Using mobile phones to access information from the digital world of the Internet is becoming common, and many people are also using mobile phones to explicitly publish information to the Internet. But today’s phones also have sensors that enable them to observe the physical world around them and potentially share this information, either autonomously or semi-autonomously. This provides a huge potential to have communities of users collect information about the physical world and fundamentally change our collective awareness. The physical world contains more sensory data than we can possibly comprehend... so which data is important? How much do we need? And most importantly, how do we ensure that the phone maintains this trust by diligently protecting the privacy and safety of its use?