

Location
Czech Republic, Europe

Users
Customers of stores that operate loyalty card programs

Maintained by
Andreas Gajdošík

Duration
2025 - ongoing

Category
politics, economy

Nr. and Title

⋃ 294

NoneCard

Initiator(s)
Andreas Gajdošík

Description
NoneCard is an internet art application for sharing customer cards. An artist, his friends, and random people on the internet share and use these customer cards to obtain discounts while keeping their data obfuscated. As a result of this "identity mixing", a shared data identity is created in the databases of shops and corporations, and a digital subject that is completely misleading and worthless is generated.
Anyone on the internet can view the cards that have been added to the database and thus take advantage of “club” or customer discounts without compromising their digital footprint. At the same time, anyone can share their customer cards and thereby obfuscate their existing digital footprint.
The project is open source and can be replicated in other geopolitical contexts by other groups or individuals. Users can also contact the administrators to request new features, which are gradually added based on user feedback as well as on the types of cards, the countries they come from, and the number of cards uploaded.
In accordance with permacomputing principles, the project’s visual design is intentionally kept in an extremely minimalist “smolweb” style to conserve user data and computing power.

Goals
The goal of the project is to provide people with access to fair prices while shielding them from data surveillance, thereby overcoming a situation in which those who refuse to submit to surveillance through a loyalty card are often subjected to absurdly high prices.

Beneficial outcomes
Users can choose one of many loyalty cards, so they neither have to pay more nor share their personal information.

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