

THE EXODUS GUIDEBOOK

“The most common way people give up their power is by thinking they don’t have any.” — Alice Walker

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This is a living document. New versions will be uploaded with the latest date on the [Exodus Movement](#) page. (No opt-in required, just a direct PDF link). Please send recommendations, question, ideas, and feedback to peacefulreturn@proton.me

Purpose

This **Guidebook** was written with two objectives in mind:

1. Create a path to disrupting the accelerating tech power consolidation that's backing authoritarianism around the globe by reducing our use of their platforms and minimizing the way they can monetize our data.
2. Improve our mental health and safety by avoiding platforms with toxic algorithms lacking consumer protections, and moving our online activities to safer more ethical platforms.

Note: This document originally focused on Big Tech (& social media), but additional sections are evolving covering Big Media & News companies to avoid (e.g., Disney, Paramount, WSJ, NY Times) and other monopolies engaged in unacceptable business practices.

Exodus Rally Cry

*I am not giving up, and neither should you.
They need us more than we need them.
They only have the power we gave them.
And we can take it back.*

We're watching the foundations of democracy, social justice, environmental sustainability, and truth itself fall away, and many people are asking, "What can we actually do?"

There's one concrete, overlooked step: → We migrate. We unplug. We reclaim our digital and economic power.

Big Tech companies (Meta, X, Google, Amazon, Apple) are not ethical platforms. They are actively profiting from division, addiction and misinformation. But they only have power because we give it to them. They actually need us (our data) more than we need them. And we can take our power back simply by walking away.

This is the most obvious, untapped leverage point we have.

Like the Last Alliance in the Lord of the Rings - *THIS* moment matters. We still have time. But not much. Let's move. Time is of the essence.

We don't need to part the river - we ARE the river.



Digital Exodus Overview

The Digital Exodus is a peaceful, strategic walkout from the **Big 5 Tech monopolies – Meta, X, Google (Alphabet), Amazon, Apple and now TikTok (owned by the Ellison Family which also owns Paramount and are pushing for privacy invasive surveillance)** that have embedded themselves in our daily lives and grown into monopolies with dangerous amounts of power.

What once felt like tools for connection have become the very infrastructure of addiction, manipulation, and social control. They've sold our data, eroded our privacy, stolen our IP, amplified division and now stand complicit in corporate-controlled governments around the world that are threatening democracy with misinformation, censorship and blacklisting.

This guide is your map out. It's not just about protecting yourself and your mental health; it's about building the next world with tools that encourage authentic connection, are free from algorithms, and respect our privacy. This movement is about taking back the power (attention, data and dollars) we gave away.

Why Does Migrating Off Big Tech Matter?

Taking Back Our Power

Because attention is power. Data is power. Dollars are power. And when we pull back, we:

- ***Weaken the monopolies*** fueling, supporting and accelerating authoritarian control
- ***Rebuild our collective voice*** and diversify the tools we use to connect and organize
- ***Disrupt the surveillance and behavior control infrastructure*** that has shaped public emotion and political thought for over a decade
- ***Shift power back into human hands***, where it belongs, an essential step for meaningful climate action and policy reform.

Every account you delete, every platform you migrate, every choice you make to break their control weakens the system — and strengthens the future we still have the power to create.

If enough of us pull away our attention from these apps and devices, even imperfectly, we interrupt their economic model and their influence pipeline. We reduce their power, and ultimately create an opening to influence what comes next.

Taking Back our Privacy

The Big Tech 5 — **Meta, X, Google, Amazon, Apple** (and now **TikTok**)— are pillars of the authoritarian system being built around us. The more you depend on their services, the easier it will be to:

- **Track and target you**
- **Control your physical movement**
- **Censor you**
- **Suppress your voice**
- **Blacklist you**
- **Block your access to resources**

Taking Back our Minds and Mental Health

These platforms don't just collect our data — they shape our thoughts. Curated feeds, algorithmic news, dopamine-driven notifications, and engineered outrage have hacked our nervous systems and hijacked our sense of reality. Studies have shown direct links between these tools and rising rates of depression, anxiety, and loneliness — especially among young people. Taking back our minds means reclaiming attention from manipulation, reconnecting with truth, and restoring the inner clarity we need to heal, resist, and build what comes next.

IMPORTANT NOTE:

*The Digital Exodus is NOT anti-tech, nor about moral purity. It's about breaking the trance, taking our power back from the monopolies that have violated our trust, and reclaiming our privacy. It's about **progress, not perfection**. The goal is a reduction of 70-80% of use across these platforms. In numbers it all adds up.*

TL;DR - The Basics

For those short on time and want to dive in right away, here are the basics.

1. **Move off toxic social media (priority #1):** Start with deleting or deactivating 5 out of these 8: *Facebook, Instagram, Threads, WhatsApp, Messenger, TikTok, Snapchat, and X* → Reconnect **on BlueSky, Mastadon, Pixelfeed, Substack, Signal, Zulip** or exchange emails and phone numbers. (**Linkedin and Discord** for safer mainstream platforms)
2. **Setup New Email Accounts** - Migrate from Gmail, if you can, to Proton, Mailbox, even Yahoo, AOL, Outlook are better for now.
3. **Switch search engines and browsers:** try DuckDuckGo, Firefox or Ecosia; Yahoo is better than Google Chrome
4. **Cancel Subscriptions:** Amazon Prime, Washington Post, Google/YouTube and Apple (News, TV, Music) subscriptions; (Media – Disney+, Paramount)
5. **Stop buying** new Apple products and buy refurbished if urgent. Note, we are not asking you to throw out your iPhone (yet), just stop new purchases, cancel any paid subscriptions & increase security settings so they can't passively make money off you.
6. **Delete the apps you no longer use off your phone** – Even if you aren't using the app, they collect data on your activity on other apps to sell to advertisers.

Quick Reference Guide

 Danger Zone BigTech, Big Media Monopolies	 Easy Moves More Ethical Companies but growing	 Most Independent Ethical Alternatives, but can take time to adjust
Facebook (Meta)	Replace FB Groups with Discord, Messenger with Signal	Minds, Diaspora Replace FB Groups with Zulip
TikTok	Pick Instagram over TikTok for now	Loops, Skylight
Instagram (Meta)	Upscrolled	PixelFed (Fediverse), Flashes, Skylight
X, Threads (Meta)	BlueSky	Mastadon
WhatsApp (Meta)	Signal	Session, Matrix
Youtube (Google)	Odysee	PeerTube (Fediverse), Nubula, ReVanced
Gmail (Google)	Yahoo, AOL (Proton is an easy switch too)	ProtonMail, Tutanota, Mailbox
Google Search	Yahoo Search, Startpage, DuckDuckGo	Swisscows, Mojeek, Metager, Ecosia
Chrome Browser (Google)	Firefox	Brave, Opera, Librewolf, Waterfox, Mullvad, Tor, Epic
Google Maps	Apple Maps (<i>better privacy, ok for transition app</i>), Mapquest	Organic Maps, HERE WeGo, Magic Earth, OsmAnd, actual paper maps
Google Drive	ProtonDrive	Nextcloud, Cryptpad, Tresorit
Google Docs	ProtonDrive (<i>edits Text docs, but not Excel</i>)	Zoho, Etherpad, Nextcloud, Cryptpad
Music: Apple/Youtube Amazon/Spotify	Pandora, Tidal, Deezer, SoundCloud	Freegal Music, BandCamp
TV: Disney, Hulu, Apple, CBS Paramount	Netflix, PBS	Stremio, Kanopy, Public Library
Shopping: Amazon, Whole Foods, Facebook Marketplace	Online: Instacart, Chewy, Ebay, Barnes & Noble, Thriftbooks, Bookshop.org, Wayfair, WorldMarket, REI, Patagonia, VitaCost, Craigslist, Etsy In person: Costco, Trader Joes, Library, Local stores, farmers markets	
News: NY Times, WSJ, LA Times, WashPost	The Guardian, The Atlantic, Financial Times, Wired	Mo-Me, Drop Site News, GoundNews, The Ink, Intercept, The Lever, Status Kuo, The Citizens

Special Note for Influencers and Small Businesses

For influencers that make money off of ads on Meta, X, or YouTube; as well as business that get traffic from ads and reach - we understand this will take time. We are not asking you to sacrifice your livelihood. We know it may take you longer to exit the social media platforms. However, you can start changing other apps (Google, Apple, Amazon) now and then exit the others gradually (e.g., Facebook, Instagram, X, YouTube).

- If you have not already, start migrating your audience and customers to Substack and/or Patreon and invite them to be direct subscribers and supporters. This is a much more authentic business model. (Think HBO quality with its subscriber model vs. quality of regular network shows supported by ads.)

Look at it as diversification. It's OK if it doesn't all happen right away. But any movement is better than none, and movement means you are part of the Exodus.

Special Note for Investors

For those with big holdings in the stock market, we encourage you to divest from the Big5 and move to more sustainable options. If you want to stay in tech, consider smaller companies, or if you need to have a large cap, choose an alternative BigTech company as a stop gap solution.

Digital Freedom Migration Map (Overview)

One of the easiest ways to get a head start and stop their endless monetization of your private data is to delete as many of the apps off your phone, including Google Maps. They make money by tracking us, and we need to stop that flow of power away from us.

Below are alternatives for the Big 5 (Meta, X, Google, Amazon and Apple) + TikTok

Function	Danger Zone (Avoid)	Freedom Route (Safer Alternative)
Social Media	Facebook, Instagram, X, Threads, TikTok, SnapChat	Bluesky, Mastodon, Signal groups, Substack, Discord (Note: Discord has safety issues and going public soon – Zulip is more private alternative than Discord), Upscrolled
Email	Gmail	ProtonMail, Tutanota, Mailbox
Search Engines	Google	DuckDuckGo, Brave Search
Messaging Apps	WhatsApp, Facebook Messenger, Telegram	Signal, Session, Element (Matrix)
Video Meetings	GoogleMeet, Teams	Jitsi, Signal, (Zoom for less private meetings)
Web Browsers	Chrome, Safari	Brave, Firefox (hardened), torproject
Cloud Storage	Google Drive, iCloud (Apple)	Proton Drive, Tresorit
Phones	Android, iPhone	/e/ OS phones, GrapheneOS, Murena, Kiphone
Payments	Apple Pay, Google Pay, (Interim: Venmo, PayPal)	Credit Cards, Cash, Crypto (privacy coins like Monero if careful), Local barter
Maps/Navigation	Google Maps, Waze (Apple)	Organic Maps, OsmAnd
Video Hosting	YouTube (owned by Google)	PeerTube, Odysee
WorkPlace/ Document Sharing	Google drive/Docs	CryptPad, LibreOffice+encrypted email, Zoho

Table 1: Digital Migration Map Overview

Priority Migrations (If You Can Only Do a Few Quickly):

- Get off **Facebook/Instagram/X/TikTok** first. (Social manipulation = highest risk.)
- Migrate your **email** from Gmail to Proton or Tutanota.
- Switch your **browser** from Chrome to Brave or Firefox.
- Shift **messaging** to **Signal** (as best you can and bring your friends over time).
- Stop using **Google Meet and Drive** -> Move to Zoom and Proton

*Freedom begins with **unplugging**. Even small migrations weaken their power over you..*

Remember – Progress not perfection. The goal is to aim for a reduction of 70-80% of use across these 5 platforms. In numbers it all adds up.

Migration Details

Social Media (Meta/X/TikTok)

Exchange **emails** and **phone numbers** before you leave Social Media platforms and set up new accounts before you move, for example:

- Create or join a **Discord** or Matrix server (algorithm-free community space) to move facebook groups to
- Join BlueSky and/or Mastodon and bring your friends.
- Replace WhatsApp and Messenger with **Signal**.
- Reconnect on **LinkedIn** for professional connections.

[How to Delete Facebook off your phone/computer browser](#)

Social Media/Chat Alternatives

Details:

Bluesky (*Decentralized Twitter/X Alternative*)

- <https://bsky.app>
- Decentralized protocol in development (AT Protocol)
- Built by former Twitter folks, focused on *transparency and portability*
- Smaller but growing quickly
- Doesn't track users aggressively
-  *Best for: thoughtful posting, community building, growing user base*

Mastodon (*Decentralized Twitter/X Alternative, but more decentralized and a bit of learning curve*)

- <https://joinmastodon.org>
- Federated, open-source platform
- You choose your own "instance" (like joining a neighborhood instead of a country)
- No ads, no algorithm
-  *Best for: tech-savvy users or organized communities, less intuitive than Bluesky*
- Pick a server/instance that fits your interests (all connect to the same fediverse).
 - Good general-purpose instance: <https://mastodon.social>

Discord (*Community & Chat, FB Group alternative*)

- <https://discord.com/register>
- Create an account → Join or create servers for different communities.
- Free, invite-based community servers
- Voice, video, text — no algorithm
- Some privacy concerns (owned by U.S. company, no end-to-end encryption), but no ad-based model → **May go public soon which will make this less secure.**
-  *Best for: organizing, mutual aid, digital community hubs*

Matrix + Element (*Community & Chat alternatives*)

- An alternative to Discord which is going to go public soon and therefore likely to become compromised by toxic "growth at all costs" model. (*Remember, the idea is not to be perfect and pure. But to move off the biggest offenders first.*)
- Open-source, decentralized messaging protocol

- Used by activists, journalists, even government orgs (for secure comms)
-  *Best for: encrypted organizing, replacing WhatsApp, Signal, and Discord if you want total privacy*

Signal (*encrypted messaging app; replacement for WhatsApp and FB Messenger*)

-  Download to your phone off the App store
- End-to-end encrypted, nonprofit-run
- No ads, no metadata storage
-  *Best for: private 1-on-1 or group messaging, organizing outside surveillance reach*

Zulip (*Decentralized Group Chat / Threaded Slack Alternative*)

 <https://zulip.com>

- Open-source, privacy-respecting team chat platform
- Organizes messages into **threads within channels** — great for complex discussions
- No ads, no algorithm, no data mining
- This is for those who want cleaner sync discussion than Discord or Slack. *However, note that like the other threaded platform, it does not have E2E encryption.*
- You can self-host or use Zulip Cloud (free for small teams); Create your own “organization” and invite others; Each stream (channel) contains topic threads

Social Media Revenue Building Platforms for Artists and Writers

Patreon (*site for creatives, alternative to Instagram*)

-  <https://www.patreon.com/>
- Patreon provides a space for artists to sustain ourselves by connecting us directly to our own communities with payment options for direct support from subscribers

Substack (*site for writers, thought leaders and creatives, alternative to FB for people that use FB to share articles*)

-  <https://substack.com/home>
- Like Patreon, Substack provides a space for writers (and artists but it’s focus is writing) to sustain ourselves by connecting us directly to our own communities with payment options for direct support from subscribers

Facebook Groups

One of harder things is figuring out how to maintain connection with people in Facebook groups or Messenger. What I recommend is encouraging them to join you on another platform – for smaller groups this will of course be easier than larger ones. Move from Messenger to Signal, move from Facebook groups to Discord. Here is a post you can share to your group:

Hi friends. Meta is supporting policies that I can't stand behind and I don't feel right using their technology anymore. The algorithms are pretty toxic anyways. I don't want to lose touch with you all. Can we make a plan to migrate to another group platform to continue our discussions? Here's a link to one that I like <insert platform link.>

If the migration doesn't happen instantly. Don't worry. At least it's in progress, and, for a lot of us, it's something we've secretly been wanting for a long time

Google/Alphabet Inc.

Google is one of the most complex webs to untangle from. This section includes tables and summaries of preliminary independent research, along-side images and table summaries from other organizations that have done deeper dives, organized their own migration plans, and created visuals.

Escape Routes from Google Matrix – Summary Table

Google Service	Best Privacy- Alternative	Big Tech Transition	Notes
Gmail	Proton Mail / Tuta / Mailbox.org	Yahoo, AOL, Hotmail	Proton Mail is most user-friendly; Mailbox integrates with open source
Google Search	DuckDuckGo / Brave Search / Mojeek		DuckDuckGo is easiest to switch to; Brave is Chromium-based but more private
Chrome Browser	Firefox / Brave / LibreWolf		Firefox is open source; Brave has built-in ad blocking
Google Maps	WeGo, Open Street Map	MapQuest	
Google Drive	Proton Drive / Sync.com / Tresorit / Next Cloud		Proton Drive just launched sharing features; Sync.com is based in Canada
Google Calendar	Proton Calendar / TutaCalendar		Proton Calendar works well and encrypts events; Outlook is decent but not private
Google Workspace	Zoho / CryptPad / Collabora Office		
Google Docs	CryptPad / Skiff / OnlyOffice (w/ own hosting)		CryptPad is fully encrypted but less familiar UI; Skiff is smoother but was acquired
Google Meet	Jitsi Meet, Signal (1:1),	Zoom	Jitsi Meet is open-source and secure with no login required

Table 2: Google Matrix Exit - Summary Table

Email Platform Alternatives (alternatives to Gmail)

Proton (webhosted email)

- <https://proton.me/mail>
- Swiss-based (strong privacy laws), no ad tracking or data mining, End-to-end encryption
-  *Best for: migrating away from Gmail for private comms*
- Nice UI, good for beginners
- *Note: free plan has less space than Gmail but the first tier is only \$4.99/mo, a small price to pay for regaining privacy, sovereignty and defending democracy*

Tutanota (webhosted email)

- Fully encrypted, Germany-based, zero ads
-  Great Gmail alternative for secure, ethical email

Mailbox (*webhosted email*)

- <https://mailbox.org/en/>
- German-based (strong privacy laws), no ad tracking or data mining, supports PGP encryption
- Works **seamlessly with standard email protocols** (IMAP/SMTP), so you can use it with **Thunderbird**, K-9 Mail, Outlook, Apple Mail, etc.

Note for email: Another simply solution to get off Gmail quickly is to use your old Aol, Yahoo or Hotmail account. Remember progress not perfection.

Browser, Search and Maps Alternatives

DuckDuckGo (*Alternatives for Google*)

- No personal tracking, ad targeting, or filter bubbles
- Best for: web searches without profiling

Firefox, Brave (*Alternatives for Chrome*)

- Block third-party cookies, protect from fingerprinting
- Brave has built-in ad/tracker blocking + crypto incentives
- *Best for: replacing Chrome and Safari while maintaining usability*

YouTube Alternatives (hardest category to replace, but growing)

PeerTube

- (decentralized, no ads, open-source)
- Federated video platform, no algorithm control
- Still small, less discoverability — but safe for hosting educational, activist content

Odysee / Rumble / Vimeo

- Mixed bag: Some attract far-right audiences, some are artist-friendly
- Use with caution, depending on your content
- Best for: specific use cases, not mass movement spaces

Document Share Platforms

CryptoPad (*replacement for GoogleDocs/Drive*)

- <https://cryptpad.org>

Etherpad (*replacement for Googledocs*)

NextCloud (*replacement for Drive*)

Google Workplaces Substitutes

Zoho (most comparable to Google Workplace)

Platform	Email	Cloud Storage	Calendar	Docs Sheets	Team Chat	Video Meetings	Notes/ Editor
Proton	✓	✓	✓				
Zoho	✓	✓	✓	✓	✓	✓	✓
Fastmail	✓		✓				
Standard Notes							✓
CryptPad		✓		✓			✓
Nextcloud	✓	✓	✓	✓	✓		✓
Basecamp		✓	✓		✓		✓
Onedrive		✓		✓			
Jisti Meet						✓	

Table 3: Google Workplace Substitutes

Video Platforms (replace Google Meet)

Tool	Best For	Note
Zoom	Mass adoption, ease of use	Privacy concerns in early days, but improved
Microsoft Teams	Big Tech alternative; Full business suite integration	Replaces Google Meet + Google Chat + Docs
Jitsi Meet	Privacy-first, open source, no login needed	Great for small meetings; fewer features
Whereby	Simple, browser-based, no download	Good for quick meetings, limited free plan
BigBlueButton	Education-focused, open source	Used in virtual classrooms, heavier setup
Signal video	Encrypted 1:1 calls (messaging-first)	Not for big meetings, but secure
Discord	For group voice/video among communities	More social than business-oriented

Table 4: Video Platform Alternatives

Android Phones (all run on Google O/S)

- See the Alternative to iPhone and Android section: [here](#).

Additional Resources for Migrating Out of the Google Matrix

Purchase with Purpose – A Guide for Change

This group has a great visual of alternatives to Google and [more](#).

- [Google Guide for Change](#)

Punching Up Press - Shake off Google Challenge

Step-by-Step Migration from Google: [Shake Off Google: A 5 Week Privacy Plan \(PDF\)](#)

Say Goodbye to Google



Source: *Punching up Press (PUP)*

Goodbye Google

YouTube Video: [Degoogling Adventure by Laura Malvoyante](#)

Amazon

Groceries

- Switch from Wholefoods to Sprout, Trader Joes or local markets.
- For delivery use Instacart (which has some ethical concerns too, but at least allows choice in vendors).
- Thrive Market for health & pantry items (subscription, ethical alternative)
- Food co-ops and farmers markets when possible.

Media - TV/Streaming/Music

- Besides Amazon, also avoid Apple TV/News/Music, Paramount and Spotify. Deleting those alone is huge progress. If you want to support smaller independents there's Kanopy (free with library card), and of course PBS

Office + Home Goods

Staples / Office Depot for supplies - Costco, Target (depending on your stance); Etsy or local craft stores for more sustainable or handmade items; Books: Thriftbooks.com or Bookshop.org for books; Chewy for pet supplies

News

Cancel Washington Post (owned by Bezos) - sign up for The Atlantic, The Guardian.

Note for Merchants

If you sell things on Amazon, we're not asking you to sacrifice your livelihood, but perhaps look at diversifying commerce platforms. If you have a print on demand book on Amazon, begin looking for another place to print, but it's OK that it may take longer to migrate. Remember, progress, not perfection!

In general, try to delay unnecessary purchases, focus on spending in your local community, trade with friends, and rediscover that we don't need as much as we thought, which is a whole other liberation.



Apple

We are not expecting people to throw out their iPhones (yet). So here are some measures you can take to reduce their data collection in an act of Economic Resistance

Cancel paid Subscriptions

- Apple TV - cancel
- Apple News - Cancel and sign up for individual subscriptions or just read public news.
- Apple Storage - I don't know have a quick fix this one for those who have iPhones, but there are alternative ways to back up and store data; links - TBD
- Apple Music – replace with BandCamp, Soundcloud or Deezer (French)

Hold off on buying any new products unless absolutely necessary or buy refurbished.

Increase Security Settings

Reduce data collection and increase security on your iPhone so they can't monetize your data (details below). They make money off of every data point they collect and we need to stop that now. Apple seems to have better respect for privacy than Meta and Google, but it's still part of the unhealthy monopolistic surveillance system.

Ways to update Apple Security Settings

1. Turn Off Location Tracking Where You Don't Need It

- **Settings > Privacy & Security > Location Services**
 - Turn off **Location Services** entirely or review app-by-app.
 - Scroll down to **System Services** and turn off most of those (especially: *iPhone Analytics, Significant Locations, Routing & Traffic*).

2. Disable Apple's Ad Tracking

- **Settings > Privacy & Security > Apple Advertising**
 - Toggle **off** *Personalized Ads*

3. Stop Sharing Analytics with Apple

- **Settings > Privacy & Security > Analytics & Improvements**
 - Turn **everything off** here (especially *Share iPhone Analytics, Improve Siri & Dictation*)

4. Limit App Tracking (This Affects Facebook, Instagram, TikTok, etc.)

- **Settings > Privacy & Security > Tracking**
 - Toggle **off** *Allow Apps to Request to Track*
 - Also turn off tracking for any individual apps listed

5. Turn Off iCloud for Non-Essentials

- **Settings > [your name] > iCloud**
 - Disable syncing for stuff you don't want backed up to Apple's servers (e.g., Photos, Notes, Safari)

6. Turn Off Siri & Dictation Data Collection

- **Settings > Siri & Search > Siri & Dictation History**
 - Tap *Delete Siri & Dictation History*
- Then go to **Settings > Privacy & Security > Analytics & Improvements** and make sure Siri data sharing is off.

7. Block Tracking in Safari

- **Settings > Safari**
 - Turn on *Prevent Cross-Site Tracking*
 - Turn off *Preload Top Hit*
 - Set *Search Engine* to DuckDuckGo (or Ecosia if you want a sustainable option)
 - Toggle off *Safari Suggestions* and *Search Engine Suggestions*

8. Use Minimal Apple ID Features

- Avoid using **Sign in with Apple** where possible
- Consider using **anonymous email aliases** (Apple lets you do this with some logins)

9. Disable Bluetooth/Background App Refresh Where You Don't Need It

- **Settings > General > Background App Refresh** → Turn off or set to *Wi-Fi only*
- **Settings > Bluetooth** → Turn off for apps that shouldn't need it

10. Consider Turning Off iCloud Backups Entirely (Advanced)

This gives you *maximum control*—but you'll need to back up manually via computer if needed.
Remember: progress not perfection. The goal is to try to reduce use by 70-80%

Alternative to iPhone (and Google Android) (HW, O/S)

Murena

- Alternative smartphone runs on non-Google, non-Apple hardware.
- Devices run on /e/OS, an open-source, privacy-focused operating system that removes Google's proprietary components, aiming to provide users with greater control over their data.
- <https://murena.com/>

K-iPhone

- A modified iPhone with the K Secure OS overlay, built by EFANI and KryptAll.
- Focused on military-grade encryption, anti-eavesdropping, and secure calling.
- Comes with EFANI's secure SIM plan, which includes SIM swap protection, encrypted routing, and anonymous mobile service.
- <https://www.efani.com/blog/k-iphone-security>

Graphene O/S

- Privacy- and security-hardened Android OS built on the Pixel hardware platform.
- Open-source, developed by security researchers. Removes all Google services and adds advanced protections against tracking, exploitation, and surveillance.
- Best for users who want maximum control, anonymity, and resilience in a hostile digital environment.
- <https://grapheneos.org/>

Summary Table: iPhone and Google Android Alternatives

Goal	EFANI K iPhone (modified iPhone)	Murena (e/OS)	GrapheneOS / CalyxOS (de-Googled Android)
Top-tier secure phone calls (encrypted + anonymous)	✅ Encrypted calls + SIM swap protection via EFANI	⊘ Basic security, less emphasis on encrypted voice	⊘ Basic security, less emphasis on encrypted voice
No Apple/Google tracking, open-source OS	❌ Apple ecosystem + proprietary OS	✅ Fully de-Googled Android via /e/OS	✅ Fully de-Googled Android via /e/OS
Fully control your apps/data	❌ Limited by Apple restrictions	✅ Full app control, no Google dependencies	✅ Full app control, no Google dependencies
Use Proton Mail & privacy apps	✅ Works great with Proton apps	✅ Works great with Proton + F-Droid apps	✅ Works great with Proton + F-Droid apps
SIM-swap and carrier-level protection	✅ EFANI provides high-security SIM & monitoring	Depends on your SIM carrier choice	Depends on your SIM carrier choice

Table 5: Phone Alternative

Other Tech Companies

TikTok

TikTok has become a red alert platform after coming under control of tech media giant, Oracle. TikTok, like Instagram Reels and Youtube Shorts, do not have great alternatives yet. Peertube is the best substitute Youtube, while Pixelfed is an image sharing platform like Instagram.

Between TikTok and Instagram, it looks like Instagram is the better of the two right now in terms of safety and behavior manipulation.

Uber

Uber Transportation Alternatives

- Try **Lyft** (less connected to the authoritarian regime), a **local taxi**, or better yet, walk, bike, or use public transit when possible.
- In some areas, apps like **Curb**, **Via**, **RideCo**, or even worker co-ops like **Co-op Ride** in NYC offer better-aligned options.

Uber Eats Alternatives

- **Chow Now** – commission free, supports local restaurants directly. App reach is smaller.
- **Toast TakeOut** – Build for restaurants, lower fees; smaller reach, mostly pick up
- **Local Restaurant websites and direct Phone orders** – Many restaurants don't have their own delivery anymore, but for those that do, this is an option - money goes to restaurant; slightly less convenient but much more impactful
- **DoorDash** – not ideal, but somewhat less exploitative than Uber. Better terms for restaurants.

Spotify, AirBNB, Booking.Com

These companies are known for their complicity in wars abroad.

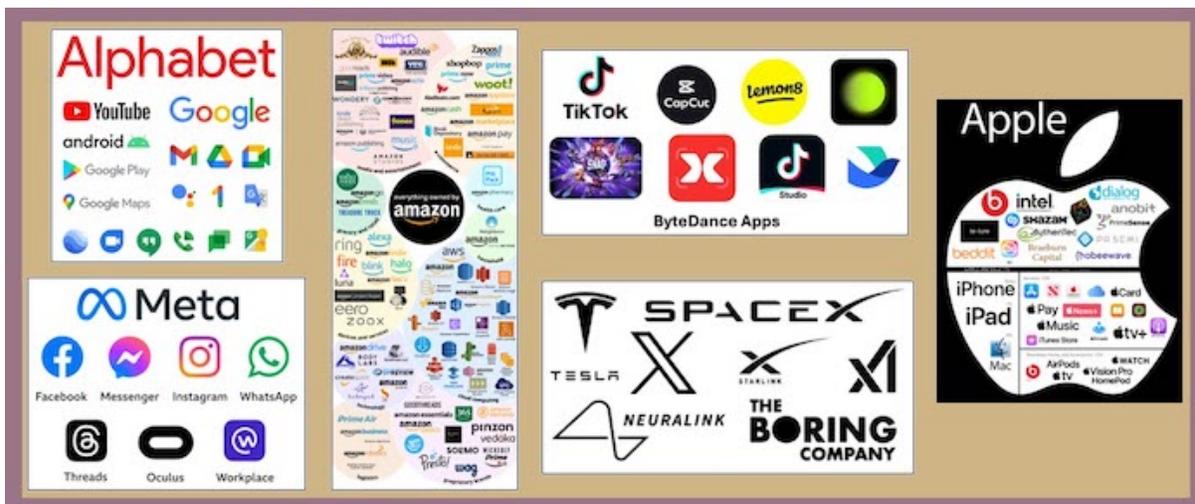
Summaries

Digital Freedom Map - Expanded

Function	Danger Zone (Avoid)	Freedom Route (Safer Alternative)
Social Media	Facebook, Instagram, X	Bluesky, Mastodon, Signal groups
Email	Gmail	ProtonMail, Tutanota (Big Tech alternative – Yahoo, AOL Outlook Microsoft)
Search Engines	Google	DuckDuckGo, Brave Search, (Big tech alternative (Bing))
Messaging Apps	WhatsApp, Facebook Messenger	Signal, Session, Element (Matrix), Telegram
Groups	Facebook Groups	Discord (Security issues + going public); Zulip (better, but no E2E encryption), Element Matrix (best but learning curve)
Video Meetings	Google Meet (<i>Teams and Zoom are safer but not ideal</i>)	Jitsi, Signal,
Web Browsers	Chrome, Safari	Brave, Firefox (hardened), torproject (Big tech alternative MS Edge)
Cloud Storage	Google Drive, iCloud (Apple)	Proton Drive, Tresorit
Phones	Android, iPhone (partial risk)	/e/ OS phones, GrapheneOS (advanced users)
Payments	Apple Pay, Google Pay, (<i>Lesser offenders: Venmo, PayPal</i>)	Cash, Crypto (privacy coins like Monero if careful), Local barter
Maps/Navigation	Google Maps, Waze, Apple maps	Organic Maps, OsmAnd
Video Hosting	YouTube (Google)	PeerTube, Odysee
Document Sharing	Google Docs	CryptPad, LibreOffice with encrypted email
Music	Apple Music, Amazon Music, Youtube	Spotify, Soundcloud, Bandcamp, Deezer
Transportation/ Food Delivery	Uber Eats	ChowNow, DoorDash, Local Restaurant website or phone

Table 6: Summary of Alternatives – Digital Freedom Map Expanded

Printable Reminder of Tech to Avoid



News, Media/Entertainment Networks

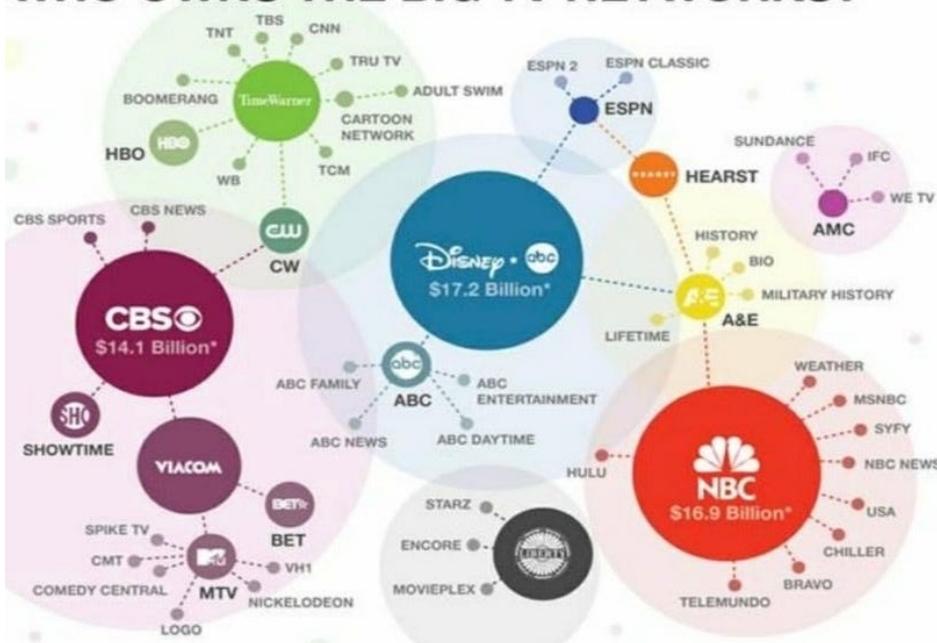
Entertainment/Media Conglomerates

People are being silenced on Networks that putting profit over people and truth. Here is a list of ones to cancel your subscriptions for and delete off your phone.

- **Walt Disney Co.** – ESPN, Hulu, Marvel, etc.
- **Paramount** - CBS, Showtime, Pluto TV
- **Warner Bros. Discovery** (CNN, HBO, DC)
- **Fox Corp.** (Fox News, Fox TV)



WHO OWNS THE BIG TV NETWORKS?



News, Reporting, Journalism Outlets

Cancel Subscriptions to:

- Washington Post (owned by Amazon)
- New York Times (normalizing authoritarianism and corporate corruption)
- Wall Street Journal (normalizing authoritarianism and corporate corruption)

In general, most mainstream news these days is corporate owned. This includes places like Bloomberg and Financial Times. Even if they report accurately, it's often framed in a way that misses important pieces of the puzzle that keeps us in the dark. An example would be the way climate change is discussed. Focusing on "risk" and technocratic solutions rather than on the actual devastation that's going to be experienced by the global south and mass migration we are already seeing now.

Mainstream, Widely Trusted Non-Profit / Public Service News

Some nonprofit sources of news are better options, though they can still be constrained.

- Associated Press (AP) - Independent, non-partisan news cooperative with global presence.
- Reuters - International news agency known for fact-based reporting (not nonprofit but highly trusted)
- NPR (National Public Radio) - U.S. nonprofit public radio network with careful editorial standards.
- The Guardian

Nonprofit & Investigative Journalism

These focus on in-depth reporting and public-interest journalism:

- **ProPublica** – Nonprofit investigative newsroom. [ProPublica](#)
- **FactCheck.org** – Nonprofit fact-checking project. [Berkeley Library Guides](#)
- **Institute for Nonprofit News (INN network)** – Network of hundreds of independent nonprofit outlets; includes many local outlets.

Other notables

- **Correctiv** – German-based nonprofit investigative newsroom.
- **OKO.press** – Polish nonprofit investigative site focused on transparency.

Independent News (Established, but more Opinionated or Niche)

These outlets are independent and often more willing to critique powerful institutions. Some blend reporting with commentary; use them with awareness of perspective.

- **The Intercept** – Nonprofit investigative site with a strong progressive stance.
- **Truthout** – Nonprofit focusing on social justice issues (explicit perspective).
- **Mediapart** – French independent online newspaper funded by reader subscriptions (nonprofit trust).

Small, may lean politically in one direction but deep investigative, independent of corporate ownership and strong supports of democracy and human rights.

- The Fair Observer
- Drop Site News
- The Lever

Evaluating News Sources for Bias and Accuracy

You can check bias and accuracy from a number of sites.

Accuracy/Fact Checking

- [Factcheck.org](#) - A website that examines the truthfulness of claims by US figures and institutions.
- [Politifact.com](#) - A fact-checking website that rates the truthfulness of political claims.
- [Snopes.com](#) - A website that debunks a variety of rumors, hoaxes, and misinformation.

For more Fact Checker sites, visit [UC Berkely List of Fact Checkers](#)

Bias/Comparisons

- [Ground.news](#) - A website that compares how different news media outlets cover the same story.
- [MediaBiasFactCheck.com](#) - A website that provides bias ratings for news media websites and performs fact checks.
- [All Sides](#) – Also provides range of news sources and compares their framing of the same event.

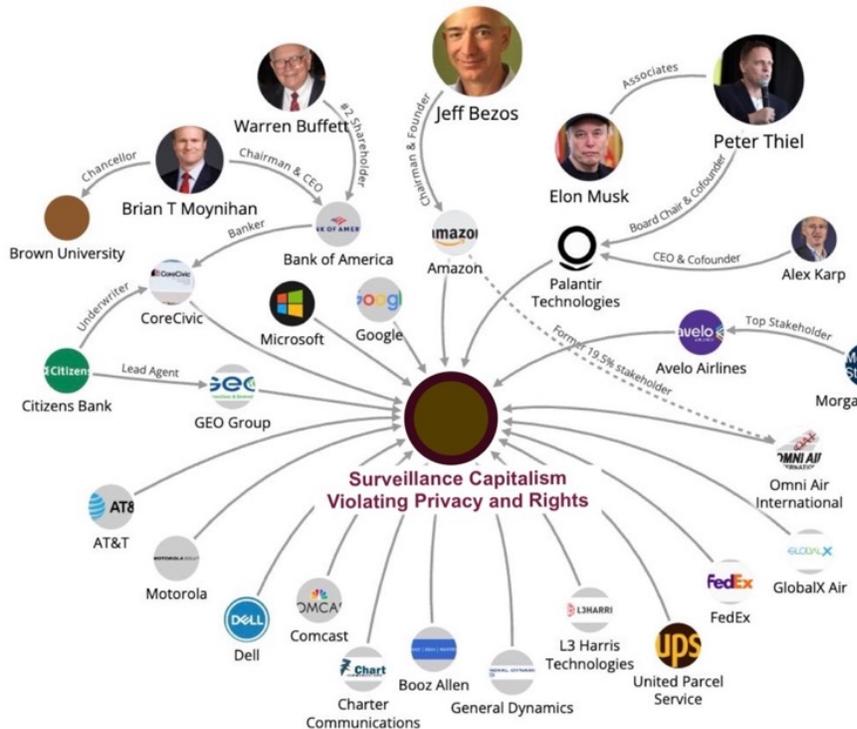
Additional Info

<https://www.humanrightsresearch.org/post/the-decline-of-mainstream-media-and-the-right-to-information>

Other Companies to Be Wary of

Companies Funding Surveillance and Privacy Abuses

These companies are actively engaging in human rights and privacy exploitation. Consider cutting ties with these organization.



Companies Complicit in Human Rights Violations

Most of the companies mentioned so far are considered monopolies complicit unlawful military, surveillance and genocides at home and abroad. Generally speaking, Big Tech, Media, Pharma, and Energy companies are some of the most complicity in human right violations, the dismantling of democracy and growing inequality. However, giant corporations, in general, are anathema for human survival.



Companies Rolling Back DEI

X ROLLED BACK DEI	✓ ALLIES OF DEI
Amazon	Costco
Walmart	BJ's Warehouse
Coca-Cola	Procter & Gamble
Target	Ben & Jerry
John Deere	Kroger (Harris Teeter)
Lowe's	Food Lion
Home Depot	Apple
McDonald's	Macy's
Nestle	Walgreens
General Mills	Trader Joe's
Ford	Publix
Disney	Wegmans
Pepsi	Delta
Toyota	Cisco
Nissan	Dollar General
Tractor Supply	Aldi
American Airlines	Dollar Tree
Starbucks	Lidl
Citigroup	Belk
Goldman Sachs	Nordstrom
Bank of America	JP Morgan
Wells Fargo	United Airlines
Google	Southwest Airlines
Meta	Hershey
Molson Coors	Ace Hardware
Harley-Davidson	Panera Bread

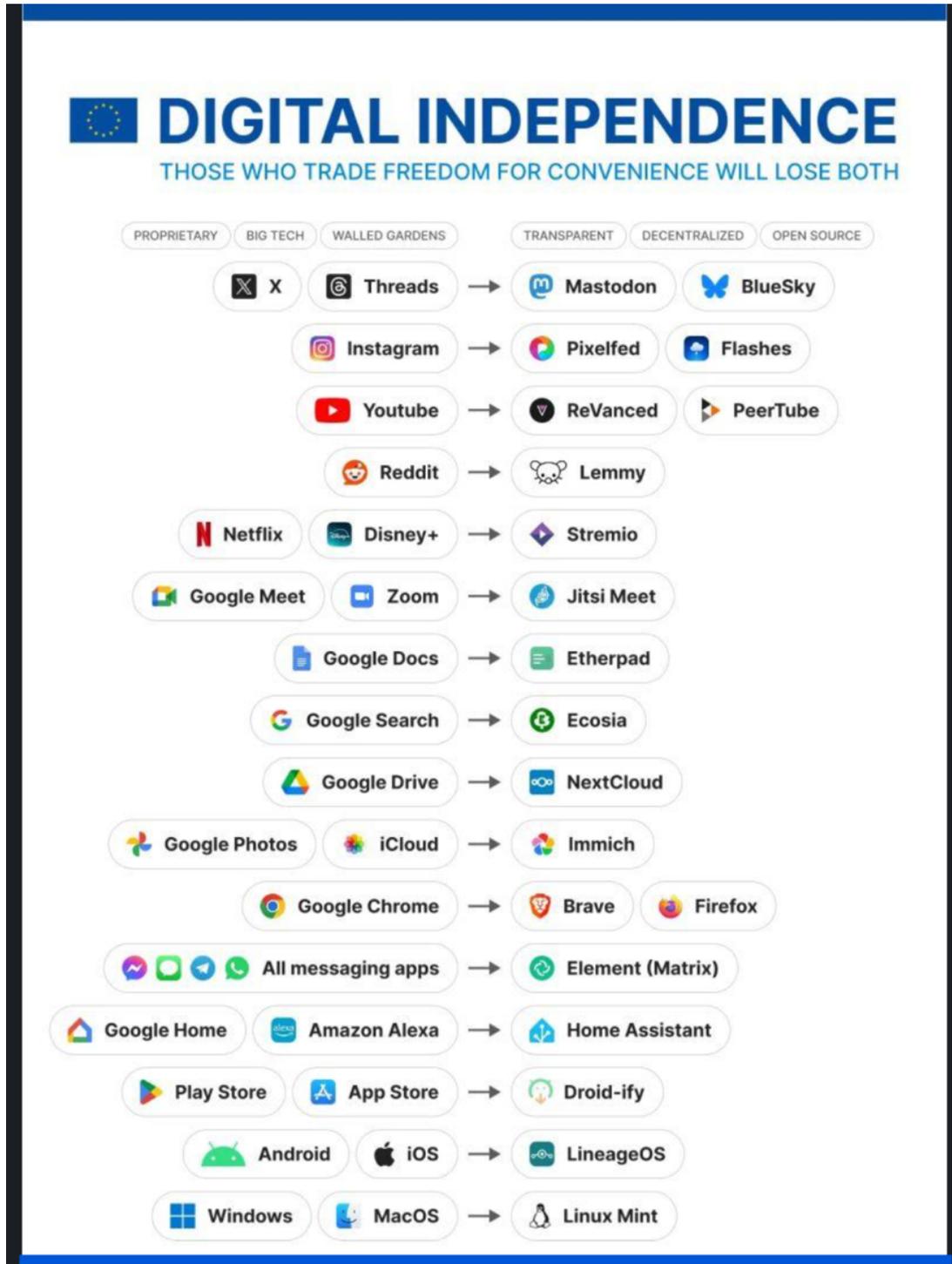
Resources, Guides, Tools and Articles

Tech Migration - Quick Guides:

Alternative Tech Reference Guide: EU Digital Independence Map

Additional resource of alternative tech (including some not listed in the above sections)

<https://lukakopajtic.com/independence/#about>



Alternative Tech Reference Guide: Defund Broligarchy Map

Defund Broligarchy's list of alt tech – a great quick reference guide to print out. It's quite aligned with the Digital Exodus, so many overlap with those listed in previous sections for the Big5, but there's also some that haven't been included yet in the Exodus Guide tables.

https://itsblueturn.com/defund_broligarchy/files/big_tech_replacements.pdf

Want to Break Free from Big Tech?

Tired of big tech companies collecting and selling your private data? Want to break out of the monopolies that keep us trapped and don't have our best interest in mind? Here are some FREE alternatives to try instead:

Chrome ➡ Brave, Opera, Ghost, Librewolf, Waterfox, Mullvad, Tor

Google ➡ DuckDuckGo, Startpage, Swisscows, Mojeek, Metager

Gmail/Yahoo Mail/Outlook ➡ Proton Mail, Tuta Mail, Mailfence

Google Drive ➡ Cryptpad, Proton Drive

Google Maps ➡ Organic Maps, HERE WeGo, Magic Earth, Apple Maps

WhatsApp ➡ Signal, Session

Facebook ➡ Minds, Diaspora

Instagram ➡ Pixelfed

X/Threads ➡ Mastodon, Bluesky

TikTok ➡ Loops, Skylight

YouTube ➡ Nebula, PeerTube

Spotify ➡ Freegal Music

Android OS/iOS ➡ Graphene OS, Lineage OS, Calyx OS

Windows/Mac OS ➡ Linux Mint, Ubuntu, Zorin OS, Pop! OS

Microsoft Office ➡ LibreOffice, OpenOffice

Adobe Photoshop ➡ GIMP

Digital Exodus - Quick Reference Guide

 Danger Zone BigTech, Big Media Monopolies	 Easy Moves More Ethical Companies but growing	 Most Independent Ethical Alternatives, but can take time to adjust
Facebook (Meta)	Replace FB Groups with Discord, Messenger with Signal	Minds, Diaspora Replace FB Groups with Zulip
TikTok	Pick Instagram over TikTok for now	Loops, Skylight
Instagram (Meta)	Upscrolled	PixelFed (Fediverse), Flashes, Skylight
X, Threads (Meta)	BlueSky	Mastadon
WhatsApp (Meta)	Signal	Session, Matrix
Youtube (Google)	Odysee	PeerTube (Fediverse), Nubula, ReVanced
Gmail (Google)	Yahoo, AOL (Proton is an easy switch too)	ProtonMail, Tutanota, Mailbox
Google Search	Yahoo Search, Startpage, DuckDuckGo	Swisscows, Mojeek, Metager, Ecosia
Chrome Browser (Google)	Firefox	Brave, Opera, LibreWolf, Waterfox, Mullvad, Tor, Epic
Google Maps	Apple Maps (<i>better privacy, ok for transition app</i>), Mapquest	Organic Maps, HERE WeGo, Magic Earth, OsmAnd, actual paper maps
Google Drive	ProtonDrive	Nextcloud, Cryptpad, Tresorit
Google Docs	ProtonDrive (<i>edits Text docs, but not Excel</i>)	Zoho, Etherpad, Nextcloud, Cryptpad
Music: Apple/Youtube Amazon/Spotify	Pandora, Tidal, Deezer, SoundCloud	Freemusic, BandCamp
TV: Disney, Hulu, Apple, CBS Paramount	Netflix, PBS	Stremio, Kanopy, Public Library
Shopping: Amazon, Whole Foods, Facebook Marketplace	Online: Instacart, Chewy, Ebay, Barnes & Noble, Thriftbooks, Bookshop.org, Wayfair, WorldMarket, REI, Patagonia, VitaCost, Craigslist, Etsy In person: Costco, Trader Joes, Library, Local stores, farmers markets	
News: NY Times, WSJ, LA Times, WashPost	The Guardian, The Atlantic, Financial Times, Wired	Mo-Me, Drop Site News, GoundNews, The Ink, Intercept, The Lever, Status Kuo, The Citizens

Additional Resources & Organizations for Tech & Media Sovereignty

Alternatives – Resources, Guides, Paths to Independence

- **Rebel Tech Alliance:** Offers in depth education on Big Tech, Surveillance Capitalism and *additional alternatives*, expanding on what is included in this guidebook:
<https://www.rebeltechalliance.org>
 - Threaded chat alternatives: <https://www.rebeltechalliance.org/threadedchat.html>
 - Education on capitalism & tech: <https://www.rebeltechalliance.org/resources.html>
- **Defund Broligarchy:** User-friendly resource with quick tips on moving off BigTech. It is very aligned with the Digital Exodus, and has some additional options.
 - https://itsblueturn.com/defund_broligarchy/index.html
 - https://itsblueturn.com/defund_broligarchy/files/big_tech_replacements.pdf
- **Media Revolution** – A media movement committed to disrupting the narratives in traditional social and mainstream media, as a pathway to creating lasting societal change. www.mediarevolution.org
- **Purchase With Purpose** – This BlueSky account has excellent visuals for alternatives to the whole Gamut of tech tools - Google, File Storage, Music Streaming, Search Engines, Emails, Audio Books, Photo Management and more.
 - <https://bsky.app/profile/purchase-w-purpose.bsky.social>
- **Punch Up Press- Disengage:** Excellent resource aligned with Digital Exodus, with a focus on a “Big 4” (Google, Amazon, Apple, Microsoft) and expands on tips for safety and security around privacy policies, photo sharing and more.
 - **Main:** <https://www.punchinguppress.com/post/disengage-from-the-internet>
 - **Full PDF Guide:** [Disengage from BigTech](#)
- **Guide to Tech Independence:** Advanced guide to open-source tech independence: <https://sive.rs/ti>
- **FUTO.org:** A nonprofit organization dedicated to reclaiming individual and community sovereignty from Big Tech monopolies by funding and building open-source, user-empowering technologies. See their curated alt-tech list of open-source, privacy- first tools: <https://futo.org/>
- **Roots of Change** – A great source for activism, events and Cyber Protection Resources <https://rootschangeagency.notion.site/activist-resources>
- **Amnesty** – “Breaking Up with Big Tech: A Human Rights-Based Argument for Tackling Big Tech’s Market Power” <https://www.amnesty.org/en/wp-content/uploads/2025/08/POL3002262025ENGLISH.pdf>

Privacy and Security

- **Exodus Privacy:** This Tool assesses the privacy concerns for any apps: <https://exodus-privacy.eu.org/en/>
- **Unbreaking:** the Data Security page of this website discusses US data security issues and documents a timeline starting in late 2024 where the corporations and states started merging data and tracking without consent: <https://unbreaking.org/issues/data-security/>
- **Privacy Packs.** – Website listing more secure alternatives to Google App: <https://privacypack.org>
- **Data Security Self-Defense:** Instructions for how to secure your phone and app: <https://ssd.eff.org>
 - Create strong passwords: <https://ssd.eff.org/module/creating-strong-passwords>
- **Mozilla Foundation Privacy Info:** <https://www.mozillafoundation.org/en/privacynotincluded/>
 - AI Privacy - [Chatbot Privacy](#)
- **Wired Guide to Protecting Yourself:** Suggestions for secure platforms and how to increase privacy settings. (Nov 12, 2024) <https://www.wired.com/story/the-wired-guide-to-protecting-yourself-from-government-surveillance/>

Tech News and Updates

- **The Citizens:** Weekly reporting on the harms of Big Tech: <https://the-citizens.com/>
 - Resources for Fighting back against techno-authoritarianism: <https://the-citizens.com/2025/03/freaked-out-start-here/>

Big Media – Fact Checking and Accuracy Sites

- [Factcheck.org](https://factcheck.org) - A website that examines the truthfulness of claims by US figures and institutions.
- [Politifact.com](https://politifact.com) - A fact-checking website that rates the truthfulness of political claims.
- [Snopes.com](https://snopes.com) - A website that debunks a variety of rumors, hoaxes, and misinformation.

For more Fact Checker sites, visit [UC Berkely List of Fact Checkers](#)

Big Media Bias/Comparisons

- [Ground.news](https://ground.news) - A website that compares how different news media outlets cover the same story.
- [MediaBiasFactCheck.com](https://mediabiasfactcheck.com) - A website that provides bias ratings for news media websites and performs fact checks.
- [All Sides](#) – Also provides range of news sources and compares their framing of the same event.

Additional Info

<https://www.humanrightsresearch.org/post/the-decline-of-mainstream-media-and-the-right-to-information>

Beyond Tech: Resistance Movements

- [General Strike US](#)
- [50501 Movement](#)
 - [50501 NY – April Substack Article](#) - Contains a great list of references
- [The People’s Think Tank](#)
- [Build the Resistance](#)
- [Choose Democracy: What you can do to fight this coup:](#)
 - [Boycott Central \(calendar and tracker\)](#)
- [Indivisible: Practical Guide to Democracy on the Brink](#)
- [Fighting Back: A Citizen's Guide to Resistance](#)

Beyond Tech - Misc

- [Good Unite Us](#) – allows you to search a brand’s political donations and ethics reviews.
- [The Firewall Network](#) – Support for defending democratic values within employment settings.

Articles

On Tech Sovereignty

- [European Parliament Lays Groundwork for Democratic & Sovereign Digital Infrastructure](#): People vs Big Tech urges the EU to build a people-first digital future (People vs. BigTech, June 5, 2025)
- [Becoming a Digital Expat](#): Calls for a digital expat movement being necessary for increased privacy and sovereignty. (*Wired*, March 21, 2025)
- [Reclaiming the Digital Space](#): A great summary of the online ecosystem and its history, along with a list of *additional open-source social media options*. (Jan 29, 2025)
- [Data Grab: The New Colonialism of Big Tech and How to Fight Back](#) (Book): A compelling argument that the extractive practices of today's tech giants are the continuation of colonialism—and a crucial guide to collective resistance. (2024)

On the Digital Coup and Technofeudalism

- [Larry Ellison Is a Shadow President in Donald Trumps America](#) - The Ellison family is cornering the market on attention and data the same way the Vanderbilts did railroads and the Rockefellers did oil. (*Wired*, Sept 24, 2025)
- [Trump is Only a Symptom: The Crisis that America Can't Change at the Ballot Box](#) (The Yale Review, Sept. 8. 2025)
- [Border Patrol Wants Advanced AI to Spy on American Cities](#) – A US Border Patrol asks for drones, seismic sensors and tech that can see through walls. (*Intercept* July 23, 2025)
- [Trump's Washington Is a Technofascist Fantasy](#)—With or Without Musk: Trump and the Silicon Valley right realized they both had a common adversary: democracy. (*Mother Jones*, June 2025)
- [Far Right Agenda Behind the Facial Recognition Tech Used by ICE and the FBI](#) - Thousands of newly obtained documents show that Clearview AI's founders always intended to target immigrants and the political left. (*Mother Jones*, May/June 2025)
- [This Ticking Clock on America Freedom](#) – It's later than you think, but not too late. A warning from Nobel prize winner, Maria Ressa, (*Atlantic*, April 22, 2025)
- [This is what a Digital Coup Looks like](#): Carole Calladwaddr on the Digital Coup (*17 min TED Talk*, April 9, 2025)
- [Mozilla Calls for Action to Stop Surveillance Firm's Data Scraping](#) (*March 26, 2025 Cyber Insider*)
- [Musk's Digital Coup](#): DOGE infiltrated dozens of federal agencies, pushed out tens of thousands of workers, and siphoned millions of people's data. (*Wired*, March 13 2025)
- [The Rise of America's Broligarchy and What to Do About It](#) (*Time*, Feb 12, 2025) (Brennan Center for Justice analysis: [here](#))
- [The Broligarchs have a Vision for the New Trump Term](#). It's darker than you think - The real reason Musk, Zuckerberg, and Bezos are supporting Trump. (*Vox*, Jan. 20, 2025)
- [Signal President Meredith Whittaker on Tech Monopolies](#): A new model for independent tech (Nov 27. 2024)
- [Welcome to the Age of Techno-feudalism](#): About capitalism being over and replaced with techno-feudalism. (*Wired*, April 9, 2024)
- [Survival of the Richest](#) (article that became a book)

On Social Media, AI and Mental Health / Impacts on Children

- [How Tech and AI Ignore Children's Rights](#), Summary of interview with Prof. Sara Grimes (CEO-R, Feb 3, 2025)
- [The Metaverse: A New Virtual World that Can Breed Child Abuse](#) – SCA, April 5, 2023
- [Misogyny in the metaverse: is Mark Zuckerberg's dream world a no-go area for women?](#) (Guardian, June 2025)
- [Can't Look Away](#) – Documentary about Social Media and Mental Health (2025)

On Media Sovereignty

- [The Decline of Mainstream Media and the Right to Information](#), Human Rights Research Center (Jun 11, 2025)

On Resistance

- [It's Even Worse Than You Think But There's Still Hope](#) – a great overview of the forces at play, resistance movements, resources and how to get involved (*50501 NY, April 2025*)

On Climate Change Urgency

- [WWF Living Planet 2024](#) - "It is no exaggeration to say that what happens in the next 5 years will determine the future of life on earth." (*WWF, 2024*)
- [UK Actuarial Report](#): Climate scenario risks (*2024*)
- [Wall Street Is Rewriting its Energy Sector Playbook](#) (*Bloomberg, April 1, 2025*)
- [Climate Finance in Pivotal Moment](#): Scientists have concluded it's nearly certain we're in the midst of a 20-year period where the Earth breaches 1.5C, and the UN warned we're on course for a catastrophic outcome for billions of people. (*Bloomberg, 2025*)
- [The Guardian - Climate Crisis on track to destroy capitalism](#) "Action urgently needed to save the conditions under which markets – and civilisation itself – can operate, says senior Allianz figure (*The Guardian, April 3, 2025*)

Miscellaneous

- [Stay Safe out There](#) – The Citizens (Jun. 13, 2025)
- [Chris Hedges Report](#) – Christ Hedges Report (April 2025)
- [The Butterfly Revolution, Project 2025](#) – The Contrarian's Corner (March 6, 2025)
- [The Plot Against America](#) – Notes from the Circus (Feb. 8, 2025)
- [The Butterfly Revolution: America is Being Stolen](#) – Paddy Murphy (Feb. 2, 2025)
- [The New Apostolic Reformation](#) – The Atlantic (January 9, 2025)
- [Dark Gothic Maga and the Tech Billionaires](#) – Blonde Politics (Nov. 13, 2024)

TAKE THE
POWER BACK

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