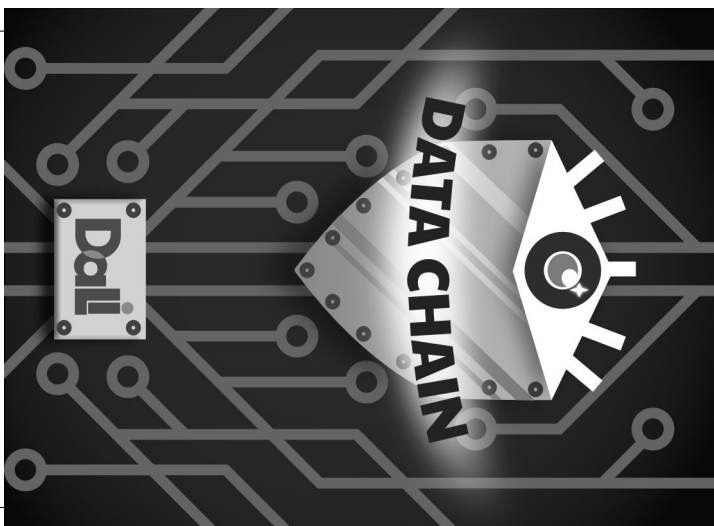
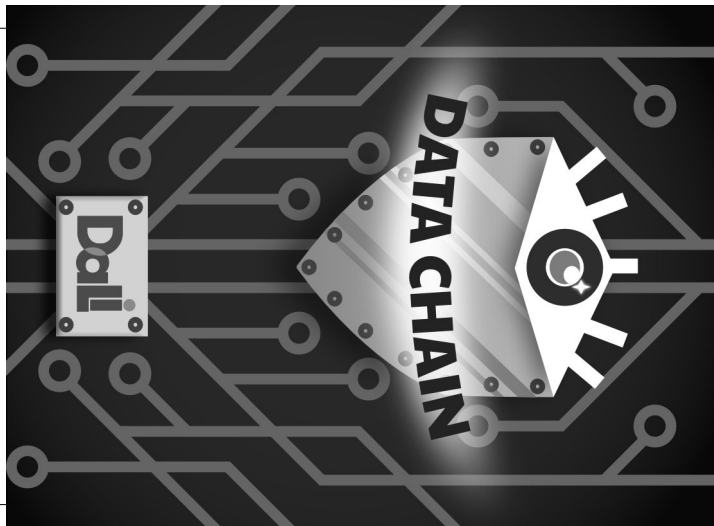
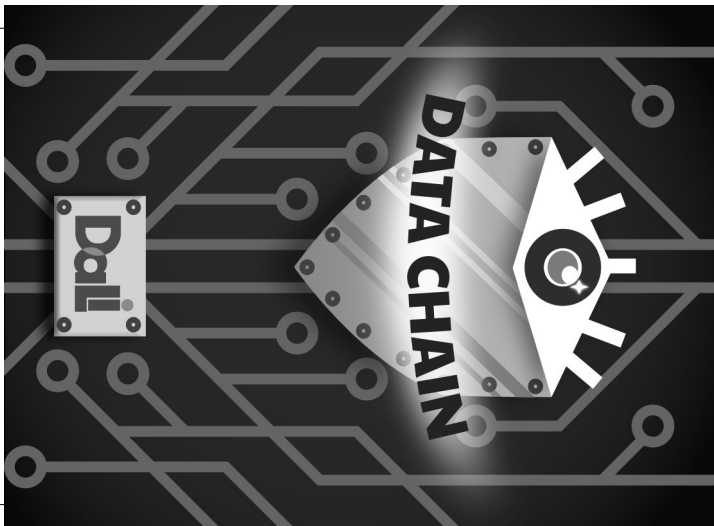
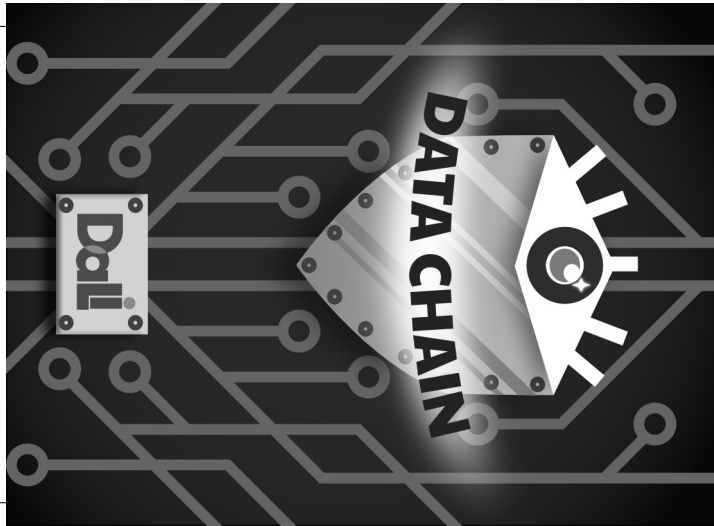
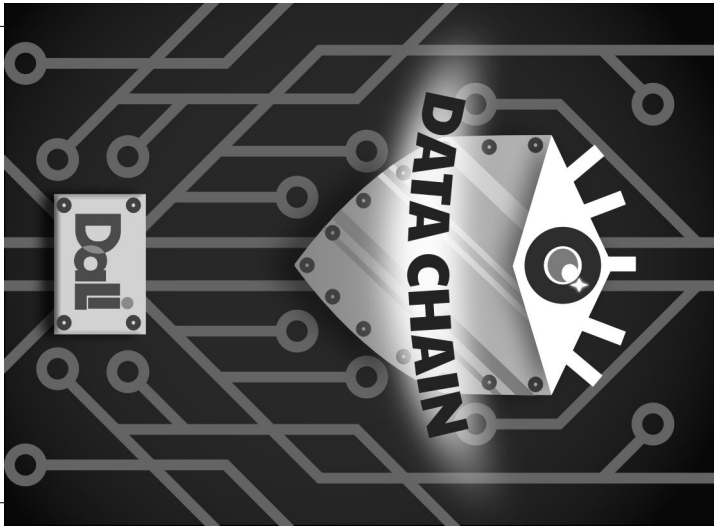
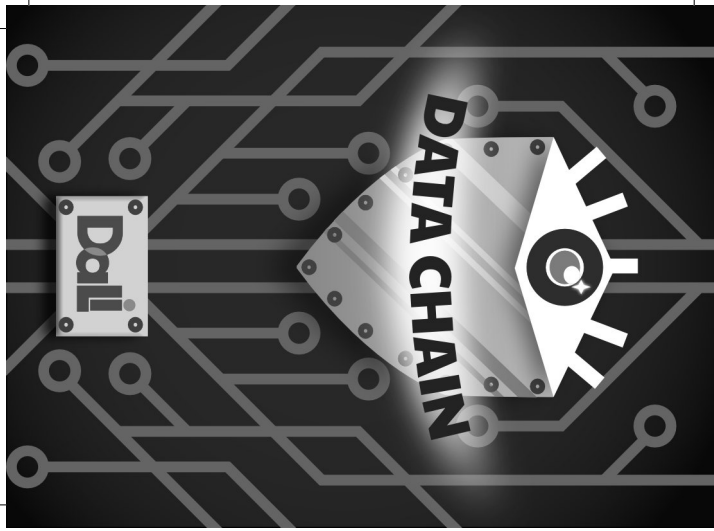
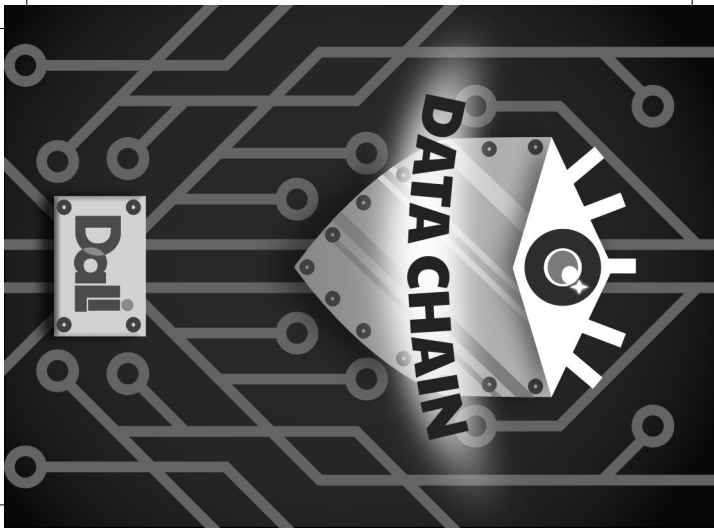
Steal a random card  
from a rival's hand

**PROTECT**




Place this card on top of one  
artefact card on the table.  
It cannot be targeted by  
any other card for the  
duration of the game, unless  
'PROTECT' is destroyed.






**DRAW**




Draw two additional cards.

**SWAP**




Swap your hand with a rival player.

**DRAW**




Draw two additional cards.

**SWAP**




Swap your hand with a rival player.

**DRAW**




Draw two additional cards.

**BLOCK**




Block the effects of an action card played by the rival team. Can be played out of turn.

**DRAW**

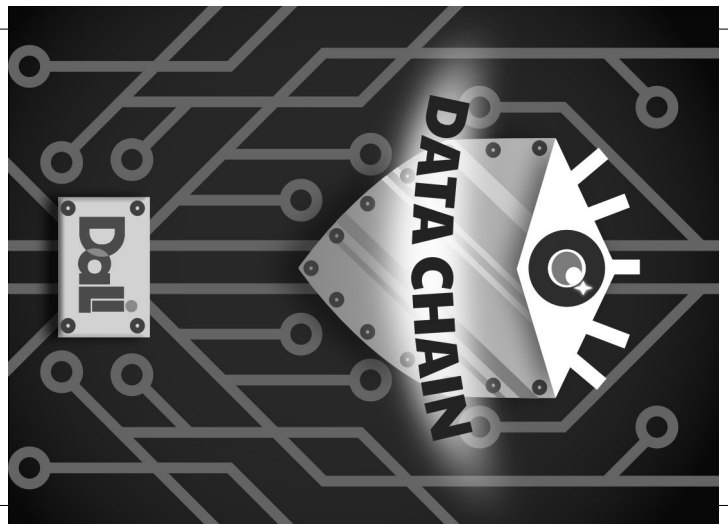
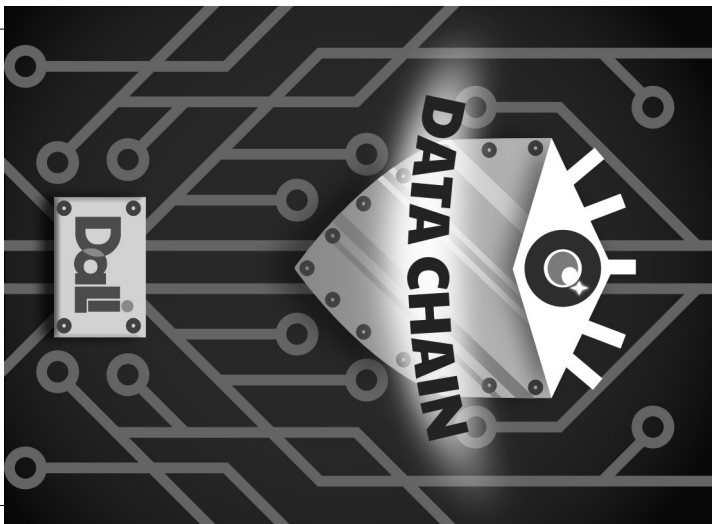
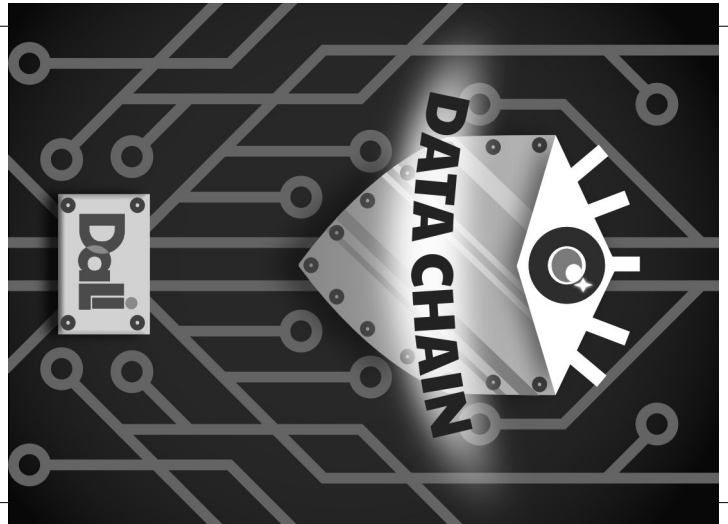
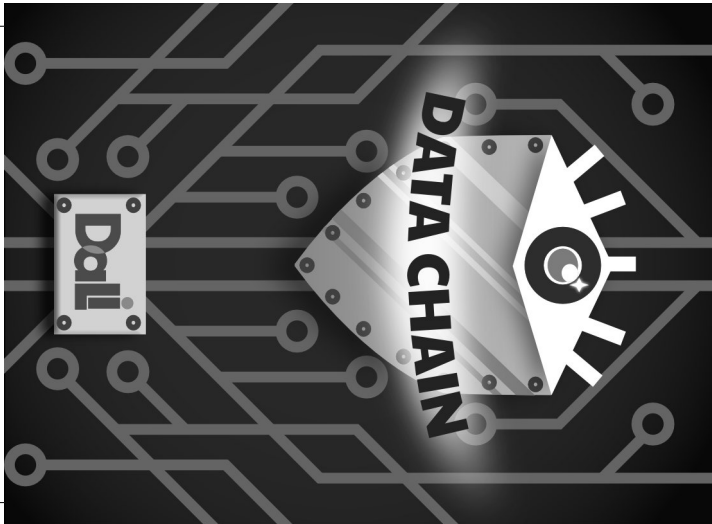
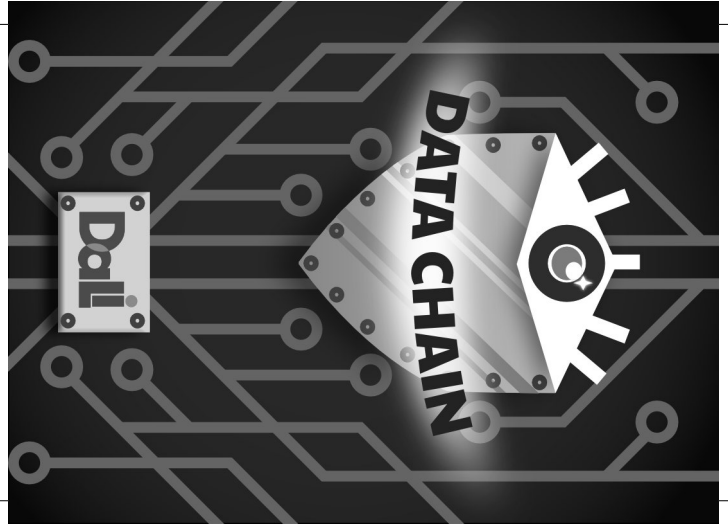
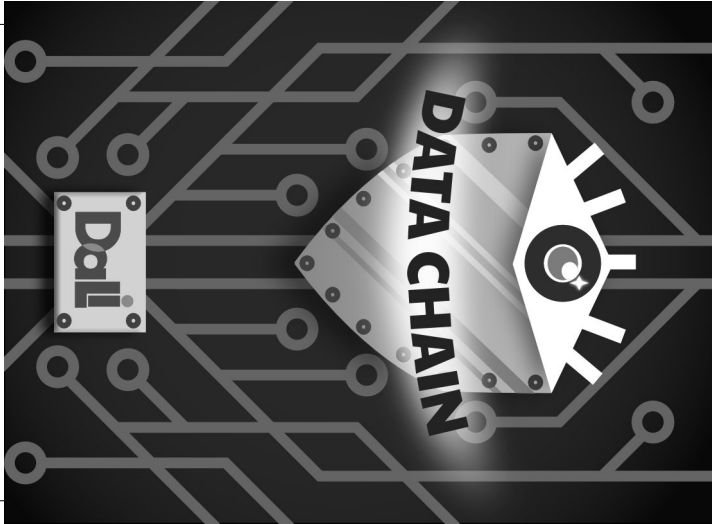
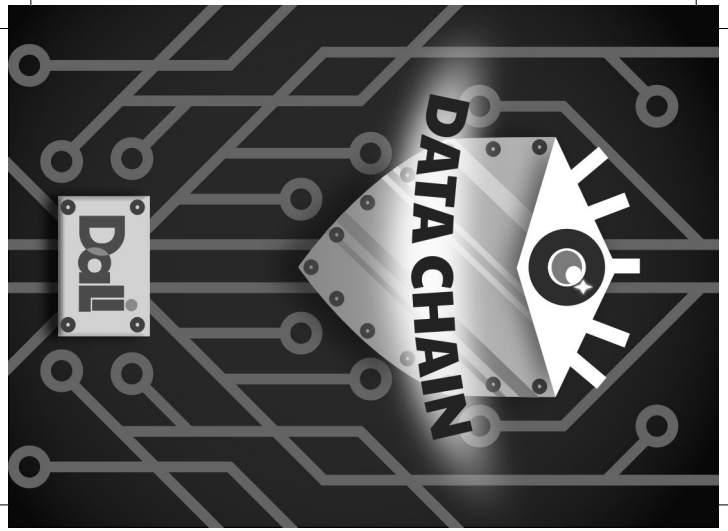
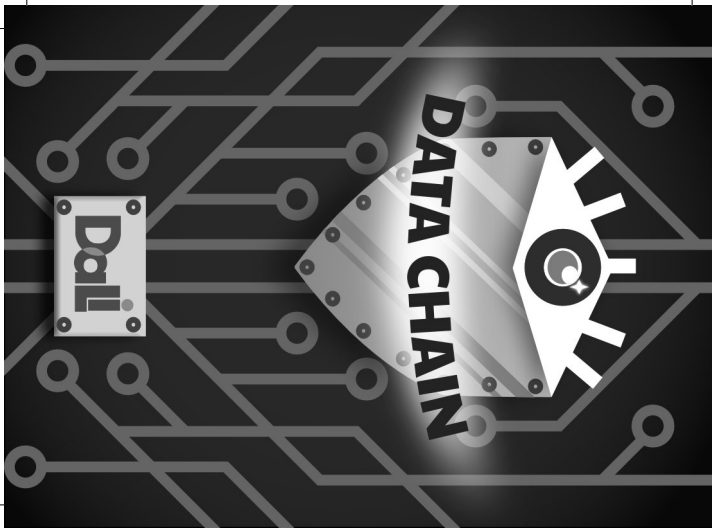


Draw two additional cards.


**BLOCK**



Block the effects of an action card played by the rival team. Can be played out of turn.



**SEARCH**




Search the discard pile for any card and place it into your hand.

**STOP DRAW**



Target player may not draw any cards on their next turn

**SEARCH**




Search the discard pile for any card and place it into your hand.

**STOP DRAW**



Target player may not draw any cards on their next turn

**DESTROY**




Destroy an artefact card, place it in the discard pile.

**STOP DRAW**



Target player may not draw any cards on their next turn

**DESTROY**

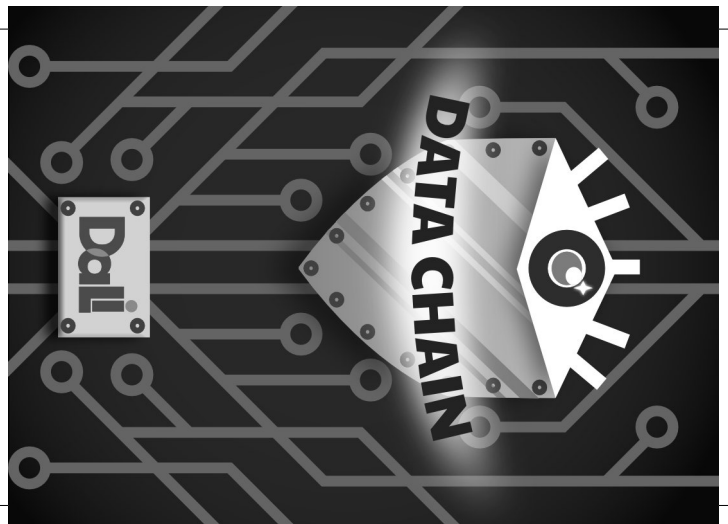
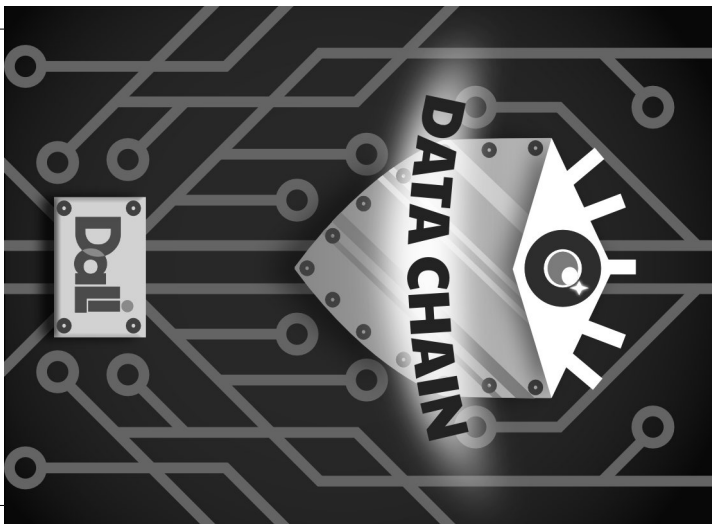
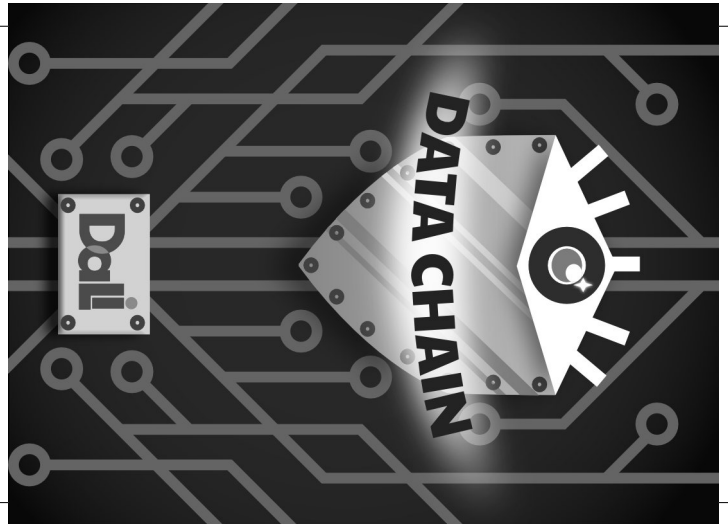
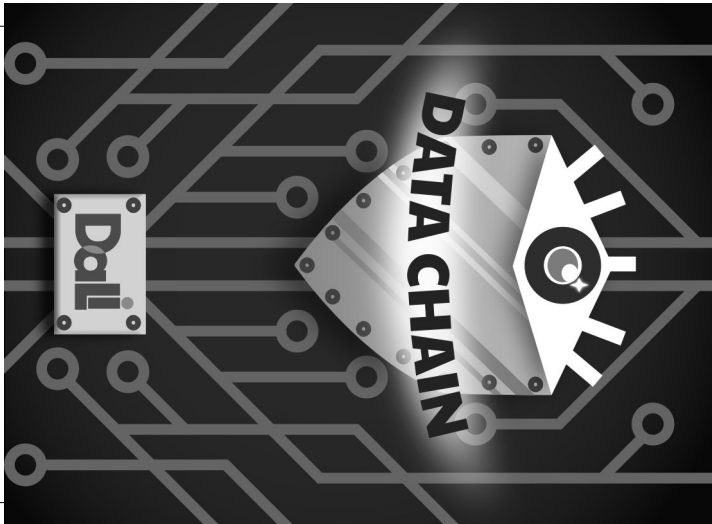
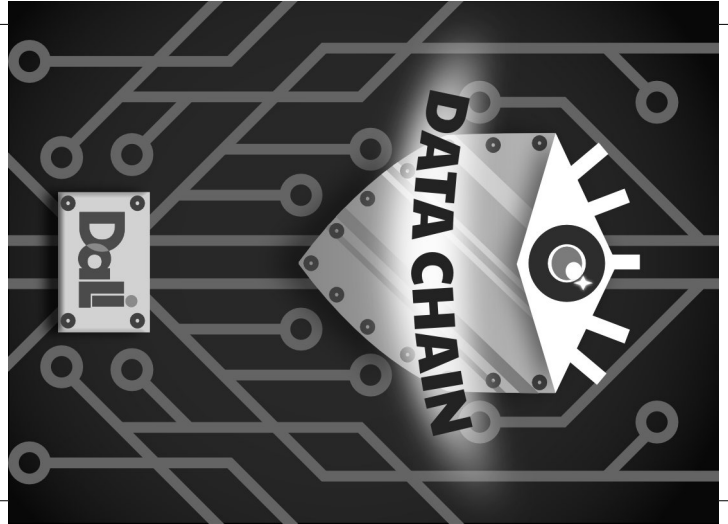
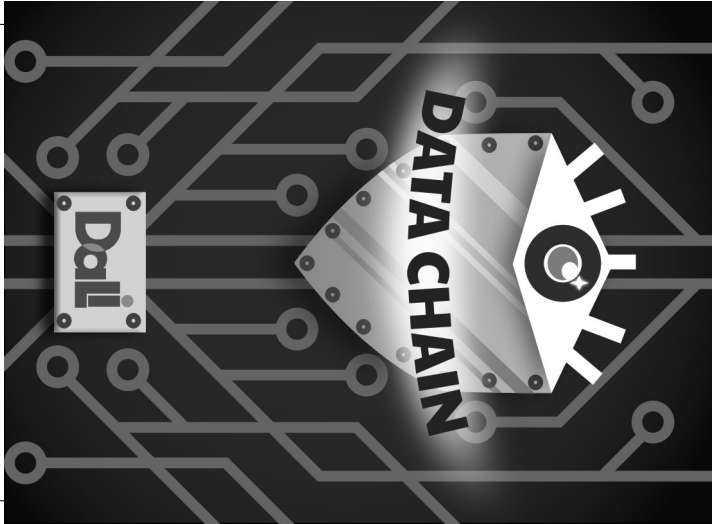
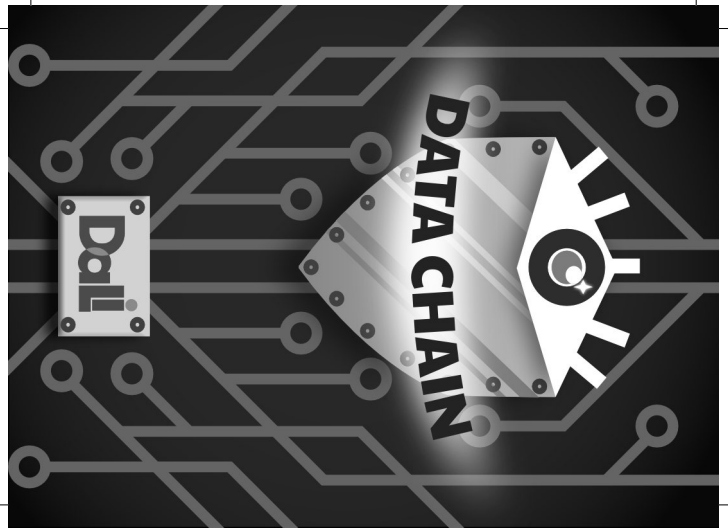
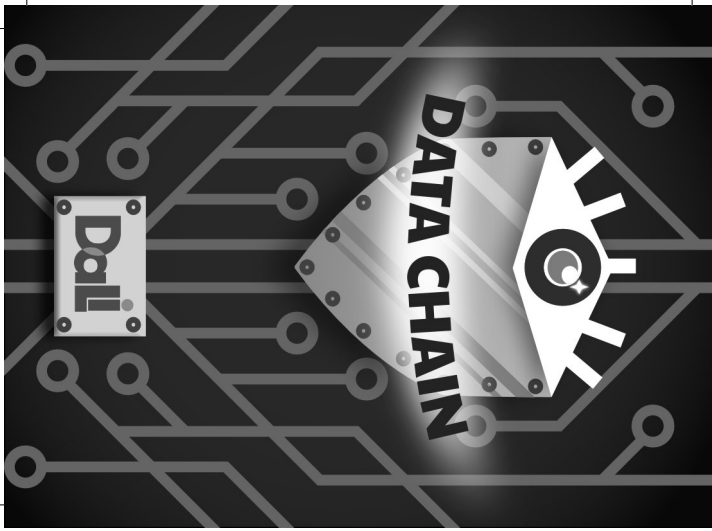


Destroy an artefact card, place it in the discard pile.

**STOP DRAW**



Target player may not draw any cards on their next turn





**TEAMMATE SWAP**



Show, and if desirable, swap any amount of cards from your hand with your team mate.

**TEAMMATE SWAP**



Show, and if desirable, swap any amount of cards from your hand with your team mate.

**SEARCH**



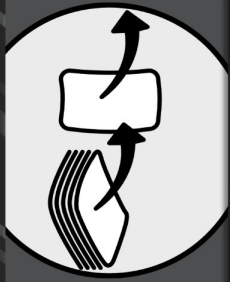
Search the discard pile for any card and place it into your hand.

**SEARCH**



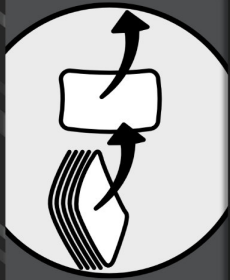
Search the discard pile for any card and place it into your hand.

**SWAP ARTEFACT**



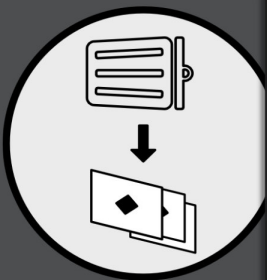
Remove one of your teams artefacts from the table, search the draw pile for another artefact card and put it on the table. Then shuffle the draw pile.

**SWAP ARTEFACT**



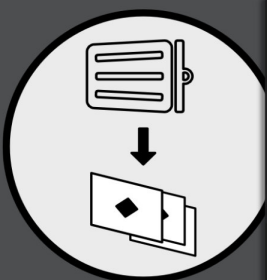
Remove one of your teams artefacts from the table, search the draw pile for another artefact card and put it on the table. Then shuffle the draw pile.

**DISCARD & REDRAW**

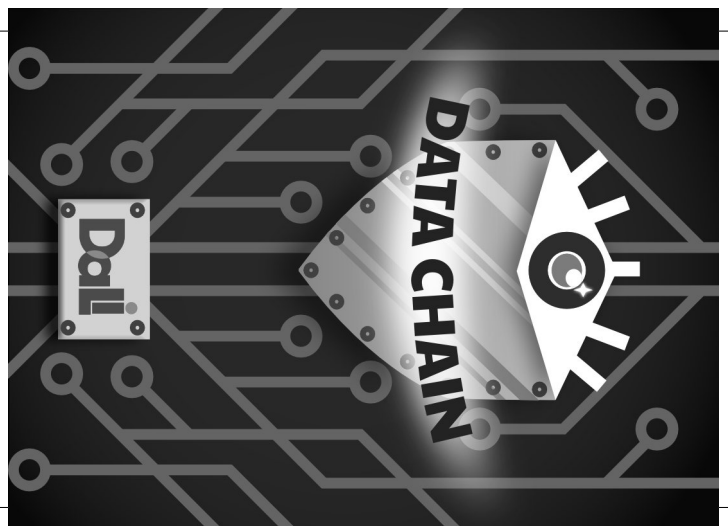
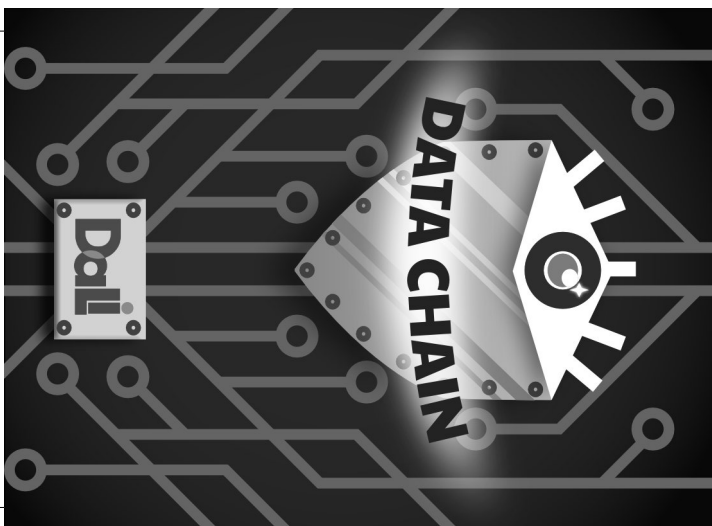
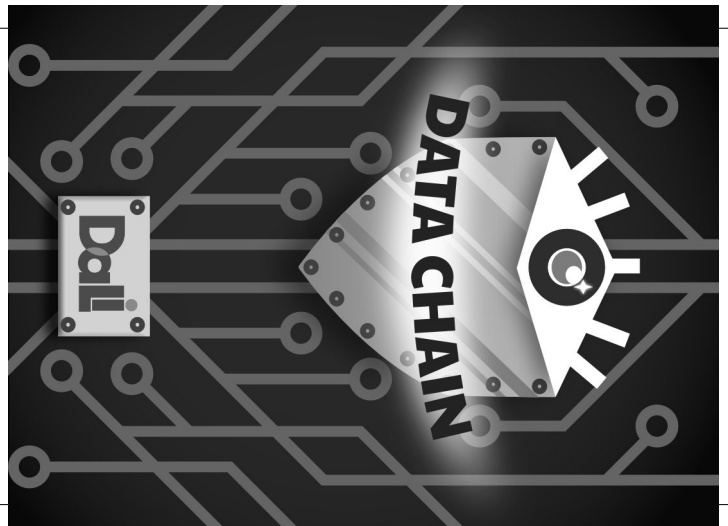
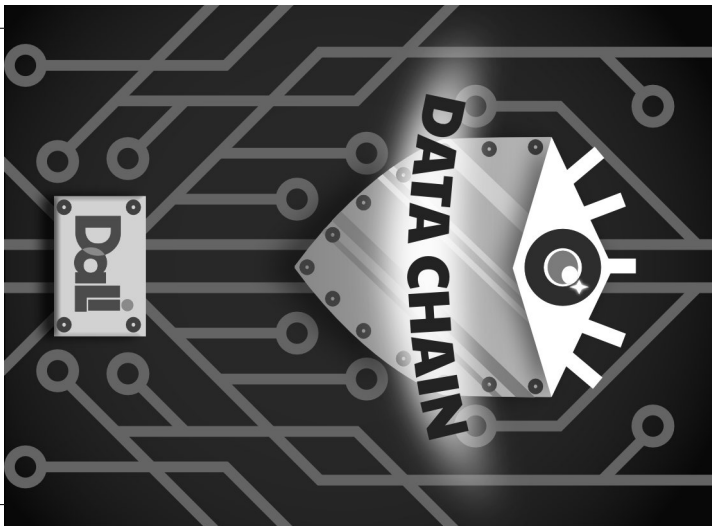
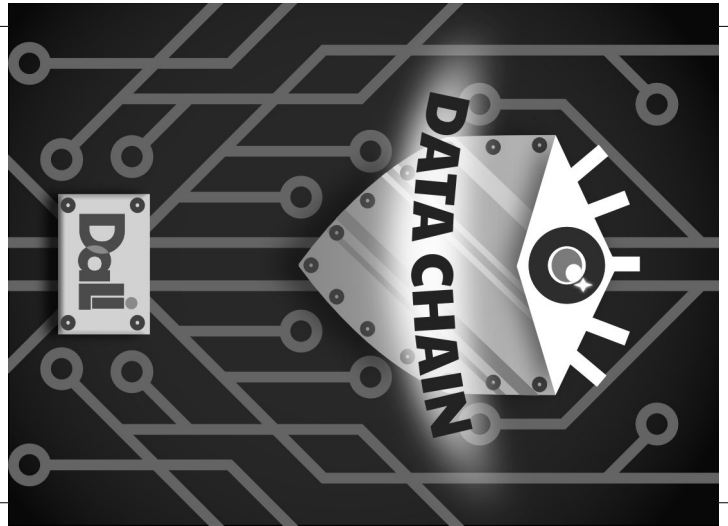
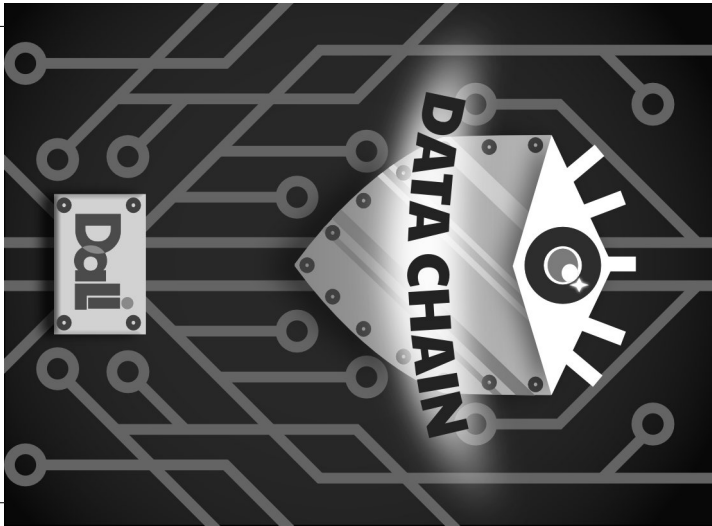
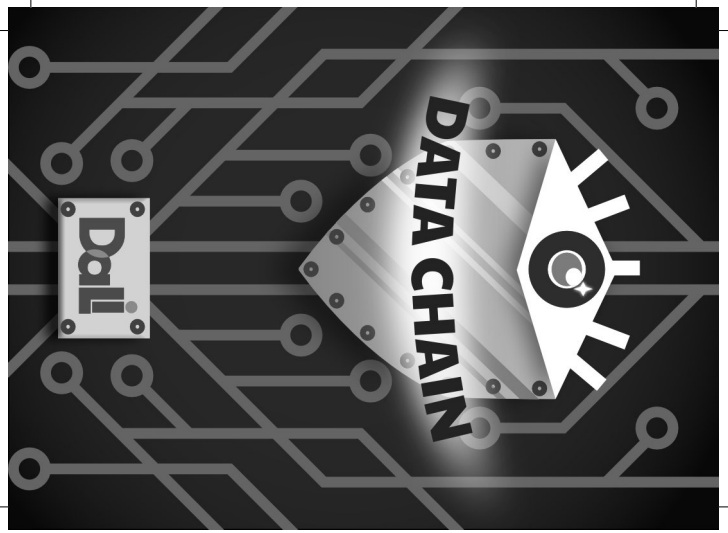
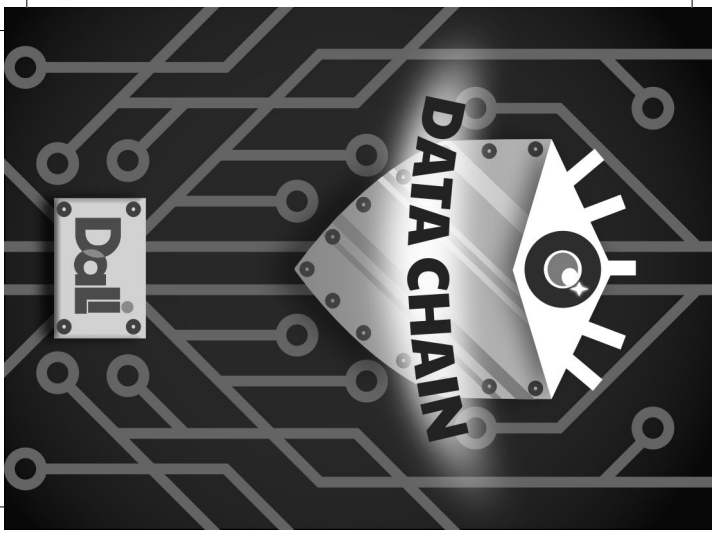


Discard any number of cards from your hand then draw the same amount from the draw pile.

**DISCARD & REDRAW**



Discard any number of cards from your hand then draw the same amount from the draw pile.



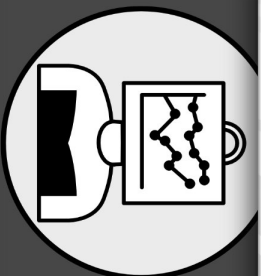


**CREATE FINANCIAL PROFILE**



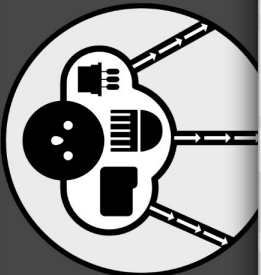
Destroy any card on the table.

**CREATE CONSUMER BEHAVIOR PROFILE**



Stop a player from drawing cards on their turn.

**HARVEST DATA ABOUT POLITICAL OPINIONS**



Target a data activist artefact and disable it until the end of the round.

**DISCLOSE HEALTH PROFILE TO THIRD PARTY**



Destroy any artefact card on the table.

**HARVEST BIOMETRIC IDENTIFIERS**



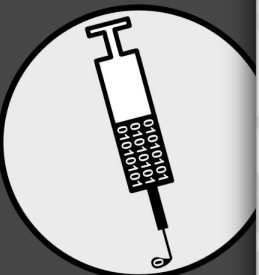
Search the discard pile for any card and place it into your hand.

**USE TRACKING PIXELS**



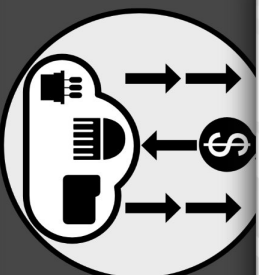
Players on your team can draw one extra card each and steal a card each from any player.

**INJECT CODE TO TRACK ACTIVITY ACROSS PLATFORMS**

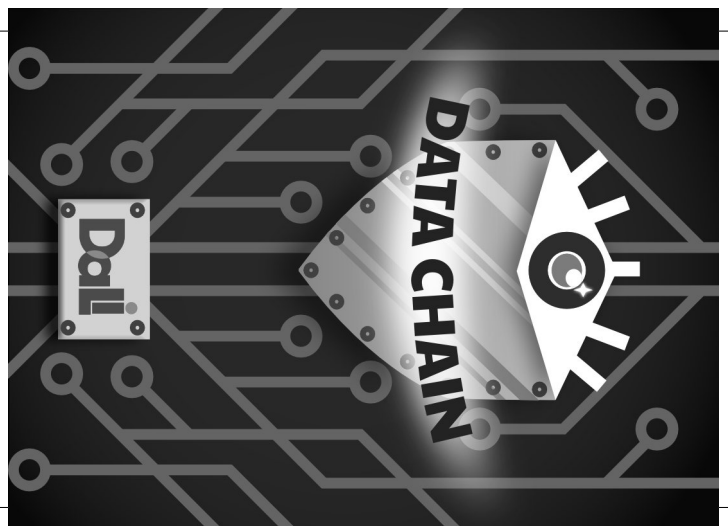
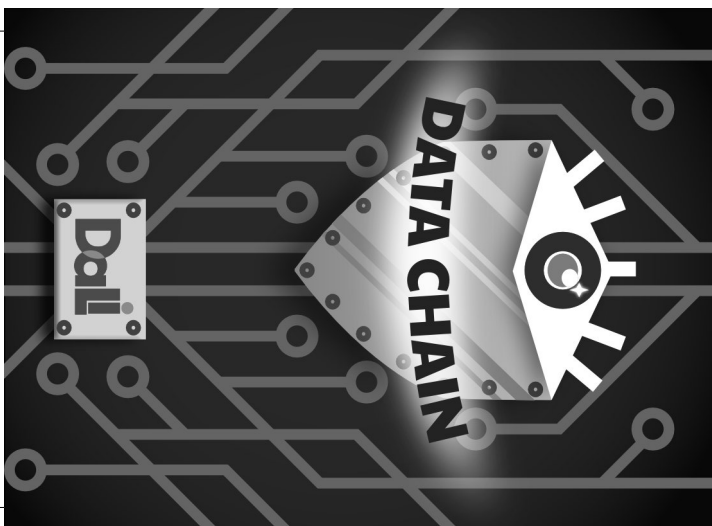
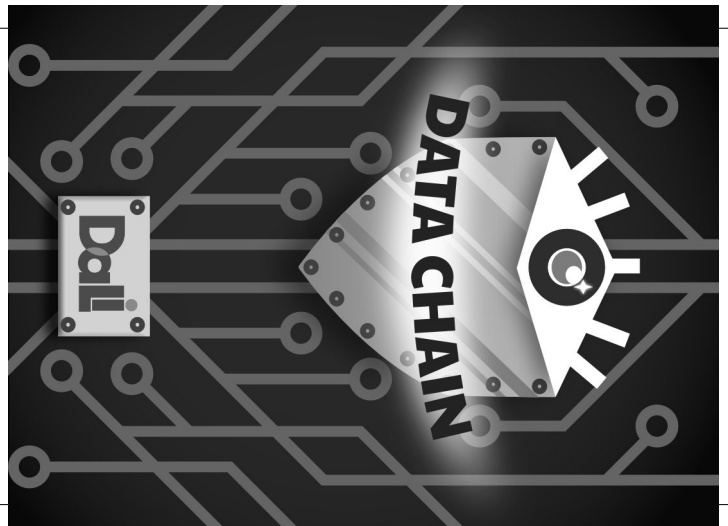
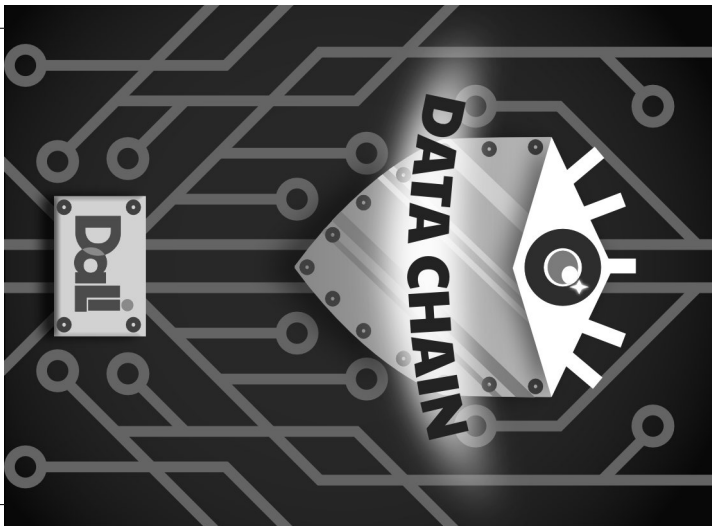
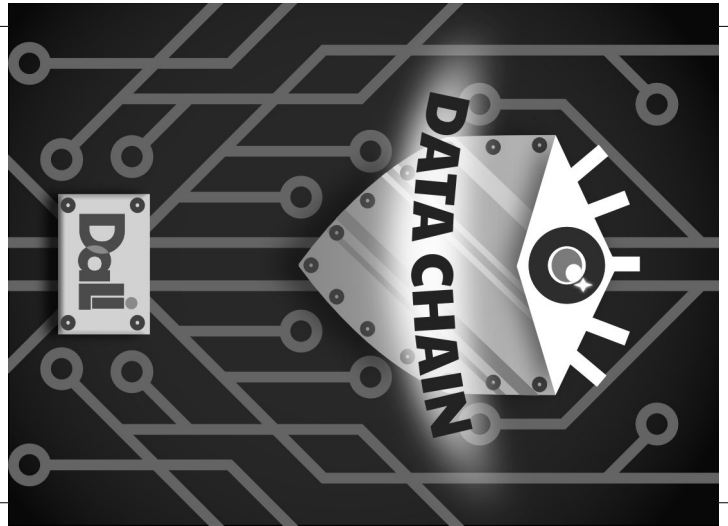
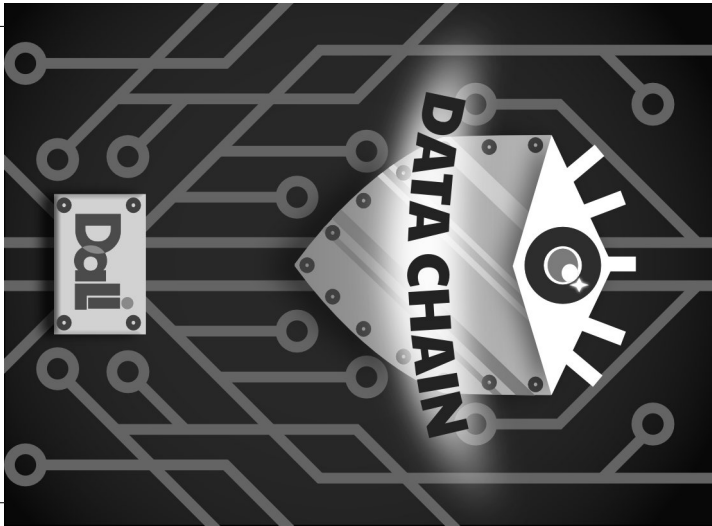
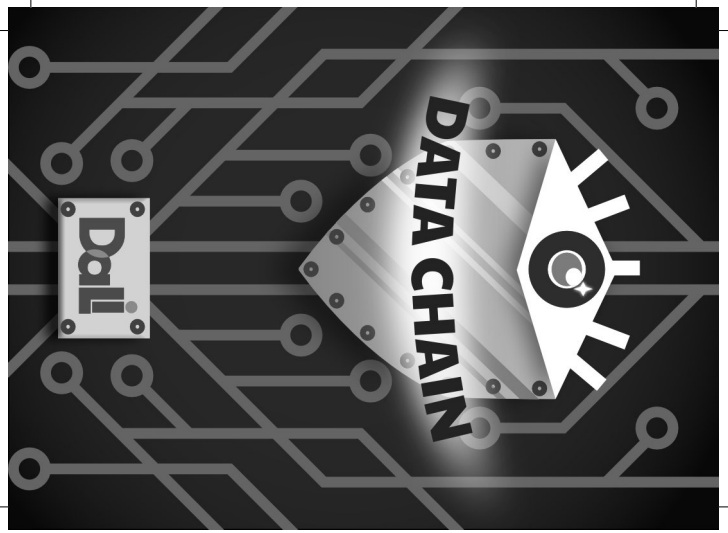
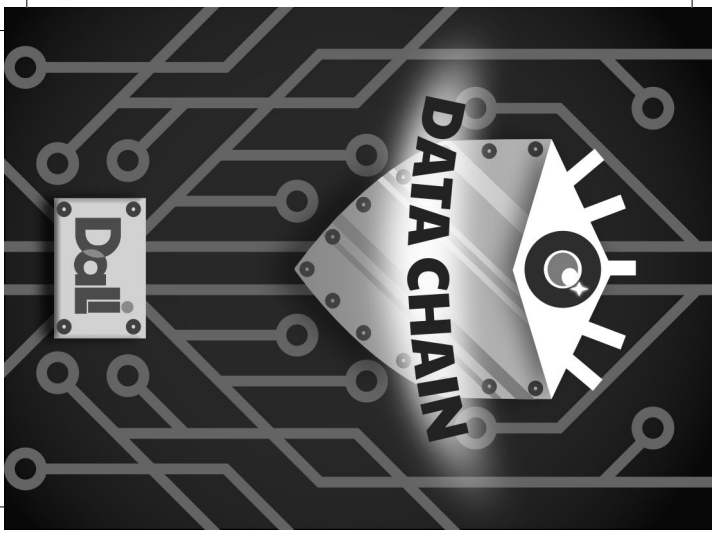


Players on your team can draw one extra card each, and steal a card each from any player.

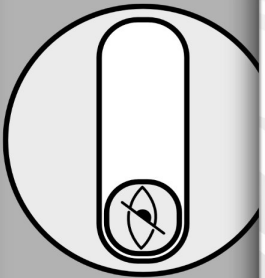
**SELL POLITICAL PROFILE TO THIRD PARTY**



All cards including this one are removed from the table and placed in the discard pile

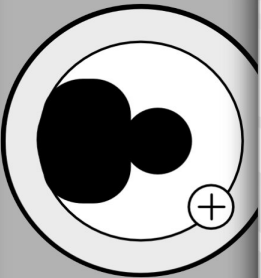


**ADJUST PRIVACY SETTINGS**



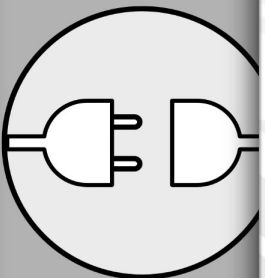
Players on your team can draw one extra card each, and steal a card each from any player.

**CREATE NEW ONLINE IDENTITY**



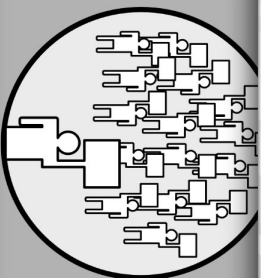
Destroy any artefact card on the table.

**GO OFFLINE**



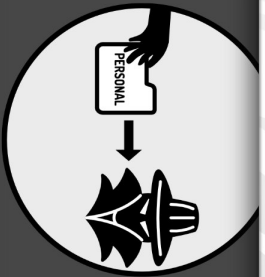
Players on your team can draw one extra card each, and steal a card each from any player.

**ORGANISE ONLINE CAMPAIGN AND TRAINING EVENT**



Swap your hand with any other player.

**DISCLOSE PERSONAL DATA TO THIRD PARTY**



Swap your hand with any other player.

**USE VPN TO BROWSE ANONYMOUSLY**



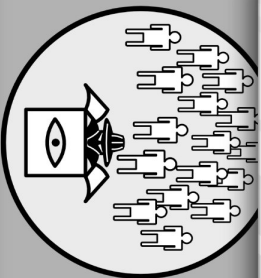
Discard your hand, and draw 5 new cards.

**HARVEST HEALTH DATA**

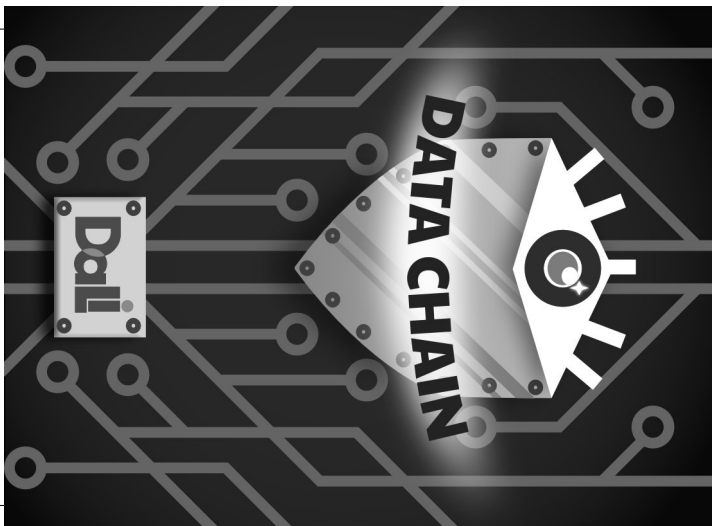
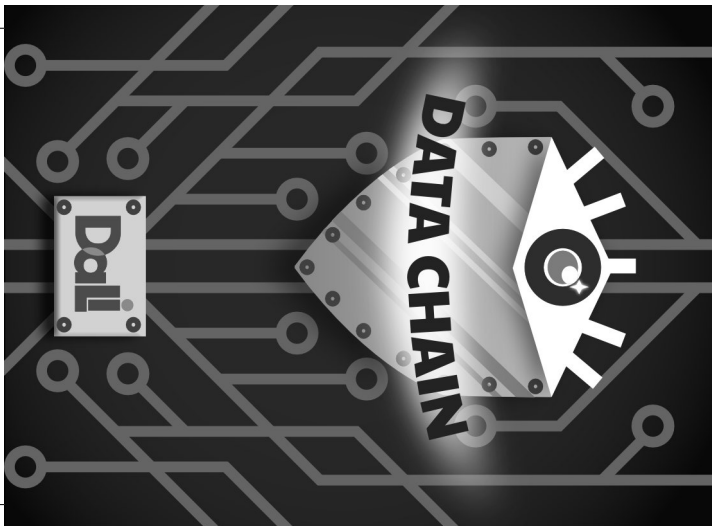
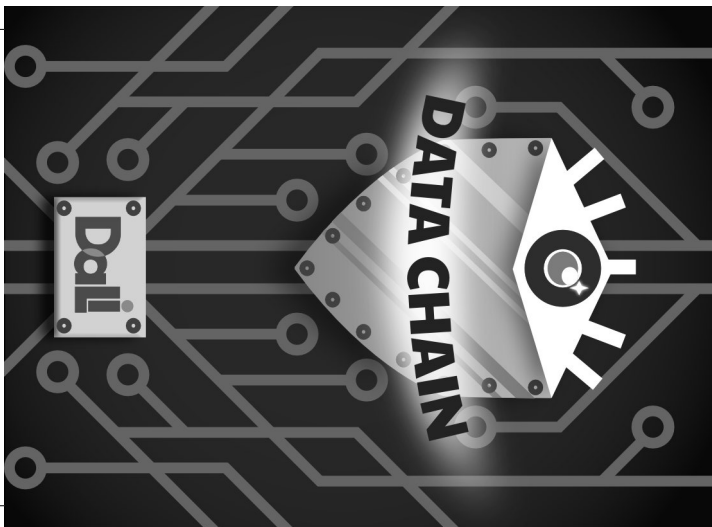
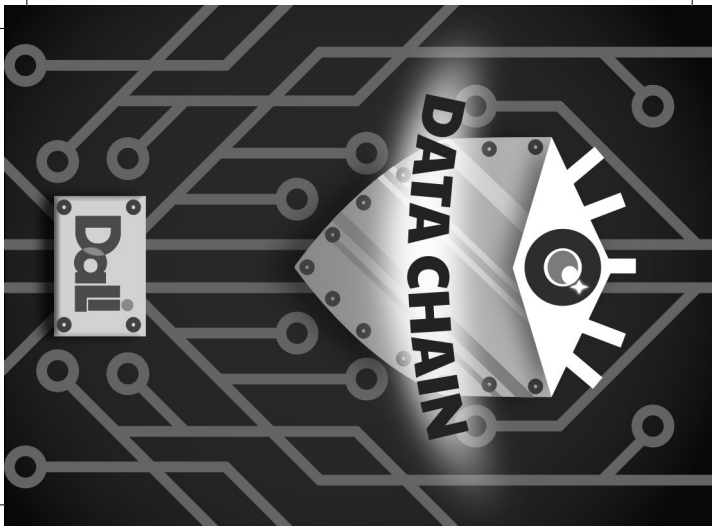


Discard your hand, and draw 5 new cards.

**CROWDSOURCE TO REVEAL UNLAWFUL DATA PRACTICE**



Search the discard pile for any card and place it into your hand.

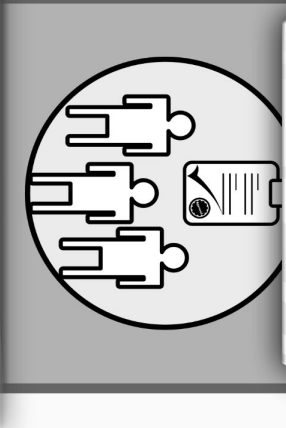


**COMPLAIN TO  
DATA PROTECTION  
AUTHORITY**



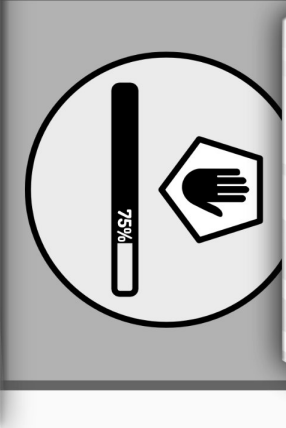
All cards including this one  
are removed from the table  
and placed in the discard pile

**SUCCESSFUL  
PETITION FOR NEW  
DATA LEGISLATION**



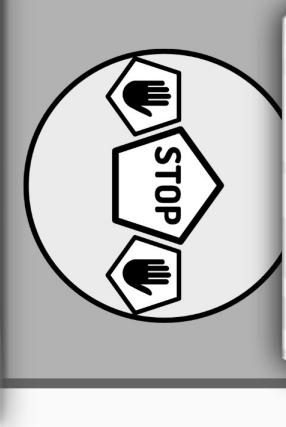
Destroy any card on the table.

**INSTALL AD-BLOCKER**



Stop a player from drawing  
cards on their turn.

**BOYCOTT**



Target a Data Broker artefact  
and disable it until  
the end of the round.