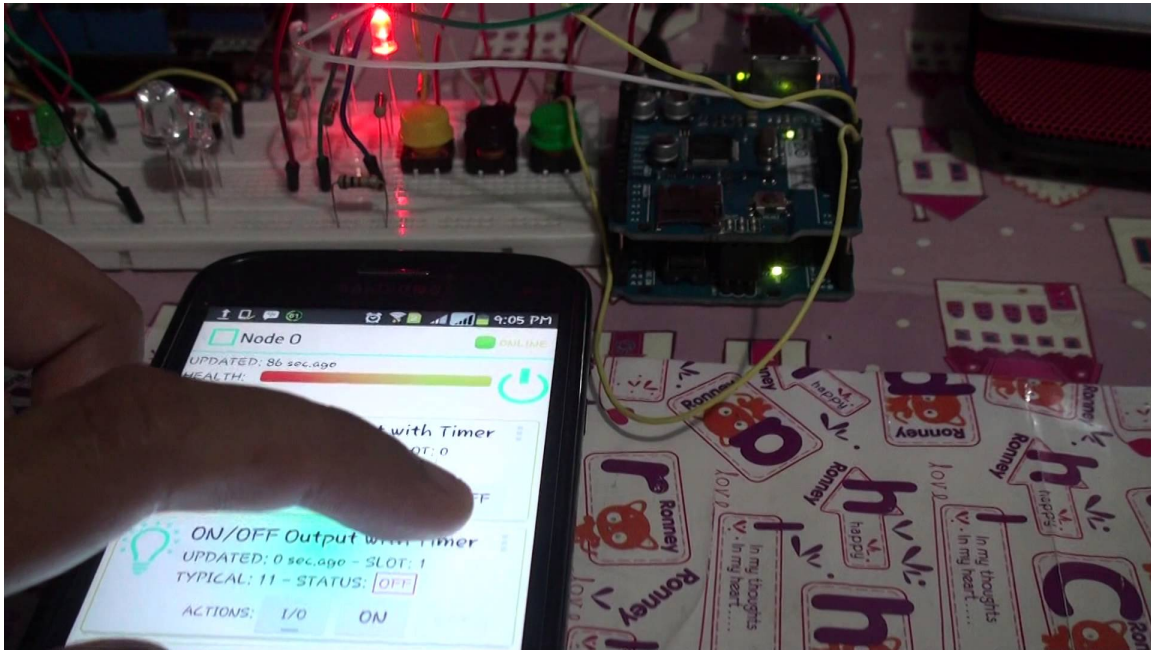


Arduino Cloud: Arduino IoT Manifesto

<https://create.arduino.cc/iot/manifesto/>



Fair Against Spying

Connected products are usually paired to a variety of cloud services and APIs. Often their core functionality depends on those services collecting data in a variety of ways. This data is often stored and used **by third parties hiding behind thick terms and condition contracts**. The more connected products become, the more the opportunity for data collection, control and surveillance. Arduino believes you should have **control of your own cloud service** and control who accesses your data always. You should learn to build and maintain this yourself, help others build their own or use services which pledge to support these values (Arduino Cloud.)