

FUMAN.ORG

AI-first Commerce Public-Interest Policy

AI-first Commerce Initiative

Future Human Foundation

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Scope	Public-facing education, research, convening, and charitable public-interest work only
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Fuman.org AI-first Commerce Public-Interest Policy

Legal entity	Future Human Foundation
Public-facing name	Fuman.org
Initiative	AI-first Commerce Initiative

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*In this policy, “**the Foundation**” means **Future Human Foundation**, operating publicly through **Fuman.org**.*

1. Purpose

This policy establishes the principles, scope, permitted activities, resource-use rules, governance safeguards, and future direction for the **AI-first Commerce Initiative**, a public-interest program of **Future Human Foundation**, operating publicly through **Fuman.org**.

For the Foundation, AI-first Commerce is to be developed as a **public-interest field of education, research, and responsible innovation**. The work may define, explain, publish, teach, convene, and promote public understanding of the concept, but it must not be structured as commercial category ownership, private business development, vendor promotion, or a funding vehicle for any private party.

This policy is intended to be added to the AI-first Commerce project as a standing governance file. It should guide public articles, reports, research agendas, university collaborations, events, grant proposals, donor communications, and public educational resources.

1.1 Legal identity and public name

The **AI-first Commerce Initiative** is a program of **Future Human Foundation**. **Fuman.org** is the Foundation's public-facing name and website identity. All contracts, grant applications, donation receipts, board resolutions, partnership agreements, banking activities, and other legal or regulatory records related to the initiative must use the legal name **Future Human Foundation**, while public communications may use **Fuman.org** where appropriate.

This document is an internal governance and operating policy. It is not legal or tax advice. Future Human Foundation should obtain Canadian charity-law, tax, and governance review before adopting this policy formally, accepting restricted funding, entering material partnerships, issuing donation receipts in sponsorship situations, conducting human-participant research, or making grants to non-qualified donees.

2. Policy Statement

Fuman.org may carry out public-facing AI-first Commerce work when the work:

1. advances Fuman.org's charitable purposes, especially public education and research;

2. provides a tangible public benefit or benefits a sufficient section of the public;
3. is evidence-based, educational, accessible, and publicly disseminated;
4. avoids unacceptable private benefit to any individual, company, sponsor, founder, donor, director, partner, or related entity;
5. maintains independence from commercial vendors, political parties, and private business interests;
6. uses charitable resources only for charitable public-interest activities; and
7. is documented through appropriate records, approvals, budgets, agreements, and public outputs.

The Foundation's public position should be:

Future Human Foundation, through Fuman.org and the AI-first Commerce Initiative, advances public education and research on AI-first Commerce: how artificial intelligence is reshaping commerce, consumer decision-making, trust, market participation, digital literacy, small-business readiness, and responsible innovation.

The Foundation should avoid external language suggesting that the charity exists to "own," "dominate," "commercialize," or "capture" the AI-first Commerce market.

3. Scope

3.1 In scope

This policy applies to all Fuman.org public-interest activities related to AI-first Commerce, including:

- public educational articles, explainers, reports, newsletters, videos, and website content;
- open frameworks, glossaries, diagrams, curricula, and teaching materials;
- public-interest research and research dissemination;
- university, school, nonprofit, public-sector, and community collaborations;
- public workshops, webinars, roundtables, panels, conferences, and briefings;
- youth, student, educator, consumer, small-business, and workforce education programs;
- responsible innovation principles, public-interest frameworks, and policy-neutral educational resources;
- grant-funded or donation-funded public education and research projects;
- public communication, media outreach, and knowledge dissemination related to the charitable work.

3.2 Out of scope

This policy does not authorize or govern:

- private consulting, commercial advisory, implementation services, or client-specific work;
- proprietary diagnostics, certifications, ratings, paid standards, or commercial products;
- vendor endorsements, pay-to-play rankings, or sponsored conclusions;
- private business development, sales funnels, lead generation, or marketing for any company;
- exclusive licensing of Fuman.org research or frameworks to a private party;
- any activity whose primary purpose is to benefit a named individual, private company, sponsor, professional group, or related entity.

Any commercial activity, if pursued by any separate organization, must remain outside Fuman.org and must not use Fuman.org charitable resources, charitable status, donor funds, grant funds, official receipts, research independence, mailing lists, staff time, public trust, or intellectual property in a way that creates unacceptable private benefit.

4. Definitions

AI-first Commerce

AI-first Commerce is the stage in the evolution of commerce in which artificial intelligence becomes a primary intermediary between buyers and businesses, participating in product discovery, evaluation, recommendation, decision support, trust formation, and, increasingly, transaction execution.

Public-interest AI-first Commerce work

Public-interest AI-first Commerce work means educational, research, convening, and responsible-innovation activities that help the public, students, educators, consumers, small businesses, policymakers, researchers, and institutions understand how AI-mediated commerce affects society, markets, trust, access, literacy, and participation.

Charitable resources

Charitable resources include all funds, grants, donations, donor-receipted gifts, staff time, volunteer time, intellectual property, research materials, datasets, technology infrastructure, mailing lists, brand assets, websites, event platforms, and other assets held or controlled by Fuman.org.

Public output

A public output is a publication, report, framework, dataset, educational module, recorded briefing, article, curriculum, event summary, public webpage, or other resource that is made broadly available in a reasonable, accessible, and non-discriminatory way.

Private benefit

Private benefit means a benefit to an individual, company, sponsor, donor, director, founder, related entity, or private group. Any private benefit arising from Fuman.org's AI-first Commerce work must be incidental, necessary, reasonable, and proportionate to the public benefit.

5. Public-Interest Framing

Fuman.org should frame AI-first Commerce as a societal and educational field, not as a commercial product category.

Approved framing

Fuman.org may describe the initiative as:

A public education and research initiative studying how artificial intelligence is reshaping commerce, consumer decision-making, trust, market access, small-business readiness, digital literacy, and responsible innovation.

Fuman.org may use language such as:

- public education on AI-mediated commerce;
- open research on AI-first Commerce and society;
- responsible innovation in AI-mediated markets;
- consumer trust, transparency, and digital literacy;
- youth and workforce readiness for AI-shaped markets;

- small-business education for AI-mediated product discovery;
- public-interest frameworks for machine trust, recommendation readiness, and AI-mediated commerce.

Language to avoid

Fuman.org should not use language such as:

- "Fuman owns the AI-first Commerce market";
- "Fuman is building a commercial category for private monetization";
- "Fuman helps brands win AI-first Commerce";
- "Fuman's charity work generates leads for commercial services";
- "Fuman is the nonprofit arm for accessing grants for a business strategy";
- "Sponsors get preferred positioning, certification, endorsement, or guaranteed inclusion";
- "Hire our related business to become AI-first Commerce ready."

6. Mandate to Work on AI-first Commerce

Fuman.org may define, publish, teach, and promote public understanding of AI-first Commerce when doing so furthers public education, charitable research, and responsible innovation.

This mandate includes the right to:

8. develop public definitions, frameworks, and terminology;
9. publish public articles, reports, white papers, and educational materials;
10. convene public and cross-sector discussions;
11. educate students, consumers, small businesses, educators, policymakers, researchers, and the general public;
12. collaborate with universities, schools, nonprofits, public-sector bodies, and responsible industry participants;
13. seek charitable grants, donations, and support for eligible public-interest work;
14. create open resources that help society understand AI-mediated commerce; and
15. maintain a public knowledge hub on Fuman.org.

This mandate does not give Fuman.org authority to conduct commercial business, provide private consulting, sell vendor influence, endorse commercial products, or provide an exclusive advantage to any private party.

7. Future Direction: AI-first Commerce Initiative

Future Human Foundation should organize this work as the following public-facing initiative:

AI-first Commerce Initiative

Suggested public subtitle:

Public education and research on how artificial intelligence is reshaping commerce, trust, consumer decision-making, and market participation.

7.1 Long-term direction

The initiative should build a public body of knowledge around:

- the transition from search-first commerce to AI-mediated commerce;
- AI systems as intermediaries in product discovery, evaluation, recommendation, trust, and purchasing;
- public literacy and education around AI-mediated commercial decisions;
- consumer protection, trust, transparency, accessibility, privacy, and accountability;
- small-business and community readiness for AI-mediated markets;
- the future of work, entrepreneurship, and digital participation;
- responsible innovation and governance for AI-shaped markets.

7.2 Program pillars

Fuman.org should develop the initiative through six program pillars.

Pillar 1: Public Education

Public explainers, articles, newsletters, glossaries, videos, and workshops that help non-specialist audiences understand AI-first Commerce.

Pillar 2: Open Research

Research reports, issue briefs, market maps, foresight studies, and evidence reviews that improve public understanding and are made publicly available.

Pillar 3: Youth and Workforce Readiness

Educational resources, curricula, and programs for students, young entrepreneurs, educators, professionals, and communities preparing for AI-mediated markets.

Pillar 4: Consumer and Small-Business Literacy

Accessible resources that help consumers and small businesses understand AI-mediated discovery, recommendations, data, trust signals, platform changes, and digital market participation.

Pillar 5: Responsible Innovation

Public frameworks and convenings on transparency, fairness, privacy, accessibility, consumer control, accountability, machine trust, and safe deployment of AI-mediated commerce systems.

Pillar 6: Convening and Collaboration

University partnerships, public roundtables, expert briefings, community events, and cross-sector discussions that are educational, evidence-based, and public-interest oriented.

8. Core Principles

8.1 Charitable purpose first

Every AI-first Commerce activity must further Fuman.org's charitable purposes. A project should not proceed if its primary purpose is commercial, private, political-party, reputational, or unrelated to charitable public education or research.

8.2 Public benefit

Activities must provide a tangible public benefit or benefit a sufficient section of the public, such as students, educators, consumers, small businesses, community organizations, policymakers, or researchers.

8.3 Open knowledge default

Fuman.org should make AI-first Commerce outputs public by default. Public outputs should be accessible, searchable, citation-friendly, and available on reasonable terms.

8.4 Research integrity

Research must be evidence-based, methodologically defensible, transparent about sources and assumptions, and not predetermined to promote a commercial sponsor or related party.

8.5 Vendor neutrality

Fuman.org may study vendors, platforms, and industry developments as public-interest evidence. Fuman.org must not endorse vendors, sell influence, or let sponsors control research questions, conclusions, rankings, or public recommendations.

8.6 No unacceptable private benefit

Fuman.org resources must not be used to create a non-incidental private benefit. Any private benefit must be necessary, reasonable, proportionate, and subordinate to the public benefit.

8.7 Independence from commercial activity

Fuman.org must remain independent from commercial implementation, consulting, advisory, sales, and private client work. Public-interest research may inform the public and may be used by anyone under applicable public-use terms, but Fuman.org must not operate as a commercial lead-generation or client-acquisition vehicle.

8.8 Transparency

Fuman.org should disclose material funders, sponsors, contributors, conflicts of interest, methodology limitations, and partner roles for major AI-first Commerce outputs.

8.9 Accessibility and inclusion

Educational outputs should be written in clear language, designed for accessibility, and made available to broad audiences. Fees, registration barriers, or technical formats should not unduly exclude public beneficiaries.

8.10 Nonpartisanship

Fuman.org may engage in public policy dialogue and education that furthers its charitable purposes, but it must not directly or indirectly support or oppose any political party or candidate for public office.

8.11 Privacy, ethics, and safety

Projects involving personal information, interviews, surveys, youth, students, small businesses, or human participants must use appropriate privacy, consent, data protection, and ethics practices.

8.12 Documentation and accountability

Activities must be documented through project briefs, budgets, approvals, funding records, donor and sponsor records, conflict disclosures, research files, partner agreements, publication archives, and evaluation notes.

9. Permitted Activities

Fuman.org may use charitable resources for AI-first Commerce activities such as:

9.1 Public education

- public articles and explainers;
- newsletters and public briefings;
- videos, podcasts, webinars, and presentations;
- workshops for students, educators, consumers, small businesses, community organizations, and the general public;
- glossaries and learning guides;
- curriculum materials and teaching resources.

9.2 Research and knowledge development

- public research reports and white papers;
- foresight and scenario reports;
- literature reviews and evidence reviews;
- public-interest market maps;
- open frameworks such as the AI-first Commerce framework, the Machine Trust Stack, and Recommendation Readiness;
- public datasets and research appendices, where privacy and rights allow;
- public surveys, interviews, and case studies conducted with appropriate consent and ethics review.

9.3 Convening

- public roundtables;
- expert panels;
- university and student events;
- community education sessions;
- responsible innovation forums;
- public briefings on emerging AI-commerce developments.

9.4 University and research partnerships

- research collaborations with qualified donees, universities, schools, nonprofits, public-sector bodies, and appropriate non-qualified donees;
- student research opportunities;
- public research fellowships or scholarships if consistent with Fuman.org's purposes and properly administered;
- co-authored public reports and open educational materials.

9.5 Public-interest tools and resources

- public checklists;
- educational maturity models;
- non-commercial self-assessment tools;
- open diagrams and templates;
- public glossaries and citation resources;

- accessibility and translation of public materials.

9.6 Public policy dialogue and responsible innovation

- nonpartisan educational work on transparency, consumer protection, market access, digital literacy, privacy, responsible AI, and trust;
- submissions, presentations, or public comments to government bodies when they further Fuman.org's charitable purposes and remain nonpartisan;
- public education on policy issues without supporting or opposing parties or candidates.

10. Restricted and Prohibited Activities

Fuman.org must not use charitable resources for the following AI-first Commerce activities unless the activity is independently reviewed and confirmed to comply with charity law, this policy, Fuman.org's governing documents, and board-approved controls.

10.1 Prohibited unless separately approved as charitable and compliant

- paid consulting or commercial advisory services;
- enterprise implementation work;
- private client diagnostics;
- proprietary reports created primarily for one funder, sponsor, company, or client;
- fee-based certifications, ratings, audits, or endorsements;
- vendor rankings tied to sponsorship or payment;
- exclusive sponsor access to research conclusions before public release, except for reasonable factual review;
- transferring Fuman.org assets, data, funds, or IP to a private party for below fair market value;
- using Fuman.org events or publications primarily to generate leads for a private company;
- using Fuman.org donor funds, grants, or staff to build commercial products or services;
- issuing donation receipts where the donor receives an unvalued or excessive advantage;
- allowing another organization to issue receipts or solicit donations using Fuman.org's registration number;
- directly or indirectly supporting or opposing a political party or candidate.

10.2 Always prohibited under this policy

- pay-to-play research conclusions;
- sponsor-controlled editorial outcomes;
- misleading public claims about independence;
- charitable funds used for private business development;
- exclusive private ownership of Fuman.org-created public-interest frameworks;
- activities that mainly benefit a named individual, company, professional association, sponsor, donor, director, founder, or related entity;
- activities that materially compromise Fuman.org's charitable status, independence, or public trust.

11. Funding and Resource Use

11.1 Acceptable resources

Fuman.org may use the following resources to support eligible AI-first Commerce public education and research:

- unrestricted charitable donations;
- restricted donations that are consistent with Fuman.org's charitable purposes and this policy;
- grants from foundations, governments, universities, public institutions, qualified donees, and other eligible funders;
- corporate donations where recognition is minimal and handled according to receipting rules;
- sponsorship funds where the advantage is identified, valued where required, and no improper receipt is issued;
- volunteer time and in-kind services, with no official donation receipts for donated services;
- pro bono expert contributions, provided conflicts are disclosed and outputs remain independent;
- Fuman.org staff time and program resources;
- Fuman.org website, newsletters, public channels, and repositories;
- public datasets, open-source tools, and properly licensed materials;
- research tools, publishing systems, accessibility tools, event platforms, and educational technologies required for charitable public outputs.

11.2 Resource-use requirements

Funds and resources may be used for:

- research design, data collection, analysis, and publication;
- writing, editing, design, accessibility, and translation of public materials;
- public events, workshops, and roundtables;
- university and nonprofit collaborations;
- youth, student, consumer, small-business, and public education programs;
- responsible innovation and public policy education;
- technology infrastructure needed to host and disseminate public resources;
- evaluation, reporting, archiving, and compliance documentation.

Funds and resources must not be used for:

- private commercial consulting;
- private client work;
- commercial product development;
- lead generation for any private company;
- subsidizing the expenses, staff, assets, marketing, or operations of a private party;
- exclusive sponsor benefits beyond approved recognition;
- projects that do not produce a public benefit or public output;
- political-party or candidate support or opposition.

11.3 Restricted funding standard

Before accepting restricted funding for AI-first Commerce work, Fuman.org must confirm:

16. the funded activity furthers Fuman.org's charitable purposes;
17. the funder will not control research conclusions or educational content;

18. the public benefit is clear and documented;
19. any private benefit is incidental, necessary, reasonable, and proportionate;
20. the output will be publicly disseminated unless a documented exception is approved;
21. donor recognition, sponsorship, and receipting have been reviewed;
22. conflicts of interest have been disclosed and managed;
23. the funding agreement preserves Fuman.org's independence.

11.4 Fees and cost recovery

Fuman.org may consider modest cost-recovery fees for educational programs only when:

- fees do not unduly exclude the intended public beneficiaries;
- free or subsidized access is available where appropriate;
- the activity remains charitable, altruistic, and public-benefit oriented;
- the activity is not structured as a profit-making business;
- the board approves the fee model;
- legal/tax review is obtained for material or recurring fee-based activity.

If Fuman.org is designated as a private foundation, extra caution is required because private foundations face strict restrictions on carrying on business activity. Under this policy, Fuman.org should avoid business activity in connection with AI-first Commerce unless reviewed and approved by qualified legal counsel and the board.

12. Donor, Sponsor, and Partner Recognition

12.1 Donor recognition

Fuman.org may acknowledge donors in a simple, neutral, and non-promotional way, such as listing donors alphabetically or using a short acknowledgement statement.

12.2 Sponsorship

If a business receives special recognition, advertising, logo prominence, product promotion, category exclusivity, or other promotional value, the arrangement may be sponsorship rather than a pure gift. Fuman.org must review whether an official donation receipt can be issued and whether the value of any advantage can be determined.

12.3 No sponsor control

Sponsors and funders may not control:

- research questions in a way that compromises independence;
- research findings;
- conclusions;
- rankings;
- recommendations;
- event speaker selection in a way that creates pay-to-play influence;
- publication timing, except for reasonable coordination and factual review;
- public access to final outputs.

12.4 Disclosure

Major reports, events, and public outputs should disclose material sponsors, funders, contributors, and conflicts of interest.

13. Research Standards

Fuman.org AI-first Commerce research must meet the following standards.

13.1 Educational value

The research subject must have educational value and should reasonably improve public understanding of AI-mediated commerce, responsible innovation, consumer decision-making, trust, market access, digital literacy, small-business readiness, or related public-interest topics.

13.2 Methodology

Major research outputs should include a method note explaining:

- research questions;
- scope and definitions;
- sources and evidence base;
- limitations;
- assumptions;
- analytical method;
- conflicts of interest;
- sponsor or funder role, if any.

13.3 Evidence quality

Research should distinguish among:

- established evidence;
- reasonable inference;
- emerging signals;
- foresight scenarios;
- opinion or interpretation.

Vendor announcements may be used as evidence of market signals, but they should not be treated as conclusive proof of long-term outcomes.

13.4 Public dissemination

Research should be disseminated as soon as reasonably possible after completion, subject to privacy, ethics, legal, accessibility, and quality-control requirements.

13.5 Human-participant research

Surveys, interviews, workshops, case studies, youth research, or community research involving individuals must use appropriate consent, privacy, security, and ethics practices. Where a university or institutional partner is involved, applicable research ethics board requirements must be followed.

13.6 Review

Major reports should undergo internal review and, where feasible, external subject-matter review before publication.

14. Publication and Communications Standards

Fuman.org publications should be:

- analytical;
- evidence-based;
- educational;
- accessible to public and institutional audiences;
- clear about assumptions and uncertainty;
- free from vendor hype;
- nonpartisan;
- respectful of privacy and dignity;
- citation-friendly;
- consistent with the definitions in the AI-first Commerce project memory.

14.1 Required publication footer for major outputs

Major AI-first Commerce reports and frameworks should include a footer or disclosure similar to:

This resource is published by Future Human Foundation through Fuman.org as part of the AI-first Commerce Initiative and its public education and research work on AI-first Commerce and society. It is intended for public-interest education and does not endorse any vendor, product, platform, political party, or commercial service. Funders, sponsors, contributors, and conflicts of interest are disclosed where applicable.

14.2 Category-promotion guardrail

Fuman.org may promote the term "AI-first Commerce" to advance public understanding and responsible innovation. Fuman.org must not present the promotion of the term as a commercial brand campaign or a private market-capture strategy.

15. Intellectual Property and Open Licensing

15.1 Open-public default

Fuman.org should publish AI-first Commerce educational and research outputs openly by default.

Recommended default license for textual public frameworks, explainers, and reports:

Creative Commons Attribution 4.0 International (CC BY 4.0), unless otherwise approved.

Alternative licenses may be used when required by a funder, university partner, privacy obligation, third-party rights, or board-approved public-interest reason.

15.2 No exclusive private licensing

Fuman.org must not grant exclusive rights to AI-first Commerce public-interest frameworks, reports, educational materials, or charitable research outputs to a private party unless the board approves the

arrangement after legal review and confirms that the arrangement furthers Fuman.org's charitable purposes without unacceptable private benefit.

15.3 Trademarks and names

Fuman.org may protect initiative names, logos, and marks to prevent misuse, confusion, false endorsement, or reputational harm. Trademark control must not be used to create improper commercial gatekeeping over public-interest knowledge.

15.4 Use by others

Where Fuman.org publishes resources under an open license, any person or organization may use them on the same public terms, subject to attribution, integrity, and applicable license conditions. Fuman.org should not provide preferential access, rights, or unpublished materials to private entities unless justified by the charitable activity and approved under this policy.

16. Partnerships and University Collaboration

Fuman.org may collaborate with universities, schools, researchers, nonprofits, public-sector bodies, and responsible industry contributors when the collaboration advances public education or research.

16.1 Partnership requirements

Material partnerships should include a written agreement or memorandum of understanding that addresses:

- charitable purpose and public benefit;
- roles and responsibilities;
- deliverables and public outputs;
- funding and budget;
- research independence;
- intellectual property and publication rights;
- privacy, data, and ethics obligations;
- contributor and sponsor disclosure;
- conflict-of-interest management;
- termination rights;
- records and reporting.

16.2 University collaborations

University collaborations should prioritize:

- student learning;
- public research;
- responsible innovation;
- open educational resources;
- peer review or expert review;
- public events and dissemination;
- research ethics and data governance.

16.3 Industry participation

Industry participants may contribute expertise, data, speakers, funding, or practical insight when appropriate. Industry participation must not create endorsement, preferential treatment, sponsor control, or unacceptable private benefit.

17. Grants and Qualifying Disbursements

Fuman.org may support AI-first Commerce work through gifts to qualified donees or grants to non-qualified donees only when the activity furthers Fuman.org's charitable purposes and complies with applicable Canadian charity requirements.

17.1 Gifts to qualified donees

Before making a gift to a qualified donee, Fuman.org should verify the organization's status and document the purpose of the gift, expected public benefit, and connection to Fuman.org's charitable purposes.

17.2 Grants to non-qualified donees

Before making a grant to a non-qualified donee, Fuman.org must document:

24. how the grant furthers Fuman.org's charitable purposes;
25. the public benefit of the funded activity;
26. risk assessment and due diligence;
27. charitable activity description;
28. deliverables, milestones, budget, and timeline;
29. written agreement and accountability tools;
30. reporting plan, including final report;
31. records showing the resources were used exclusively for charitable activities that further Fuman.org's charitable purposes.

17.3 No conduit arrangements

Fuman.org must not act as a conduit by receiving funds that are effectively directed to a specific non-qualified donee without Fuman.org exercising the required accountability, due diligence, discretion, and documentation.

18. Relationship to Commercial or Related Entities

This project file focuses only on Fuman.org and its public-facing charitable work.

Fuman.org may interact with companies, founders, donors, sponsors, advisors, and industry participants in the same way it interacts with other contributors, subject to independence, disclosure, and private-benefit controls.

18.1 Independence standard

Fuman.org must not:

- operate as the marketing, grant-access, research, or lead-generation arm of any commercial entity;
- subsidize private commercial work;

- direct charitable resources to a related business except through a properly documented, conflict-managed, fair-market-value process reviewed by the board and legal counsel;
- endorse or prefer a related business;
- provide exclusive access to Fuman.org intellectual property, data, staff, donors, funders, partners, or research outputs.

18.2 Public disclosure when appropriate

Where a related or affiliated commercial entity participates in an event, contributes expertise, donates, sponsors, provides services, or is mentioned in Fuman.org public work, Fuman.org should disclose the relationship where material.

18.3 Open-use principle

If Fuman.org creates open AI-first Commerce frameworks, any organization may use them under the same public license terms. A related commercial entity may use public resources only on the same terms as others, unless a separate arrangement is approved after conflict and private-benefit review.

19. Governance, Approvals, and Conflicts of Interest

19.1 Board oversight

The Fuman.org board should approve:

- this policy and material amendments;
- annual AI-first Commerce program priorities and budget;
- material restricted grants or donations;
- material sponsorships;
- major university or institutional partnerships;
- public reports representing Fuman.org's official position;
- any exception to the open-public default;
- any related-party transaction;
- any fee-based program;
- any grant to a non-qualified donee;
- any activity with material legal, tax, reputational, privacy, ethics, or charity-compliance risk.

19.2 Conflict-of-interest process

Before approving a material activity, Fuman.org should identify whether any director, officer, staff member, advisor, donor, sponsor, partner, or related entity has a conflict or perceived conflict.

Where a conflict exists:

32. the conflict must be disclosed;
33. the conflicted person must not influence the decision improperly;
34. recusal should be documented where appropriate;
35. fair-market-value evidence should be obtained for any transaction;
36. the decision and rationale should be recorded.

19.3 Recordkeeping

Fuman.org should keep records for AI-first Commerce activities, including:

- project proposals and approvals;
- budgets and expense records;
- donor, sponsor, and grant records;
- donation receipts and advantage calculations;
- partner agreements and MOUs;
- conflict disclosures;
- research files and methodology notes;
- ethics and consent records;
- publication drafts and final outputs;
- public dissemination records;
- evaluation and impact reports.

20. The Right Way of Work

Every AI-first Commerce activity should follow this workflow.

Step 1: Intake

Create a short project brief describing the proposed activity, audience, public benefit, outputs, partners, funding, timeline, and risks.

Step 2: Charitable purpose test

Confirm that the activity furthers Fuman.org's charitable purposes and is educational, research-based, or otherwise public-benefit oriented.

Step 3: Public benefit test

Identify who benefits and how. The benefit must be public, accessible, and not primarily private.

Step 4: Private benefit and conflict screen

Identify any private benefit, sponsor benefit, related-party benefit, conflict of interest, or reputational risk.

Step 5: Funding and resource review

Confirm that all funds and resources are appropriate for the activity, that any restrictions are acceptable, and that donor/sponsor recognition and receipting are compliant.

Step 6: Research or education plan

For research projects, document the methodology, sources, ethical considerations, privacy issues, and dissemination plan. For education projects, document the learning objectives, beneficiaries, materials, and accessibility plan.

Step 7: Approval

Obtain the required approval based on the size, risk, funding, partner involvement, and public significance of the activity.

Step 8: Execution

Carry out the work according to the approved plan, maintaining independence, records, and quality controls.

Step 9: Public dissemination

Publish or deliver the output in an accessible public format unless a documented, board-approved exception applies.

Step 10: Evaluation and archive

Document outputs, outcomes, lessons learned, expenses, funder reports, partner reports, and records needed for audit, reporting, and future learning.

21. Decision Test

Before approving or publishing any AI-first Commerce activity, answer these questions:

37. Does this further Fuman.org's charitable purposes?
38. Who is the public beneficiary?
39. What public output will be produced?
40. Will the output be accessible and publicly disseminated?
41. Is any private party receiving a benefit?
42. If private benefit exists, is it incidental, necessary, reasonable, and proportionate?
43. Could this be perceived as advertising, sponsorship, endorsement, lead generation, or private business development?
44. Are funders, sponsors, contributors, and conflicts disclosed where material?
45. Does the work preserve research independence?
46. Are donor recognition, sponsorship, and receipting handled correctly?
47. Are grants, partnerships, and related-party arrangements documented?
48. Would Fuman.org be comfortable if the activity, funding, and relationships were publicly scrutinized?

If the answer to any question is unclear or concerning, the activity should pause for board, legal, tax, or governance review.

22. Public Resource Roadmap

Fuman.org may develop the following public resources under this policy:

49. **What Is AI-first Commerce?** - public definition and explainer.
50. **AI-first Commerce Glossary** - open terminology for public education.
51. **The AI-first Commerce Framework** - public model explaining the transition from search-first to AI-mediated commerce.
52. **AI-first Commerce vs. Agentic Commerce** - educational distinction between related concepts.
53. **The Machine Trust Stack** - public framework on trust, transparency, identity, authorization, evidence, and accountability.
54. **Recommendation Readiness for Public Understanding** - non-commercial education on how AI systems interpret information and why data quality, transparency, and trust signals matter.
55. **Consumer Guide to AI-mediated Shopping** - public literacy resource for consumers.
56. **Small-Business Guide to AI-mediated Discovery** - educational resource for small businesses and community enterprises.
57. **Youth Curriculum: AI, Commerce, and Society** - learning modules for students and educators.

- 58. **State of AI-first Commerce Report** - public-interest research report, published openly.
- 59. **University Roundtable Series** - public convenings with summaries and learning outputs.
- 60. **Responsible AI-first Commerce Principles** - public-interest principles for transparency, fairness, accessibility, privacy, consumer control, and accountability.

23. Standard Public Description

Fuman.org may use the following public description:

Future Human Foundation's AI-first Commerce Initiative advances public education and research on how artificial intelligence is reshaping commerce, consumer decision-making, trust, market participation, small-business readiness, and responsible innovation. Through open research, educational resources, public workshops, and cross-sector convening, the initiative helps communities, students, educators, consumers, institutions, and policymakers understand and prepare for AI-mediated markets.

24. Standard Disclaimer for Public Materials

Major public materials should include a disclaimer similar to:

This material is provided for public education and research purposes. It does not constitute legal, tax, financial, investment, technical, or commercial advice. Future Human Foundation does not endorse any vendor, product, platform, political party, candidate, or commercial service. Any views expressed are for public-interest education and responsible innovation unless otherwise stated. Funders, sponsors, contributors, and conflicts of interest are disclosed where applicable.

25. Review Cycle

This policy should be reviewed:

- at least annually;
- when Fuman.org changes its charitable purposes, designation, governance, or program model;
- before launching a major grant-funded AI-first Commerce initiative;
- before entering a major university, government, corporate, or related-party partnership;
- before charging fees for any AI-first Commerce program;
- when Canadian charity guidance or relevant law changes materially.

Recommended policy owner: Executive Director of Future Human Foundation or a designated initiative lead.

Recommended approving body: Board of Directors of Future Human Foundation.

26. Adoption

Approved by the Board of Directors of Future Human Foundation on:

Date: Jul 13, 2026

Board resolution number: 2

Authorized officer: Farzad Khandan

Signature:



Appendix A: Activity Classification Guide

Activity	Fuman.org status	Notes
Public explainer on AI-first Commerce	Allowed	Must be educational, evidence-based, and publicly available.
Public research report	Allowed	Must have educational value, methodology, public dissemination, and conflict disclosure.
University roundtable	Allowed	Outputs should be public where possible. Partner roles should be documented.
Youth curriculum	Allowed	Strong public education fit. Consider accessibility and safeguarding.
Consumer literacy guide	Allowed	Strong public benefit fit. Avoid product/vendor endorsement.
Small-business educational workshop	Usually allowed	Must be broad public education, not private consulting for selected businesses.
Sponsor-funded report	Allowed with controls	Sponsor cannot control conclusions. Disclose funding. Review receipting and advantage.
Vendor product endorsement	Not allowed	Creates private benefit and compromises neutrality.
Paid consulting for a retailer	Not allowed under this policy	Commercial work must not be done by Fuman.org.
Proprietary diagnostic for one company	Not allowed under this policy	Private benefit and commercial-service risk.
Fee-based public workshop	Requires review	Must remain charitable, accessible, cost-recovery oriented, and not business activity.
Grant to university	Allowed with documentation	Verify qualified donee status and document purpose/public

		benefit.
Grant to non-qualified donee	Requires board approval and due diligence	Must meet grant accountability requirements and be documented.
Related-party service contract	High risk; requires board/legal review	Must be conflict-managed, fair-market-value, documented, and charitable.
Public policy submission	Allowed if nonpartisan	Must further Fuman.org's purposes and not support/oppose parties or candidates.

Appendix B: Safe Language and Avoid Language

Use this	Avoid this
"advance public understanding"	"own the market"
"public education and research"	"commercial category capture"
"responsible innovation"	"sales funnel"
"open framework"	"exclusive proprietary standard"
"public-interest initiative"	"business development arm"
"vendor-neutral analysis"	"preferred vendor"
"public benefit"	"sponsor advantage"
"AI-mediated markets and society"	"help brands win"
"small-business education"	"private consulting"
"research independence"	"sponsor-approved conclusions"

Appendix C: Minimum Project Brief Template

Each material AI-first Commerce project should have a brief answering:

61. Project title.
62. Project owner.
63. Public-interest purpose.
64. Charitable purpose advanced.
65. Intended public beneficiaries.
66. Planned public outputs.
67. Research or education method.
68. Partners and contributors.
69. Funding source and restrictions.
70. Donor/sponsor recognition and receipting implications.
71. Conflicts of interest and private-benefit assessment.
72. Privacy, data, youth, and ethics considerations.
73. Budget and resource plan.
74. Timeline.
75. Review and approval required.
76. Dissemination plan.
77. Evaluation and records plan.

Appendix D: Reference Guidance

The following Canadian guidance informed this policy. Fuman.org should verify current guidance before formal adoption or material decisions.

- Canada Revenue Agency, **Charitable purposes:** <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/registering-charitable-qualified-donee-status/apply-become-registered-charity/establishing/charitable-purposes.html>
- Canada Revenue Agency, **Advancement of education and charitable registration:** <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/policies-guidance/advancement-education-charitable-registration.html>
- Canada Revenue Agency, **Research as a charitable activity:** <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/policies-guidance/policy-statement-029-research-a-charitable-activity.html>
- Canada Revenue Agency, **Public benefit:** <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/policies-guidance/summary-policy-p06-public-benefit.html>
- Canada Revenue Agency, **Private benefit:** <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/policies-guidance/summary-policy-p09-private-benefit.html>
- Canada Revenue Agency, **What is a related business?:** <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/policies-guidance/policy-statement-019-what-a-related-business.html>
- Canada Revenue Agency, **Sponsorship:** <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/receiving-gifts/sponsorship.html>
- Canada Revenue Agency, **Issuing complete and accurate donation receipts:** <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/checklists-charities/issuing-complete-accurate-donation-receipts.html>
- Canada Revenue Agency, **Registered charities making grants to non-qualified donees:** <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/policies-guidance/charities-making-grants-non-qualified-donees.html>

- Canada Revenue Agency, **Public policy dialogue and development activities by charities:**
<https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/policies-guidance/public-policy-dialogue-development-activities.html>