

# Block by Block AI Safety & Security Alliance — Rules & Regulations

Version 1.1 · Effective May 1, 2026

May 2026

## Block by Block AI Safety & Security Alliance

### Rules & Regulations — Version 1.1

**Effective Date:** May 1, 2026 **Issuing Body:** Pure Expertz LLC **Classification:** Public — Versioned Governance Document **Supersedes:** Version 1.0 (May 1, 2026 — initial publication)

---

## PREAMBLE

The Block by Block AI Safety and Security Alliance (“the Alliance”) is a governance framework for the responsible development, deployment, and use of artificial intelligence. It exists because AI is moving faster than the systems designed to govern it — and that gap has consequences.

The Alliance was created to close that gap: not through legislation, but through collective commitment. Member organizations, independent consultants, and community members adopt the Alliance standards voluntarily, because they believe AI used legally, ethically, and morally is categorically better than AI that isn’t.

The Alliance is rules-based, transparent, and built for iteration. As AI capabilities evolve, so do these rules. Every version update is numbered, dated, and logged.

---

# ARTICLE I — NAME AND PURPOSE

## Section 1.1 — Name

The name of this organization is the Block by Block AI Safety and Security Alliance (“the Alliance”). Hereafter referred to as “the Alliance” or “the Organization.”

## Section 1.2 — Purpose

The Alliance exists to:

1. Establish and enforce clear standards for legal, ethical, and moral AI use
2. Provide education, certification, and community accountability for AI practitioners
3. Govern the Club entry systems — the Strong Humans Club, the Investment Club, and the Polish-American Business and Investment Club, plus future Clubs as established
4. Coordinate Geographic Chapters that allow members to build community where they live
5. Create a scalable model for AI safety that can be adopted by organizations, schools, healthcare systems, and government agencies

## Section 1.3 — Guiding Philosophy

| *“Strong humans build smart systems.”*

AI does not replace human judgment. It amplifies it. The strength of the human at the center determines whether AI becomes a tool or a threat.

---

# ARTICLE II — THE THREE LAWS

Every principle in the Alliance — all 50 and counting — flows from three immutable laws. These are not guidelines. They are the standard.

## Section 2.1 — First Law: Legal

| *“AI must comply with all applicable laws and regulations.”*

Every deployment of AI technology must operate within the full scope of applicable law — federal, state, local, and international. References include: AIVIA, HB 3773, BIPA, Illinois SB 2427, HIPAA, and any applicable federal AI guidance.

## Section 2.2 — Second Law: Ethical

| *“AI must be used in ways that are fair, transparent, and free from harmful bias.”*

Compliance is the floor — ethics is the standard held above it. The Alliance requires that all AI deployments are auditable, explainable, and tested for disparate impact.

| **Principle:** *“What you cannot explain, you cannot deploy.”*

## Section 2.3 — Third Law: Moral

| *“AI must serve human dignity and the broader good.”*

Beyond law and ethics sits the moral obligation: AI must be used to elevate, protect, and serve the people it touches. The Alliance holds members to a standard that no regulator will ever fully codify — because human dignity cannot be legislated, only chosen.

---

# ARTICLE III — CLUB ENTRY SYSTEM

The Alliance is accessed through Clubs. These are the entry points. All other Alliance programs, certifications, and community structures flow from Club membership.

Clubs are defined by **audience and identity**, not by geography. A member may belong to multiple Clubs and may also participate in any number of Geographic Chapters (see Article IV). Multiple Clubs and multiple Chapters may operate in the same area; the Alliance does not grant territorial exclusivity to any Club, Chapter, or member.

## Section 3.1 — The Strong Humans Club

### What it is:

The Strong Humans Club is the professional track of the Alliance. It is for **professionals, leaders, executives, and operators who want to be at the top of the knowledge base** — those building, deploying, or leading AI inside organizations. Members hold each other accountable, share what works, and refine the operating standards by which the Alliance evolves.

**Entry requirement:** Open enrollment via the AI Impact Academy or direct Alliance membership pathway, subject to professional self-identification and adherence to the Three Laws.

### What you get:

- Alliance member certificate
- Access to the full 50 Principles framework
- SOP library: AI policies, governance templates, compliance guides
- Alliance community forums, updates, and policy alerts
- Directory listing as an Alliance member
- Priority access to AI Impact Academy cohorts

### What is expected of you:

- AI used legally, ethically, and morally at all times
- Participation in community accountability (community sessions, peer review)
- Annual re-commitment to the Three Laws
- Compliance with all Alliance standards as updated

## **Section 3.2 — The Investment Club**

### **What it is:**

The Investment Club is the capital and deal-flow track of the Alliance. It is for accredited and sophisticated investors who want to participate in AI-driven ventures, real estate syndications, startup opportunities, and the broader Pure Expertz investment ecosystem — while adhering to the Alliance’s ethical framework.

**Entry requirement:** Requires Investment Club membership verification. Accredited/sophisticated investor status or participation in a qualifying investment track.

### **What you get:**

- All Strong Humans Club benefits, plus:
- Access to the Alliance deal-flow portal
- Investment opportunity notifications (syndications, private placements, venture rounds)
- Participation in investor network calls and due diligence reviews
- Alliance investment standards compliance review on each opportunity
- Entry to investor-only Alliance events

### **What is expected of you:**

- All Strong Humans Club standards, plus:
- Full compliance with applicable securities laws
- Disclosure of interest in any investment presented through the Alliance
- No promoting or presenting unvetted investment opportunities within the Alliance ecosystem
- Annual investor re-commitment and status verification

## **Section 3.3 — The Polish-American Business and Investment Club**

### **What it is:**

The Polish-American Business and Investment Club is a cultural-community track of the Alliance, organized around the Polish-American business and professional community. The Club operates under the same Three Laws, operating standards, and Alliance principles as all other Clubs, with programming, events, and resources that reflect the cultural and language context of its members.

**Entry requirement:** Self-identification as a member of the Polish-American business or professional community, plus standard Alliance member commitments.

### **What you get:**

- All Strong Humans Club benefits
- Cultural-context programming (events, sessions, materials available in English and Polish where applicable)
- Connection to the broader Polish-American business and investment community
- Access to investment opportunities specifically developed for or with the community

### **What is expected of you:**

- All Strong Humans Club standards
- Active participation in community-relevant programming
- Adherence to Alliance Three Laws and operating principles

## **Section 3.4 — Future Clubs and Expansion**

The Alliance reserves the right to establish additional Clubs as the community grows. Future Clubs may be defined around professional verticals (real estate, healthcare, security, etc.), cultural communities, or shared missions. All Clubs operate under these Rules & Regulations and the Three Laws.

---

# **ARTICLE IV — MEMBERSHIP TIERS, CHAPTERS, AND HUBS**

## **Section 4.1 — Standard Member (Academy Graduate)**

**Eligibility:** Complete any AI Impact Academy certification (AI Champion, AI Director, or AI Consultant)

### **Benefits:**

- Full Alliance membership certificate
- Access to the complete 50 Principles framework
- SOP library — AI policies, governance templates, compliance guides
- Alliance member designation on your credential
- Access to Alliance forums, updates, and policy alerts
- Listed in the Alliance member directory
- Entry through: AI Impact Academy

## **Section 4.2 — Founding Member (By Invitation Only)**

**Eligibility:** Extended to recognized practitioners, organizations, and thought leaders who already embody the Three Laws. Not a purchasable tier.

### **Benefits:**

- Seat on the Founding Advisory Council
- Speaking position at the AI Signature Forums (May, August, November)

- Framework cited as an Alliance-recognized model
- Co-development of sector-specific governance modules
- Cross-promotion across all Pure Expertz channels and cohorts
- Permanent founding designation — limited to first 12 members

**How to apply:** Request Founding Member Consideration via Calendly

## Section 4.3 — Trusted Service Provider

**Eligibility:** Active Alliance member in professional track; complete background check verification.

### Benefits:

- All Standard Member benefits, plus:
- Full criminal and background history check (Month 2 of membership)
- Trusted Service Provider badge displayed in directory
- Referral priority within Alliance networks

**Standards:** Must maintain clean record per background check standards; any criminal or civil violation must be disclosed within 30 days.

**Geographic information (zip code):** Trusted Service Providers and other members provide their primary zip code at registration. **This is informational only.** It allows the Alliance to share area-specific updates, regulatory information, and community-relevant programming with members in the relevant region. **It does NOT grant or imply territorial exclusivity.** Multiple Trusted Service Providers, Chapter Leads, and Hub Operators may serve the same zip code or region. The Alliance does not allocate territories.

## Section 4.4 — Geographic Chapters ★ NEW IN V1.1

### What a Chapter is:

A Geographic Chapter is a voluntary grouping of Alliance members who share a common geographic area — for example, the Glenview Chapter, the Des Plaines Chapter, the Chicago Chapter. Chapters allow members to build community where they live, host local events, and apply Alliance Three Laws and operating principles in their local context.

**No territorial exclusivity.** Multiple Chapters may exist in proximity. Members are not restricted from participating in multiple Chapters. Geographic information collected from members is used solely to facilitate community connection — not to allocate or restrict territory.

### Chapter Lead role:

Each active Chapter has a Chapter Lead. The Chapter Lead is a **voluntary, prestige-based governance role** — not a paid position. Chapter Leads coordinate local member activities, host or organize community events, communicate Alliance updates locally, and uphold Alliance standards within their Chapter.

### **Appointment and tenure:**

- Chapter Leads are appointed by Pure Expertz LLC, in its sole discretion, from among active Alliance members
- The role serves at the pleasure of the Alliance and may be terminated at any time, with or without cause, by Pure Expertz LLC
- The Chapter Lead role does not create an employment, partnership, or franchise relationship with Pure Expertz LLC

### **Chapter Lead responsibilities:**

- Maintain Three Laws and operating standards within the Chapter
- Coordinate at least one Chapter community event or session per quarter (in-person, virtual, or hybrid)
- Provide a brief quarterly summary to Pure Expertz LLC of Chapter activity
- Disclose any conflicts of interest or events that may reflect on the Alliance brand
- Promptly notify Pure Expertz LLC of any member conduct that may violate Alliance standards (Article IX)

### **What a Chapter is NOT:**

- A Chapter is not a separate legal entity, franchise, or licensee of Pure Expertz LLC
- A Chapter does not collect fees from its members in the name of the Alliance
- A Chapter does not have territorial exclusivity, nor does it represent the Alliance in any binding capacity
- A Chapter does not own or hold the Alliance's intellectual property, brand, or curriculum

## **Section 4.5 — Hub Operating License (Reference)**

Some Alliance members may choose to operate a **Hub** — a local operational venue, event series, or community center that bears a Pure Expertz LLC sub-brand (for example, “Glenview Mastermind” or “Des Plaines Hub”). Operation of a Hub requires execution of a separate **Hub Operating License** with Pure Expertz LLC.

**Hub operation is governed by the Hub Operating License**, not by these Alliance Rules & Regulations. Hub Operating Licenses are non-exclusive (multiple Hubs may operate in the same area), require ongoing operating standards, and are subject to termination per the License terms.

For inquiries about Hub Operating Licenses, contact [ai@pureexpertz.com](mailto:ai@pureexpertz.com).

---

# ARTICLE V — ALLIANCE STANDARDS — OPERATING PRINCIPLES

## Section 5.1 — Core Operating Standards

Every member, regardless of Club, Chapter, or tier, must comply with the following standards at all times:

1. **AI used legally** — no deception, no fraud, no bypass of consent
2. **AI used ethically** — transparency in AI use, no discriminatory applications, human oversight on consequential decisions
3. **AI used with integrity** — no shortcuts that compromise quality, human review required for high-stakes outputs
4. **Education before deployment** — no member deploys AI systems they have not been trained on
5. **Community accountability** — members share what works and report what doesn't within the Alliance ecosystem
6. **Financial transparency** — all investment discussions disclosed appropriately; no unvetted promotions to clients or fellow members

## Section 5.2 — Specific Restrictions

No member shall:

- Misrepresent Alliance certifications, Chapter affiliations, or membership status
  - Use the Alliance brand, logo, Chapter name, or materials outside authorized scope
  - Claim territorial exclusivity, geographic ownership, or franchise-like rights under the Alliance
  - Present unvetted AI products or investment opportunities within Alliance spaces
  - Use AI to circumvent consent, defraud, discriminate, or harm
  - Solicit Alliance members for competing services using information obtained through the Alliance network
- 

# ARTICLE VI — CERTIFICATION PATHS

## Section 6.1 — AI Champion

- First certification tier
- 4-week cohort delivered by certified IC
- Demonstrates foundational understanding of the Three Laws and 50 Principles
- Qualifies for: Standard Alliance membership, Trusted Service Provider pathway, Chapter Lead consideration

## Section 6.2 — AI Director

- Second certification tier
- Advanced AI implementation and governance
- 3-month engagement track
- Demonstrates ability to deploy AI within an organization while maintaining Alliance compliance
- Qualifies for: Full Alliance membership, Trusted Service Provider, Chapter Lead consideration

## Section 6.3 — AI Consultant

- Third certification tier
  - Full-spectrum AI consulting capability
  - Business incubator/accelerator track
  - Qualifies for: Founding Member pathway eligibility, Power Partner tier, Hub Operating License consideration
- 

# ARTICLE VII — DEPLOYMENT SECTORS

The Three Laws apply everywhere AI is deployed. Alliance standards govern the following sectors:

1. **Corporate & HR** — Hiring AI, performance AI, surveillance AI; AIVIA and BIPA compliance
  2. **Healthcare & Elder Care** — Cognitive decline, behavioral analytics, clinical decision support; Abundance Health Systems integration
  3. **K-12 Education** — SB 2427 compliance, AI in classrooms, behavioral management
  4. **Higher Education** — Academic integrity, campus safety AI, behavioral threat assessment; NaBITA-connected environment
  5. **Government & Public Safety** — Insider threat, public-facing AI, first responder tools
  6. **Professional Services** — Law, finance, consulting, real estate
- 

# ARTICLE VIII — VERSION CONTROL AND AMENDMENTS

## Section 8.1 — Version Numbering

This document is versioned using the format: **v[Major].[Minor]**

- **Major version** (.0): Significant structural changes, new articles, new Clubs, or fundamental changes to the Three Laws
- **Minor version** (0.x): Updates to specific section language, new operating principles, clarification language that does not alter the fundamental structure

## Section 8.2 — Current Version

Version: 1.1

Effective Date: **May 1, 2026**

## Section 8.3 — Amendment Process

- All amendments to the Rules & Regulations must be reviewed by the Founding Advisory Council
- Minor version updates require a 14-day notice to all active members via email and Alliance forums
- Major version updates require a 30-day notice and a 30-day comment period before activation
- All version updates are logged in the table below:

Version	Date	Summary of Changes	Approved By
1.0	May 1, 2026	Initial publication	Andy Babala, Pure Expertz LLC
1.1	May 1, 2026	Added Section 3.3 (Polish-American Business and Investment Club). Added Section 3.4 (Future Clubs). Tightened Strong Humans Club audience to professionals/leaders/executives. Added Section 4.4 (Geographic Chapters with non-exclusive Chapter Lead role). Added Section 4.5 (Hub Operating License reference). Clarified Section 4.3 zip code as informational, not territorial. Updated Article XI Definitions.	Andy Babala, Pure Expertz LLC

## Section 8.4 — Active Members Notice

It is the responsibility of each member to stay current with the latest version of the Rules & Regulations. The most current version is always available at: **[pureexpertz.pro/alliance](http://pureexpertz.pro/alliance)**

# ARTICLE IX — ENFORCEMENT AND VIOLATIONS

## Section 9.1 — Reporting

Any member who observes a violation of Alliance standards by another member is expected to report it to the Alliance governance team within 14 days of the incident.

## Section 9.2 — Violation Tiers

Violation Type	First Offense	Second Offense	Third Offense
Minor (non-disclosure, late reporting)	Written warning	30-day suspension	Termination
Moderate (unauthorized brand use, misrepresentation, claim of territorial exclusivity)	30-day suspension	Termination	—
Severe (fraud, legal violation, discriminatory AI use)	Immediate termination	—	—

## Section 9.3 — Immediate Termination Triggers

The following violations result in immediate, permanent termination of Alliance membership without notice:

- Use of AI for fraud, deception, or non-consensual surveillance
- Criminal conviction related to AI use or financial fraud
- Violation of the Block-by-Block Alliance standards that results in harm to vulnerable populations
- Failure to disclose a material change in professional licensing or legal status within 30 days
- Public claim of territorial exclusivity, franchise rights, or legal ownership of Alliance brand or Chapter

## Section 9.4 — Appeals

A member may appeal a termination in writing to the Founding Advisory Council within 30 days. Appeals are reviewed within 60 days of submission. The Founding Advisory Council's decision is final.

---

# ARTICLE X — GOVERNING LAW AND JURISDICTION

## Section 10.1 — Governing Law

This document and the Alliance are governed by the laws of the State of Illinois.

## Section 10.2 — Dispute Resolution

Any dispute arising from Alliance membership, Chapter participation, or the application of these Rules & Regulations shall first be submitted to good-faith mediation in Cook County, Illinois. If mediation fails, disputes shall be resolved through binding arbitration in Cook County, Illinois under the rules of the American Arbitration Association.

---

# ARTICLE XI — DEFINITIONS

**“The Alliance”** — Block by Block AI Safety and Security Alliance, governed by these Rules & Regulations

**“The Organization”** — Pure Expertz LLC, issuing body of the Alliance

**“Club”** — One of the audience- or identity-defined entry-point communities of the Alliance: Strong Humans Club, Investment Club, Polish-American Business and Investment Club, and any future Clubs established under Article III

**“Chapter”** — A voluntary geographic grouping of Alliance members. Chapters are not separate legal entities and do not have territorial exclusivity

**“Chapter Lead”** — A voluntary, unpaid governance role appointed by Pure Expertz LLC. Chapter Leads coordinate local Chapter activity and uphold Alliance standards. The role does not create employment, partnership, or franchise relationships

**“Hub”** — A local operational venue or community center that bears a Pure Expertz LLC sub-brand (e.g., Glenview Mastermind). Operation requires execution of a separate Hub Operating License

**“Hub Operating License”** — A separate license agreement governing operation of a Hub. Non-exclusive. Subject to its own terms and termination provisions

**“Member”** — Any individual or entity holding active Alliance membership in any tier

**“IC”** — Independent Consultant, operating under the Pure Expertz IC Monthly Agreement

**“Three Laws”** — Legal, Ethical, Moral — the foundational principles of the Alliance

**“50 Principles”** — The complete set of Alliance operating principles, available at [pureexpertz.pro/alliance](https://pureexpertz.pro/alliance)

**“Certification Tracks”** — AI Champion, AI Director, AI Consultant — the three-tier certification system

**“Geographic information”** (zip code, address, city, region) — information collected from members for the purpose of community connection, regional updates, and local programming. **Not used for territorial allocation, exclusivity, or restriction.**

---

## **SIGNATURES AND ADOPTION**

By joining the Alliance, every member acknowledges that they have read, understood, and agree to be bound by these Rules & Regulations.

### **Issuing Authority:**

Pure Expertz LLC

Andy Babala, Founder & CEO

PO Box 868, Glenview IL 60025

[andy.babala@pureexpertz.com](mailto:andy.babala@pureexpertz.com) | (847) 991-9985

**Version:** 1.1 | **Effective:** May 1, 2026

**Next Review:** May 1, 2027

---

*Smart Systems. Stronger Humans.*

*Block by Block AI Safety & Security Alliance*

*[pureexpertz.pro/alliance](https://pureexpertz.pro/alliance)*