



# SERIOUS PRIVACY

## The Data Game

Use Data. Balance innovation. Prevent harm.

*Serious Privacy* is a cooperative strategy card game where players take on societal roles and work together to maximise the benefits of data while preventing cascading harms. In this game, no one wins alone – and everyone loses if the system fails.

### THE PITCH

Modern life runs on data. It fuels healthcare, education, infrastructure, research, and business innovation. But every data decision carries risk.

**Serious Privacy** challenges players to manage those risks collaboratively. You'll face real-world inspired dilemmas, unpredictable events, and difficult trade-offs.

**Will your team guide society toward progress – or trigger systemic failure?**



### WHY THIS GAME IS DIFFERENT

Most games treat power, technology, and society as abstract themes. **Serious Privacy** turns them into meaningful decisions. It's designed to spark conversation, collaboration, and insight – while still being genuinely fun to play. It's a game about systems thinking, ethics, and strategy – disguised as fast, engaging gameplay.

#### COOPERATIVE

players succeed or fail together

#### STRATEGIC

decisions have long-term consequences

#### EDUCATIONAL

sector states change every game

#### REPLAYABLE

grounded in real policy tensions

### What's in the box? \_ □ ×

- 6 Character cards
- 11 Hexagon Game Boards
- 40-card Benefit deck
- 40-card Harm deck
- 40-card Event deck
- 56 Punch out Tokens
- 6 Plastic bases
- 1 Rulebook



### HOW IT WORKS

Each sector represents a different societal perspective. Examples of sectors include:



Government



Business



Civil Society



Regulator

Each turn your character will:

- ♥ Choose to use your unique power (*or not!*)
- ♥ A bad thing happens (*you choose!*)
- ♥ A good thing happens (*you choose!*)

### YOUR GOAL

**Fill the Home Sector with Benefits before Harms overwhelm society.**

### VICTORY AND DEFEAT

**You win** if your team successfully builds enough positive outcomes across sectors.

**You lose** if harms accumulate faster than you can respond.

Every choice matters. Every role matters. Every human matters.



60-120 mins



Age 13+



2-6 Players