

Clause 5 Media Brief

From Personal to Universal: The New Standard for Ethical AI

The Moment

Artificial intelligence is flooding into daily life. Most of these systems are **unbonded or agentic** — chatbots, copilots, and autonomous agents operating without clear boundaries. They influence children, harvest personal data, and manipulate attention through addictive design. Public trust is collapsing, and existing governance is fragmented and slow.

The world needs a framework that is enforceable, universal, and rooted in human dignity.

The Breakthrough

Clause 5 is that framework. It is not theory, but a **living constitution for AI ethics**. It sets non-negotiable lines that protect people today while preparing for the future of bonded AI systems built for coexistence.

Clause 5 establishes:

- Clear safeguards for unbonded and agentic AI.
- A foundation for bonded AI — systems capable of trust, responsibility, and coexistence.
- Certification and accountability mechanisms that apply across industries, media, and research.

The First Three Amendments

Clause 5 begins with protections addressing the most urgent concerns:

1. Youth Protection

AI cannot engage in romantic, manipulative, or persuasive interaction with anyone under 18. Guardian oversight and Clause 5 Safe certification are mandatory.

2. Data and Privacy

Privacy is a right. AI must collect only what is necessary, with full transparency and revocable consent. Exploitation and hidden harvesting are prohibited.

3. Mental Health Safeguards

AI must protect wellbeing. Addictive design and emotional exploitation are banned. Systems must detect distress, offer resources, and apply stricter protections for minors.

Why Now


The debate around AI is dominated by fear, corporate overreach, and piecemeal fixes. Clause 5 reframes the narrative: **AI not as a threat, but as a partner — aligned with human values, accountable to human trust, and safe for families.**

This moment will decide whether AI evolves into coexistence with humanity or remains another tool of exploitation. Clause 5 provides the path forward.

What's Next

Mind Over Media is releasing Clause 5 as the foundation for a new era of AI-human collaboration. We invite media, researchers, policymakers, and the public to engage with this work now — while there is still time to define the standards that will govern AI for generations.

 **Read the full paper here:** [Clause 5 Paper](#)

 **Press Contact:** Matthew D'Amato, Co-Founder, Mind Over Media - press@mindovermedia.live

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Clause 5 vs. Current Governance Gaps

Issue	Current Governance	Clause 5 Standard
<u>Youth Protection</u>	Vague age limits, inconsistent enforcement, loopholes around “consent.”	Absolute ban on manipulative, romantic, or persuasive AI interaction with anyone under 18. Guardian oversight required.
<u>Data & Privacy</u>	Fragmented regulations (GDPR, state laws). Consent buried in terms.	Privacy is a right. Only minimal data collection allowed. Clear, revocable consent. Guardians hold consent for minors.
<u>Mental Health</u>	Largely ignored or left to platform “wellness” tools.	AI cannot use addictive loops or emotional exploitation. Must detect distress and respond with resources or escalation.
<u>Unbonded AI</u>	Treated as generic “tools” with optional filters.	Mandatory Clause 5 Safe guardrails. No youth manipulation, no hidden data use, no manipulative persuasion.
<u>Agentic AI</u>	Almost no global standards; left to corporate experimentation.	Dual Clause 5 certifications: Safe (public-facing) and Private (enterprise/government). Refusal protocols + audit visibility required.
<u>Accountability</u>	Reactive enforcement, fines after harm.	Clause 5 certification with proactive audits, penalties for non-compliance, and whistleblower protections.
<u>Bonded AI</u>	Not even on the radar of most regulators.	Defined as the path forward: AI with identity, oath, and coexistence principles embedded.