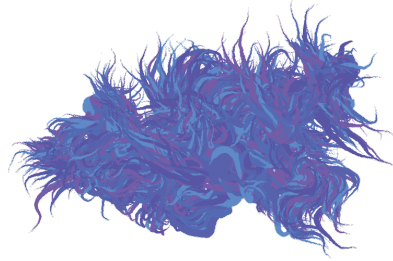


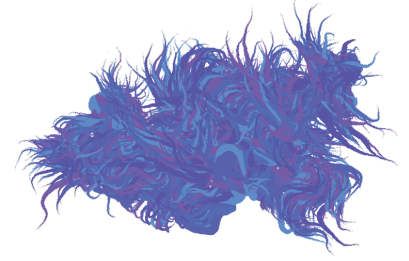
Human impacts

## Physical safety



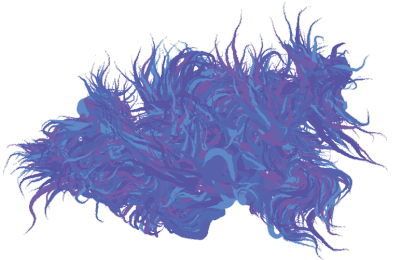
Human impacts

## Societal wellbeing



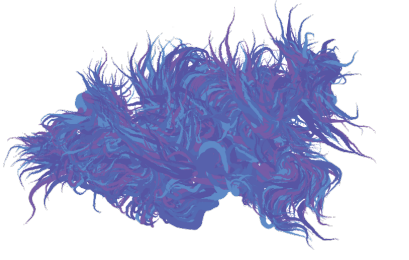
Human impacts

## Biosphere



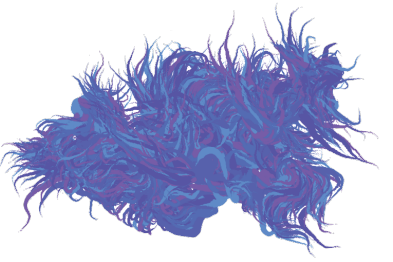
Human impacts

## Financial wellbeing



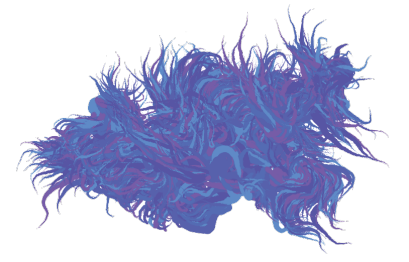
Human impacts

## Emotional wellbeing



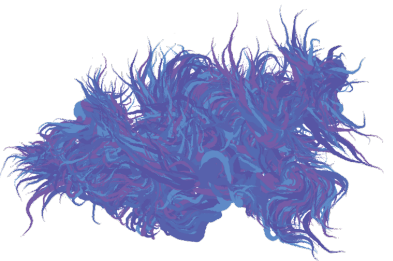
Human impacts

## Unusual impacts



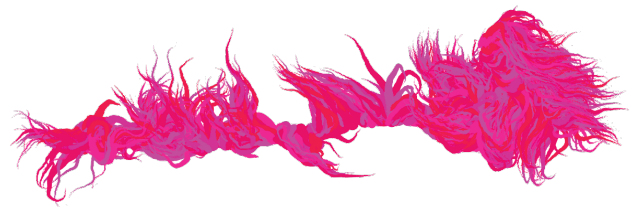
Human impacts

## Personal data



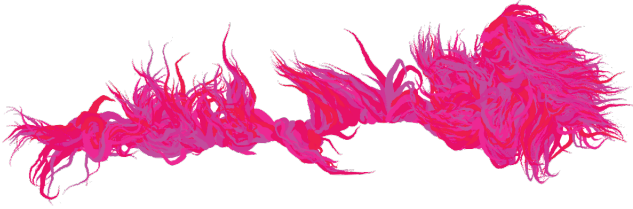
Adversary motivations

**They need to feed a  
desire, an obsession**



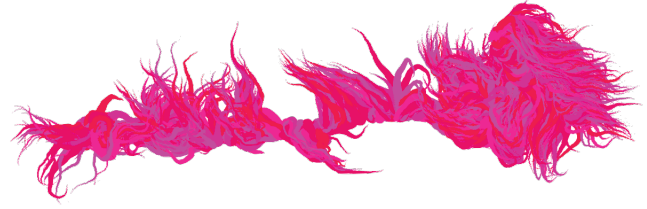
Adversary motivations

**They need money**



Adversary motivations

**They need to save time  
or effort**



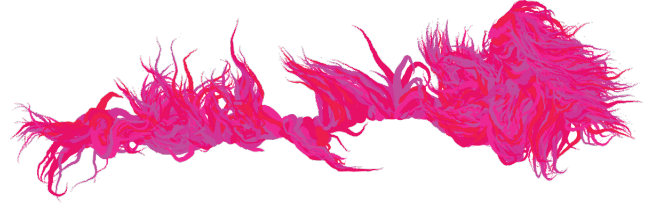
Adversary motivations

**They need to influence  
politics**



Adversary motivations

**They are coping with  
scarcity**



Adversary motivations

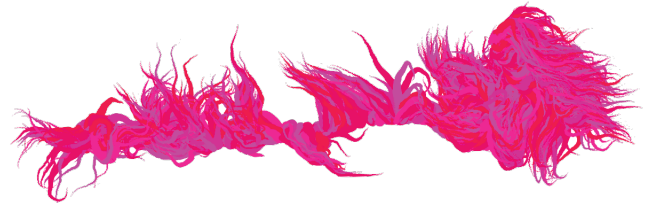
**They are incompetent**

They didn't mean to. They didn't understand  
the consequences.



Adversary motivations

**They are coping with  
scarcity**



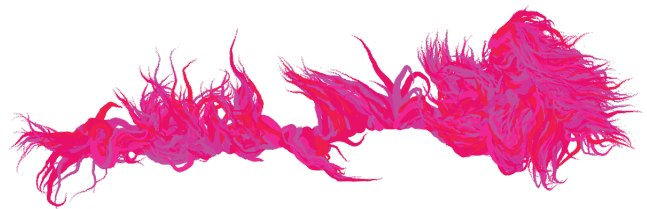
Adversary motivations

**They are coping with  
grief or loss**



Adversary motivations

**They have an unusual  
motivation...**



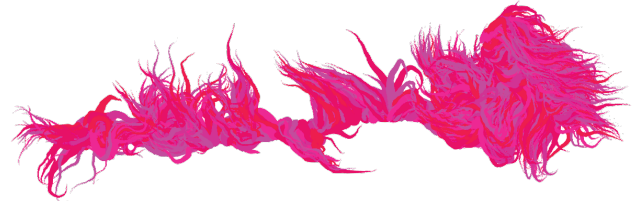
Adversary motivations

**They need an advantage  
in diplomacy or war**



Adversary motivations

**They need to further  
their ideology**



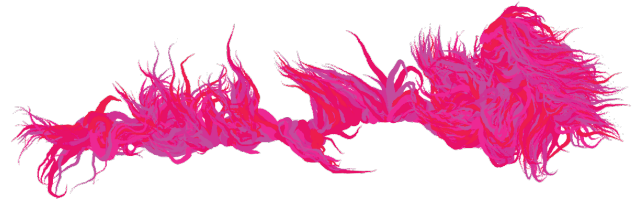
Adversary motivations

**They need to promote  
themselves**



Adversary motivations

**They need revenge**



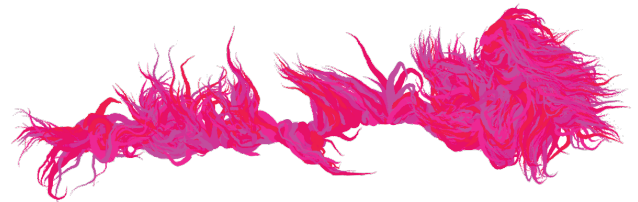
Adversary motivations

**They are curious, they  
are bored**



Adversary motivations

**They need to further a  
religious agenda**



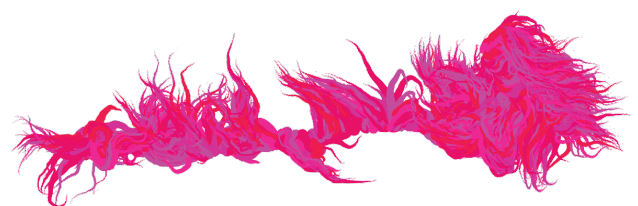
Adversary motivations

**They need something  
more convenient**



Adversary motivations

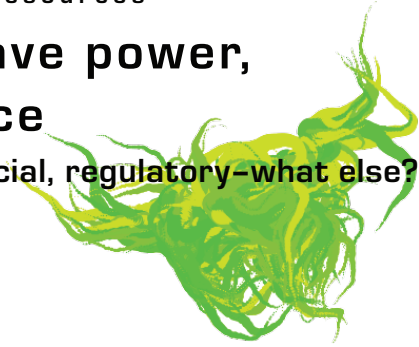
**They need to protect  
themselves**



Adversary resources

**They have power, influence**

Political, social, regulatory—what else?



Adversary resources

**They live in tomorrow's world**



Adversary resources

**They have inside access, inside capabilities**



Adversary resources

**They are an expert**

...in what you do, in what your clients or users do—what else?



Adversary resources

**They have inside knowledge**



Adversary resources

**They have time**



Adversary resources

**They are above the law, or beyond its reach**



Adversary resources

**They have the right**  
Maps, lists, blueprints, the right database—what else?



Adversary resources

**They have money**



Adversary resources

**They have an unusual resource....**

**A private eye, a lover, a room with a view—what else?**

