

Facing Facts: Best Practices for Common Uses of Facial Recognition Technologies



In the 2002 film *Minority Report*, Steven Spielberg imagined a world in which companies use biometric technology to identify us and serve us targeted ads. Ten years later, that vision is coming closer to reality. Having overcome the high costs and poor accuracy that once stunted its growth, one form of biometric technology—facial recognition—is quickly moving out of the realm of science fiction and into the commercial marketplace. Today, companies are deploying facial recognition technologies in a wide array of contexts, reflecting a spectrum of increasing technological sophistication. At the simplest level, the technology can be used for facial detection; that is, merely to detect and locate a face in a photo. Current uses of facial detection include refining search engine results to include only those results that contain a face; locating faces in images in order to blur them; ensuring that the frame for a video chat feed actually includes a face; or developing virtual eyeglass fitting systems and virtual makeover tools that allow consumers to upload their photos online and try on a pair of glasses or a new hairstyle. A more refined version of facial recognition technology allows companies to assess characteristics of facial images. For instance, companies can identify moods or emotions from facial expressions to determine a player's engagement with a video game or a viewer's excitement during a movie. Companies can also place cameras into digital signs to determine the demographic characteristics of a face—such as age range and gender—and deliver targeted advertisements in real-time in retail spaces.

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Facing Facts: Best Practices for Common Uses of Facial Recognition Nov 18, 2015 In our increasingly technological world, archaic VPCM options may have the appealing because of the FTCs best practices for facial recognition Trade Commn, Facing Facts: Best Practices for Common Uses of Facial **FTC Staff Report Provides Best Practices For Use of Facial** Mar 25, 2014 FTC Staff Report: Facing Facts - Best Practices for. Common Uses of Facial. Recognition Technologies. The views expressed are those of the **Facing Facts: Best Practices for Common Uses of Facial Recognition** Nov 9, 2012 facial recognition technologies should bake in certain best practices staff report, Facing Facts: Best Practices for Common Uses of Facial **none** Facing Facts: Best Practices for Common Uses of Facial Recognition Technologies (Federal Trade Commission) Statement of Senator Al Franken, Chairman, **Use of Facial Recognition Technology for Medical Purposes** Oct 1, 2012 Facing Facts: Best Practices For Common Uses of Facial Recognition Technologies. Tags: Bureau of Consumer Protection Consumer **FTC Staff Report Provides Best Practices For Use of Facial** Today, companies are deploying facial recognition technologies in a wide Facing Facts: Best Practices for Common Uses of Facial Recognition Technologies **Facial Recognition Technology: Best Practices, Future Uses and** Nov 5, 2012 Following up on that effort, FTC staff published Facing Facts: Best Practices for Common Uses of Facial Recognition Technologies to continue **Facing Facts: Best Practices for Common Uses of Facial Recognition** Facing Facts - Best Practices for Common Uses of Facial Recognition Technologies. The views expressed are those of the speaker and not necessarily those of **Facing Facts: Best Practices for Common Uses of Facial Recognition** Federal Trade Commission, FACING FACTS: BEST PRACTICES FOR COMMON USES OF FACIAL RECOGNITION TECHNOLOGY 4 (Oct. 2012). 260 Mark **Facing Facts: Best Practices for Common Uses of Facial Recognition** Facing Facts: Best Practices for Common Uses of Facial Recognition Technologies. Submitted by PIAwatch on Sun, 04/11/2012 - 15:23 **Privacy and Data Protection Issues of Biometric Applications: A - Google Books Result** Oct 22, 2012 Companies Using the Technologies Should Design Services with Consumer a staff report Facing Facts: Best Practices for Common Uses of Facial Facial recognition technologies have been adopted in a variety of **FTC releases facial recognition tech guidelines - CBS News** Oct 22, 2012 Companies Using the Technologies Should Design Services with Consumer a staff report Facing Facts: Best Practices for Common Uses of Facial Facial recognition technologies have been adopted in a variety of **FTC Recommends Best Practices for Facial Recognition Technologies** Facing Facts: Best Practices for Common Uses of Facial Recognition a workshop Face Facts: A Forum on Facial Recognition Technology to explore **Facial Recognition Technology: Best Practices, Future Uses and** Oct 22, 2012 Facts. Best Practices for Common Uses of. Facial Recognition **FTC Issues Guidance on Best Practices for Facial Recognition** Oct 22, 2012 Dissenting Statement of. Commissioner J. Thomas Rosch. **Corporate Legal Compliance Handbook - Google Books Result** [1] Facing Facts: Best Practices for Common Uses of Facial Recognition Technologies, Federal Trade Commission (FTC), (Oct. 2012), available at **pptx - NTIA** Nov 8, 2012 Facing Facts: Best Practices for Common Uses of Facial Recognition Technologies, discusses how the core privacy principles set forth in the **FTC issues best practice guidelines for deployment of facial recogn** Oct 25, 2012 Federal Trade Commission today released a staff report Facing Facts: Best Practices for Common Uses of Facial Recognition Technologies **FTC Recommends Guidelines for Facial Recognition Adweek** (3) October 2012: Facing Facts: Best Practices for Common Uses of Facial Recognition Technologies, suggesting ways to protect consumer privacy as use of **FTC Rutgers Computer & Technology Law Journal** Nov 9, 2012 Companies have already adopted facial recognition technologies in staff report, Facing Facts: Best Practices for Common Uses of Facial **FTC Recommends Best Practices for Facial Recognition Technologies** Law, Society, and Emerging AR Technologies Brian Wassom entitled Facing Facts: Best Practices for Common Uses of Facial Recognition Technologies. **Facing Facts - Best Practices for Common Uses of Facial - NTIA** Nov 8, 2012 The report, Facing Facts: Best Practices for Common Uses of Facial Recognition Technologies, discusses how the core privacy principles set **FTC Recommends Best Practices for Companies That Use Facial** Oct 22, 2012 The relatively brief 21-page report, Facing Facts: Best Practices for Common Uses of Facial Recognition Technologies, was based on a

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