

ACTION PACK



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INTRODUCTION

Behind the fossil fuel industry lies a shady network of corporations and organisations that legitimise and enable the activities of an industry that is killing us. These can be in the form of finance, insurance, legal, engineering, construction, PR, press, pension funds, lobby groups and an almost endless number of others.

Their link to the fossil fuel industry is often hidden behind their glossy websites and claims of being Net



Zero, but a closer look will reveal that they are carrying out activities that mean they continue to profit from fossil fuels.

The size and power of some of these corporations mean if they were to **CUT THE TIES TO FOSSIL FUELS** others would follow. Corporations and organisations have a moral obligation – they know what we face, they know what damage their actions cause, yet they chose to prioritise profit over everything else.

Extinction Rebellion's **CUT THE TIES** campaign takes action against these fossil fuel enablers, shining a light on the activities they would rather keep hidden. The campaign does not disrupt the general public but instead targets the companies responsible for propping up the fossil fuel industry.

These corporations and organisations do not like a spotlight being shined on their activities, it damages their reputation and claims of having "Green" credentials which some promote heavily. Previous **CUT THE TIES** actions have had considerable coverage in the industry press, causing embarrassment to the companies targeted. Through sustained and regular actions we can change their ways – e.g. several insurance companies have withdrawn their services to the East Africa Crude Oil Pipeline (EACOP) after a series of actions including **CUT THE TIES**.



As well as their customers the public many of their own employees are unaware of all the practices their employers undertake. These employees are an excellent action target prompting them to think twice about the role they play within these companies.

CUT THE TIES aims to capitalise on increasing public awareness about the climate crisis, to embarrass these companies and use the reputational damage that this will cause to move them away from the fossil fuel industry.

CAMPAIGN OVERVIEW

The campaign utilises black and white branding, which is visually striking and easily recognisable.

Fake oil has played a prominent part in many **CUT THE TIES** actions. It not only highlights and represents the damage fossil fuels cause but also adds an element of drama to the action, adds spice which means the police are likely to be called, a higher profile and reaching a wider audience. (Fake Crude Oil Recipe)

The oil is typically sprayed from **CUT THE TIES** branded fire extinguishers but can also be poured. (We'd love to hear your creative ideas of how else you could use this and will work with you to make it right for your action!) (How to Convert a Fire Extinguisher)



Black smoke grenades also play a key part in **CUT THE TIES** actions, representing smog and the damage fossil fuels cause and making the action's visibility far and wide. (<u>Buy Smoke Grenades</u>)

Theatrics are a fantastic way to engage the public and several **CUT THE TIES** actions have used these to great effect, most notably Ocean Rebellion's action at the International Maritime Organisations office, but also at the Home Office (details further down!)

Many of the previous actions have had an immediate and clear impact on the companies targeted, the speed at which some have attempted to downplay and clean up the actions shows their concern regarding reputational damage they will suffer should their customer base and wider public be aware of their activities.

CUT THE TIES WHAT'S NEXT

Take the **CUT THE TIES** actions to your local fossil fuel enablers! We want to see **CUT THE TIES** actions taking place frequently all over the country.

This action pack is designed to make it as easy as possible for you to take action, there are suggestions below to help you identify targets and help you plan actions.

Your action design could range from a non-spicy korma to a super spicy vindaloo, whatever the appetite is in your local group. We can provide the branded banners, placards, stickers and leaflets – you just tell us how many of each you'll need.

Get creative with your action designs and we will happily help produce the assets you need to make it a success!

You should ensure you have a support crew in place for the action, especially if it involves spice.

Things to think of when planning your action:

- What is your demand and how are you communicating it?
- Do you need a target specific banner as well as generic **CUT THE TIES** banners?
- What other assets do you need? Target specific leaflets / costumes etc.
- What support crew do you need? Ensure they're in place prior to confirming the action.
- Have media and messaging support to get your action out and send a press release to the local media outlets.
- Contact XRUK Legal to get an action specific legal brief <u>xr-legal@riseup.net</u>

TARGET IDEAS

CUT THE TIES targets are many and varied! When choosing a target you should consider:

- What is their link to the fossil fuel industry?
- How will your messaging highlight this link?
- Is it easy to understand the link to fossil fuels? If it's hard to explain and for your local group to understand, it's going to be very hard to communicate it to the masses during your action.

The list below is to give you some ideas for the types of targets to look for in your area:

- **Financiers** Banks are the obvious one here but also pension funds, venture capitals, investment platforms (such as Vanguard), institutional shareholders, pension funds, hedge funds.
- Insurers The British economy is built on services such as finance and insurance and many of the fossil fuel projects around the world are insured by British companies.
- **PR Agencies** They are the fossil fuel industries spin doctors and create and maintain the veil of respectability. They are the greenwashing kings!
- **Solicitors** all large fossil fuel projects will have an army of solicitors behind them ensuring they can "comply" with legislation.

- Construction / engineering companies all fossil fuel projects need building and the major fossil fuel producers would not be able to keep going without the construction and engineering companies, many of which are complicit in enabling the fossil fuel industry.
- **Lobby groups** lobby government on the fossil fuel industries behalf. Many of our politicians came from some of the vilest of these lobby groups and their ties to the fossil fuel industry cannot be overstated.
- Security Firms Big fossil fuel companies have an army of private security to protect their interests, often from protesters. Without them it would be much easier to hold the fossil fuel industry to account.
- Regulatory authorities and bodies With poor regulations and even poorer enforcement, the regulatory bodies need to be held to account for their role in this worsening crisis.
- **Press** owned by oligarchs, they set the news agenda and ensure that the public are distracted from serious issues by celebrity gossip and trivia. Most publications give a platform to deniers and publish disinformation on the severity of the crisis.
- **Private jets, private airports -** are an extreme example of profligate resource consumption and pollution by an elite minority. They fly we die.
- Petrochemicals companies like Coca Cola, who are the world's biggest
 plastic polluter, ensure there is a huge demand for fossil fuel derived
 products. So much of what we consume contains single use plastic, let's
 show them the harm they're doing! Single use plastics, using recycling as
 greenwashing.

To help you identify targets in your area check out the following target resources:

Check for your nearest fossil fuel extraction sites below. You will need to then research the companies supporting them – e.g. transport, crane hire, legal services: https://friendsoftheearth.uk/climate/fossil-fuel-map-where-are-onshore-extraction-sites-england-and-wales

Reporting on UK onshore Fossil Fuel extraction: https://drillordrop.com

Focussed on fossil fuel funded PR / lobbyist groups:

https://www.desmog.com

<u>https://www.desmog.com/climate-disinformation-database/</u> - Filter this list by country – anyone on here is a potential target!

ACTION IDEAS

Actions can range from no spice to high spice, can be very small and personal and carried out by a very small group of rebels, or a huge action with dozens of rebels, theatre, laughter – the world is your oyster!

Here's some ideas to get the grey matter working:



- Rebellion of one a solo rebel holding a protest at the chosen target. As simple as holding a placard and sitting in front of their main doors. Rebellions of one are very effective as the solo rebel is putting themselves in a vulnerable position, apparently without support and at the mercy of security guards, police etc. Essential to have a support crew in the background looking out for them.
 - Rebellion of One The Preparation Pathway



 Dirty Scrubbers – are great for representing the greenwashing issue. Adds a level of theatre which makes your action more approachable for members of the public and gives them something to stay and watch for, rather than just walk by.



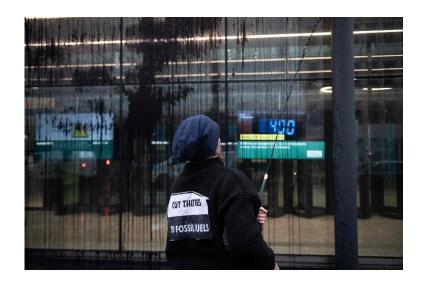
- Banners, placards and leaflets a group of rebels can have quite an effect, especially to employees of the targets, by staging a low key protest holding banners and giving out leaflets to those entering and leaving the target's building and conversing with them about the issue.
 - o Generic CUT THE TIES banner 3x1m



• **Dirty Greenwashing lines** – can work well with the dirty scrubbers but also on their own as an easily recognisable way of highlighting greenwashing.



 NOISE! - XR Rhythms bring energy and noise to your action. They ensure all those inside and out know you're there; your action is hard to ignore when Rhythms are in their flow!



- Fake oil whether it's sprayed, poured or used in as yet unthought up ways, fake oil is great for visuals. It's a problem for the companies as well as they have to clear it up! USING FAKE OIL IS LIKELY TO GET YOU ARRESTED!
 - Fire Extinguishers
 - Fake Crude Oil



- **Black smoke** use black smoke grenades liberally! They work excellently with the CUT THE TIES branding and ensure your protest is seen far and wide.
 - Buy Smoke Grenades



• Die ins – following the success of the mass die in at The Big One, consider using this in your action. It can be very powerful especially if used after a lot of noise has been made. The contrast of noise to silence encapsulates the issue and is a theatrical way to show the status quo (the noise) and what happens will happen if we don't affect change (we die!). Security and police are unsure what to do with a group of rebels lying on the floor, which could help to prolong your action.



- Paint the targets in a similar vein to Paint the Streets, cover your target in CUT THE TIES messaging, be it with stickers, spray paint (we encourage you to use chalk paint) or any other imaginative ways you can come up with. WARNING – THIS IS LIKELY TO BE CONSIDERED CRIMINAL DAMAGE AND ARRESTS ARE LIKELY
 - Buy Chalk Spray



• **Crime scenes** – another great theatrical way to get your message across. Best used for targets who get a high footfall of people passing your protest.



 Occupations – great for disrupting the target and the ability of employees to get to work, higher spice choice since the PCSC and Public Order Bills but for those wanting spice occupations are still a great choice.



Laughtivism – Creating funny actions that poke fun at the target are a
fantastic way to bring people onboard at an action. Laughtivism can be one
of the most effective ways of protesting. The general public are often far
more supportive of actions that focus on this rather than disruption or
damage. These are also some of the most creative actions.



 Delaying tactics - methods that require specialist police teams e.g. height removal, among others.

ROLES TO CONSIDER

Depending on your action design you may not need all these roles, but here's a list of roles to consider.

Roles with a ** by them are essential if you're planning a spicy action:

- On the ground action coordinator Essential at every action
- Livestreamer
- Photographer
- Videographer (if desired)
- Media & Messaging coordinator
- Spokes person
- Personal testimonials / outside speaker
- Protest Liaison**
- Wellbeing**
- Embedding Non Violence (De-escalation)**
- Steward
- Legal observer** (May be harder to find outside London)
- Banner holders
- Outreach
- Police Station Support**
- XR Rhythms

Many of these roles have circles within XR who can help if you need it.

Action Support – once you have decided on your action design, we recommend looking at what support roles you will need early on, so you have enough time to find the crew. We can help you with this if needed.

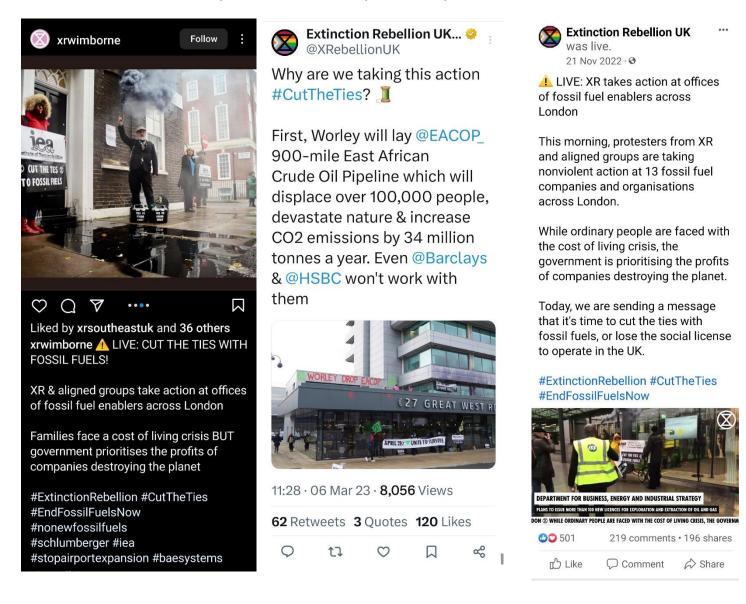
Find Your Local XR Group Here

MESSAGING AND ASSETS

Social media

Consider how you want to use social media to promote your action. Make this part of your action planning so on the day there is a clear plan for your M&M coordinator to follow, ensuring your action reaches the widest audience.

Here are some examples of social media posts from previous **CUT THE TIES** actions:



Don't forget to give XR UK M&M team notice of your action to ensure they push it out to wider channels.

Press Release

How is your group's capacity to write and distribute a press release? We can always help brush up a PR you have written and help with distribution lists. If you are happy to

write and send out your own, brilliant, please Cc. us at cut-the-ties@proton.me when you release it.

See an Example Press Release from a Previous Cut The Ties action Here

Writing your press release

Aim to finish drafting it a week before the action to share it securely within your M&M group. Tip: make a secure chat group for each action and include the key people e.g. photographer, live streamer and/ or someone grabbing social media friendly video clips, PR writer, distributor, press contact, on the ground press handler (if you expect TV or Press to attend).

Start with title, date (leave blank on drafts for security), name and phone number for your Press Contact.

Write a concise description of what is happening in the present tense. This must include who, when, where, what and finally why? It's good practice to add footnotes to support what you say in your 'Why' section- to support the facts you want to give about the target otherwise these might not be believed and so will be left out if the story gets used.

Finally add quotes from the activists involved in the action (not necessarily saying what any individual did). These quotes should carry your key messaging and demands, so if a news outlet wants to rewrite the whole story from different angle the one part of the PR they can't change are the quotes. You need to include at least two of the following: the activists name, home town, age, profession. Top tip- write these quotes yourself so they cover the intended messaging accurately, then offer to attribute them to the individuals taking action.

Pictures for the Press Release

Good pictures help a news editor make the decision to run the story, so attach early pictures of the action to your PR.

Your photographer should send them to your Media group directly from the action within 30 minutes of the start. Some photographers can send DSLR pictures otherwise they should send smartphone pictures. They should include "live" elements like spraying a building, smoke flares going off, and shots with the banners and placards carrying your key messaging. Banners are good for wide scene setting shots, placards for human focussed images.

Include a link to a google drive share folder- to be updated with more edited images during the day and short video clips. Pictures should also be uploaded to the Pics.io XR image archive.

Timing for Media interest

Weekdays are best time to get media attention, early in the week is better, and early in the day maximises your chance of getting media attention. If your action is ongoing into the afternoon that will give news crews a chance to come out to you for a lunchtime news story.

But whether a story gets picked up always depends on what sort of news day it is, there are no guarantees. Regional actions with local media outlets are much more likely to cover you and to use more of your press release.

Even if not taken up the PR will help guide social media and livestream content, and remember your action will have a direct impact on the employees and directors of the company you have targeted, members of the public and the rebels taking part. It's always good to have people assigned to outreach with leaflets available.

Embargoed Press Releases

As a rule do not send a PR for a spicy action in advance, wait until the action has started, this is good security and allows you to get word of any changes to the way the action went off and allow a last minute edit.

Email your PR out then call to follow up to ask if the story is being used, offering interviews with a spokesperson.

Check the Rebel Toolkit for more info and help

Design assets

CUT THE TIES branded fire extinguishers, fake oil barrels have been used extensively across previous actions and are available for rebels to use again.

Here's some links to get you started with the assets you may need for your action:

Fire Extinguishers

Fake Crude Oil

Bus Stop Ad Hack

Generic CUT THE TIES banner 3x1m

All the information you need to create banners, stickers and flyers

Rebel Toolkit

The links above should give you everything you need to get your assets created, should you require any help please reach out and ask.

Photography and videos

To have a greater impact for the press and social media, having professional photography and videos is a great tool. There is a network of XR photographers, live streamers and spokes persons across the nations and regions. If you would like one then make sure you

put in a request with plenty of notice (at least two weeks). Request forms can be found in the Rebel Toolkit

Please remember to take your photos and videos in landscape!

Think about how to take your shots in advance. Your photographer / videographer may need to be in a slightly different location in order to get the best shots.

Before you start the action, make sure your local/regional M&M folk are geared up to get your content onto social media channels. You may wish to livestream your action! Add your best photos and videos to the <u>Live Action Channel</u> where they will be seen by Rebels far and wide.

If you're in this channel please don't swamp it with every image, choose a selection of your best ones to upload. Once they're in the XRUK Live Action Content channel your images will be viewed by approx. 1500 members who may be inspired to take part in the next wave.

LEGAL ITIES

The **CUT THE TIES** campaign has been prominent in London and as a result the police recognise and react to our actions swifty. Although it is not definitely the case you should be aware that rebels have been arrested on **CUT THE TIES** actions for the crime of "coming equipped to cause criminal damage" and picked up for carrying stickers whilst walking with rebels carrying fire extinguishers. All charges were subsequently dropped but it is worth being aware of this possibility when planning your action.

Should rebels be arrested during your action the table below outlines the types of charge you could be facing and the possible sentence.

What? (Example behaviour)	Where	Potentially relevant legal issues
Assembling, occupying, being present	Public spaces where protest conditions are in place	Sections 12 and 14 (Protest conditions)
Obstructing / occupying / squatting ('die-ins', swarming etc).	Public roads, pavements, verges	Obstruction of the Highway; Public Nuisance

Obstructing / occupying / squatting ('die-ins', swarming etc)	Private roads / private property (e.g. shops, banks, etc)	 (Civil) Trespass; Aggravated Trespass; (Civil) Private nuisance
Setting up stalls and distributing leaflets (but no commercial activities or littering)	Public spaces	Obstruction of the Highway
Banner drops	Buildings/street railings etc	 Criminal Damage; Aggravated Criminal Damage
Spray painting / chalk spraying	Public or private property	Criminal Damage
Damaging windows (including by sticking things on them)	Public or private property	Criminal Damage
Being present (in any role, including banner holding, leafleting or livestreaming) when an action is carried out, especially criminal damage actions	Public or private spaces	 Same offence as the "arrestable" activists under Joint Enterprise
Flyposting (even using water-soluble paste)	Private or public spaces (e.g. windows, bus shelters, etc).	 Flyposting offences; Criminal Damage
Flyposting (even using water-soluble paste)	Near/on roads	 See Banners and Roads - Legal Support Briefing
Leaving behind objects	Public land, or private land which is accessible to the public	Littering; Fly-tipping
Blocking entry to doors	Private land (e.g. inside a shop or bank / outside shop or bank)	Aggravated Trespass
Subvertising	Existing advertising spaces	Criminal Damage; Flyposting offences

Playing loud music / samba bands etc.	Public spaces	 Public Nuisance; Breach of copyright; (Civil) Private Nuisance Bye-laws/location-specific restrictions
Use of fire / flammable objects (e.g. flares)	Public or private property	 Criminal Damage; Aggravated Criminal Damage; Arson; Section 80 of the Explosives Act - see Uncommon Forms of Protest - Legal Support Briefing Section 22a of the Road Traffic Act - see Banners and Roads - Legal Support Briefing
Locking on / gluing on	Public land (including roads, pavements etc)	Locking onCriminal DamageObstruction of the Highway
Locking on / gluing on	Private land	Locking onCriminal Damage(Civil) TrespassAggravated Trespass
Having lock on equipment or any item intended to be used for locking on	Public land; private land other than a dwelling	Being equipped to lock on
Any behaviour (scaling, painting, banner drops) which has the potential to injure someone else (e.g. falling objects etc)	Private or public land	Aggravated Criminal Damage
Any behaviour that the police deem is obstructing them in their lawful duty	Private or public spaces	Obstruction of a Police Officer

Chanting/shouting/communicating (e.g. via banner/signs) messages which others could find threatening	Private / public spaces	Breach of the peace; Affray; Violent Disorder
Obstructing a work place, such as a construction or drill site, and preventing people from working	Public Land	 Obstruction of the highway Section 241 of Trade Union and Labour Relations Act

Anyone doing actions should have completed Non Violent Direct Action [NVDA] training and Know Your Rights [KYR] training. Online NVDA training is regularly hosted by XR UK Talks and Trainings. and KYR training is available online.

Watch the latest KYR training here, or take the course via the Rebellion Academy [2021].

For a breakdown of possible charges for spicy actions see 'Be informed of legalities'.

Support for Local Groups looking to undertake arrestable actions and needing Arrestee and Legal support can be accessed by XRUK Legal or XRUK Back Office

XR UK Bust Cards

Creating and executing actions is not always cheap. If you'd like to help continue the fight and contribute to the XR South East fundraiser please follow the link here, all money raised is used specifically for actions.



SUMMARY OF STEPS

- Identify your chosen target in your local area.
- 2 Come up with an action design with your local group
- Decide what assets you'll need, whether generic **CUT THE TIES** assets are suitable or whether you would want target specific assets
- Plan a date for your action
- Recruit a support crew ensure they all have the necessary NVDA training and arrange a legal briefing for your action
- ACTION DAY Make the magic happen!
- Ensure your photos, videos, press releases are all shared on social media, local press and anywhere else you've planned them to go.
- Carry out an action debrief. Consider Roses, Thorns and Buds what went well, what didn't, and things that can be developed to improve future actions
- Consider escalations. Was your action a success? Would the target benefit from another visit? How can you turn up the heat on them next time?

PREVIOUS CUT THE TIES ACTIONS



Department for Business, Energy and Industrial Strategy (BEIS) – XR South West / South East

Fake oil from CUT THE TIES branded fire extinguishers was sprayed over the Department of Business, Energy and Industrial Strategy whilst Rebels held placards, chanted and set off smoke grenades.



Tufton Street - Writers Rebellion

Fake oil was poured down the steps of 55 Tufton Street, home to Institute for Economic Affairs whist rebels from Writers Rebellion read a William Blake poem.



Eversheds Solicitors - HS2 Rebellion

Fake oil from CUT THE TIES branded fire extinguishers was sprayed over the office of Eversheds solicitors, who act for Exxon Mobil and HS2. Rebels locked on in the entrance door blocking access for staff and visitors. Other rebels set off smoke grenades, held banners and gave out leaflets. Eversheds were clearly embarrassed, had the oil cleaned off within an hour and implored the police not to make arrests for rear of the reputational damage.



Ineos - Plastics Rebellion

Plastics Rebellion targeted Europe's biggest plastics manufacturer at their head office in West London. Banners were unravelled whilst rebels climbed onto the porch roof, sprayed the building with fake oil and set off smoke grenades. The latter having an unintended but very effective side effect of setting off lneos' smoke alarms, causing all the staff to be evacuated to a muster point in front of the protest.



BAE Systems offices - Christian Climate Action

Christian Climate Action left hand prints in fake blood and oil at the offices of Britain's leading arms manufacturer BAE Systems who supply weapons to conflicts which increase the vulnerability of people living on the front lines of climate change. The arms giant also provides military and technical support to Saudia Arabia, enabling the regime's oil production. A spokesperson said: "Through oil you have blood on your hands."



Church House - Christian Climate Action

Christian Climate Action also protested at Church House in Westminster to highlight the Church of England's failing strategy to stay invested in fossil fuels and influence the industry as shareholders.



JP Morgan - XR Health (Doctors)

Three doctors glued themselves to the windows of JP Morgan alongside artistic posters portraying the incongruity between the damage the climate crisis is causing and tomato soup on Van Gogh's painting of the sunflowers, asking which of these is vandalism?



Schlumberger - XR Wales / XR Youth

Rebels sprayed fake oil over the building and poured oil over a model of the earth whilst other Rebels held banners.



Ontario Teachers Pension Fund - Sky Rebellion

Sky Rebellion protested at the London offices of the Ontario Teachers Pension Plan. The Canadian based pension fund invests in infrastructure projects including the controversial expansion of Bristol Airport which it owns. Sky Rebellion poured fake oil in front of the office, holding a banner demanding airport expansion is stopped.



Hill & Knowlton - XR Cymru

XR Cymru splattered fake oil over the offices of public relations consultancy Hill & Knowlton Strategies. Hill & Knowlton has worked for fossil fuel companies ExxonMobil, Shell, Chevron and Saudi Aramco and recently managed communications for Egypt's presidency of the UN climate conference at Sharm El Sheikh.



BP - XR South East

Rebels sprayed fake oil at BP's HQ in St James Square to protest against its obscene £7.1 billion profits which it has amassed as families struggle to cope with rocketing energy costs. BP makes no secret of its strategy to continue to invest in extracting fossil fuels in the face of rapidly increasing climate breakdown and despite UN General Secretary Antonio Guterres warning that the policy is "delusional".



Arch Insurance – Money Rebellion

Money Rebellion poured fake oil at the offices of Arch Insurance. Arch Insurance had refused to rule out insuring fossil fuel giant Total's East Africa Crude Oil Pipeline (EACOP), a project that will jeopardise important ecosystems, fuel climate change and pose significant risks to millions of people.



International Maritime Organisation (IMO) - Ocean Rebellion

Ocean Rebellion carried out an extremely effective non-spicy and highly theatrical action at the office of the IMO. It included pyrotechnics, rebels dressed in black with fake oil drums for heads, pouring oil into a clean ocean. No arrests were made – showing how effective having a theatrical protest can be. The Dirty Scrubbers cleaned up the oil as part of the action.



Edelman - XR London

Rebels put up a greenwashing line outside the public relations company Edleman's London offices, calling them out on the PR work they do for big oil companies such as Shell and Exxon.



Worley – XR South East

Four rebels climbed onto the roof of Worley's Head Office in West London. Worley are the main engineering company for the East African Crude Oil Pipeline (EACOP). Chalk paint was used to graffiti "DROP EACOP" and fake oil was sprayed on their building. The rebels then played samba on the roof disrupting those working inside. A large support crew held banners and engaged with staff entering and leaving.



The Home Office – XR South East

The Home Office was chosen to protest the decision to open the new Cumbrian coal mine. This was a theatrical action where rebels dressed as canaries were chased around by a rebel dressed as Michael Gove, while fake oil was poured at the entrance and two rebels locked on in front of the main doors. Interestingly, although the two oil pourers were arrested the police deemed the rest of the action to be proportional and left the action to continue!



London Fashion Show - Plastics Rebellion

Rebels from Plastics Rebellion chose to target the London Fashion Show which, despite claiming green credentials, chose Coca Cola as their sponsor – the world's biggest plastic polluter! Rebels dressed in white hazmat suits rolled out a red carpet in front of the venue and poured fake oil down it from huge Coca Cola bottles. Other rebels held banners, placards and engaged with the public and people entering the venue.

CONTACT US

Email the CUT THE TIES Campaign - cut-the-ties@proton.me