

RSAConference2022

San Francisco & Digital | June 6 – 9

TRANSFORM

SESSION ID: LAW-T08

Face/Off: The Battle to Authenticate with Biometrics

Mike Serra

Product Counsel
Cisco Systems, Inc.
@mikeserralaw

Stephen Wu

Shareholder
Silicon Valley Law Group
@StephenSWu



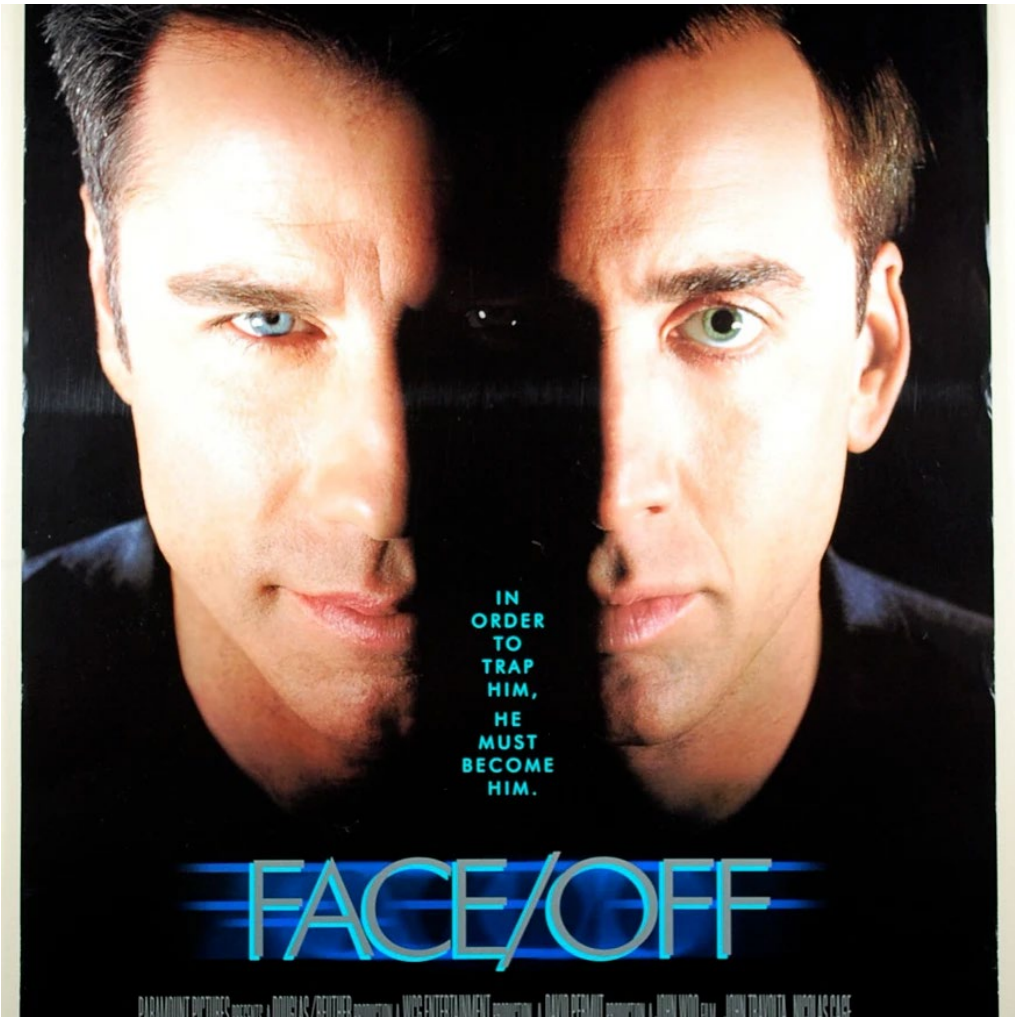
Disclaimer

Presentations are intended for educational purposes only and do not replace independent professional judgment. Statements of fact and opinions expressed are those of the presenters individually and, unless expressly stated to the contrary, are not the opinion or position of RSA Conference LLC or any other co-sponsors. RSA Conference does not endorse or approve, and assumes no responsibility for, the content, accuracy or completeness of the information presented.

Attendees should note that sessions may be audio- or video-recorded and may be published in various media, including print, audio and video formats without further notice. The presentation template and any media capture are subject to copyright protection.

©2022 RSA Conference LLC or its affiliates. The RSA Conference logo and other trademarks are proprietary. All rights reserved.

The opinions expressed by the speakers are their own views and not those of Cisco or Silicon Valley Law Group.



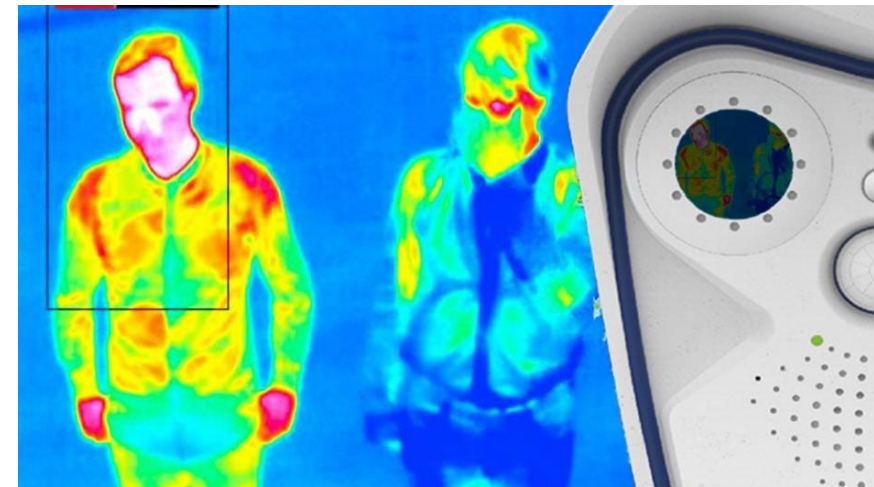
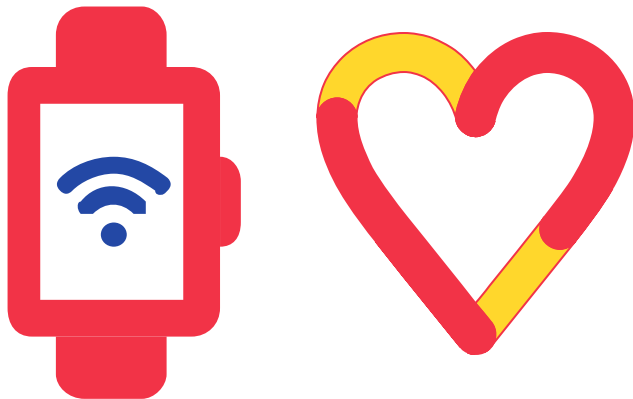
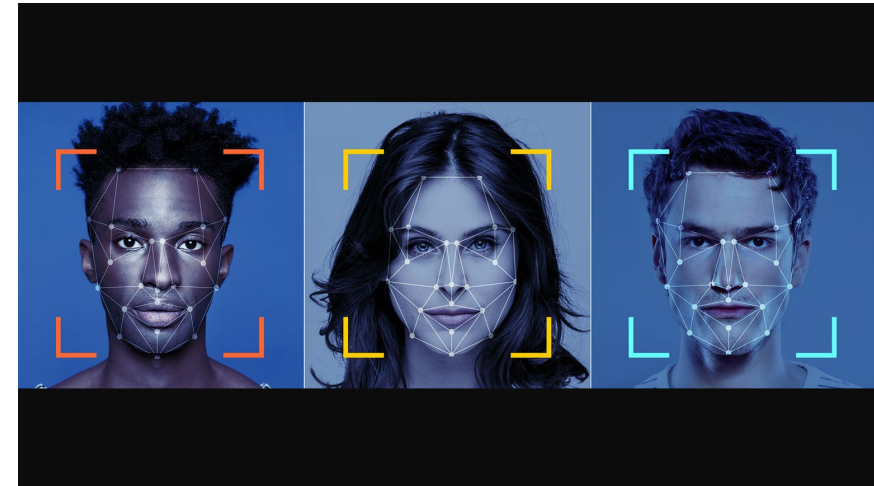
Background Legislation



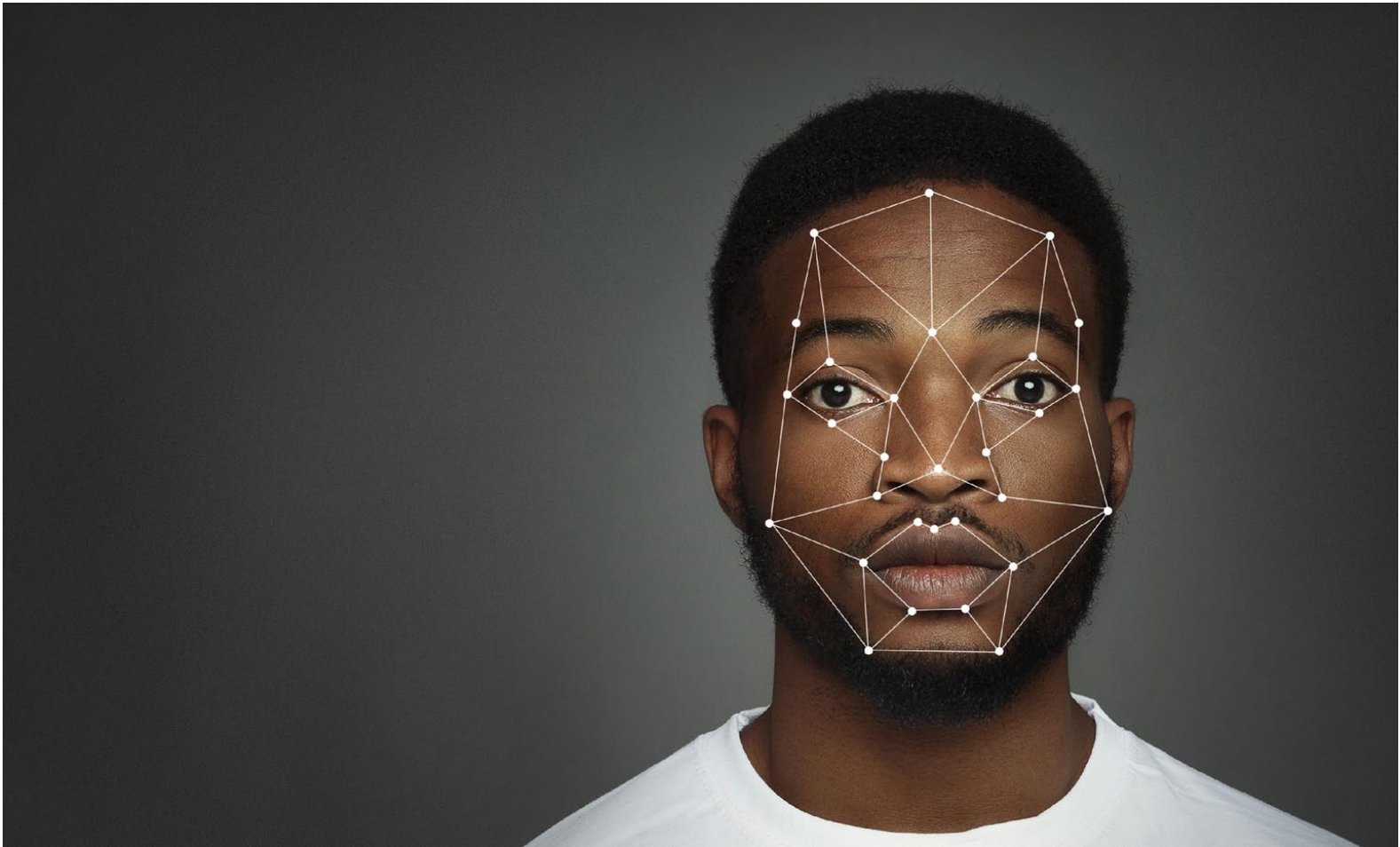
(16) Issuing regulations governing access and opt-out rights with respect to businesses' use of automated decisionmaking technology, including profiling and

Article 22

Automated individual decision-making, including profiling



Facial Recognition Systems





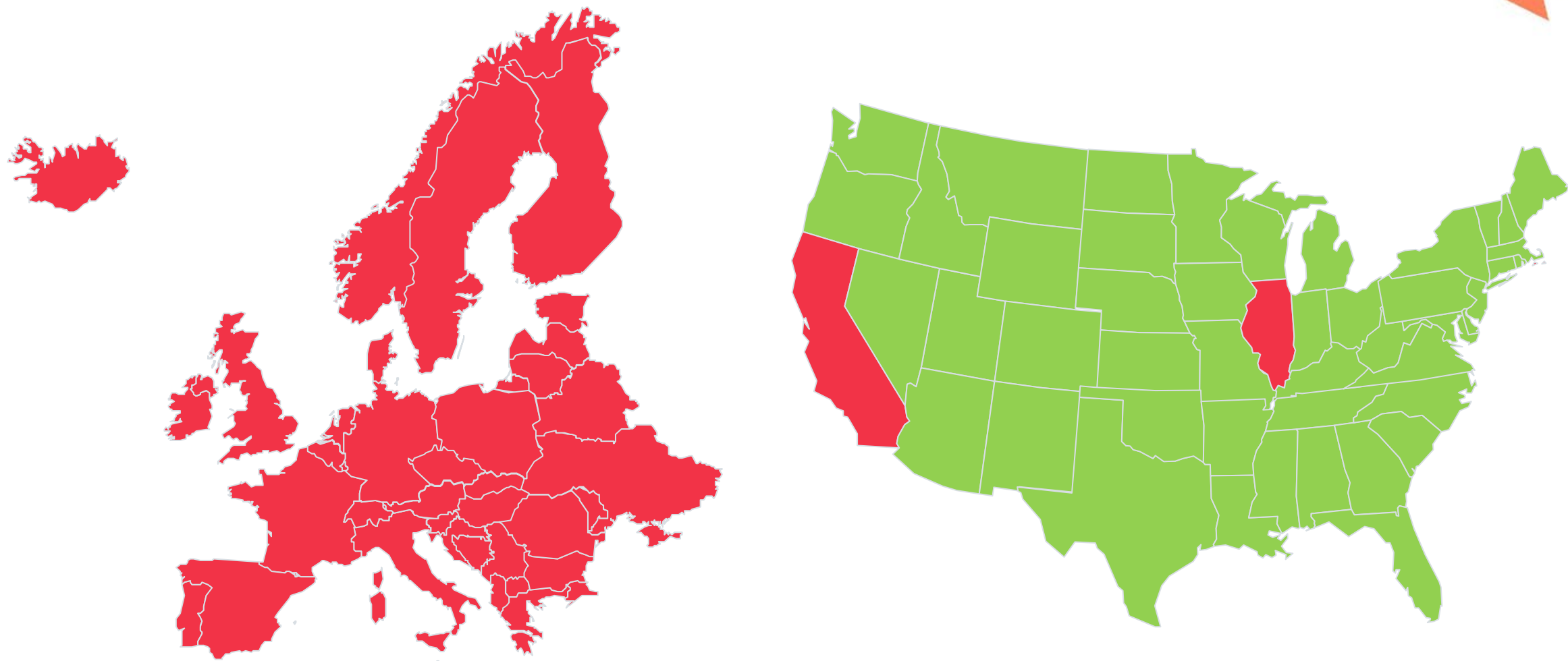
Deepfakes



Unique Issues With Facial Recognition



The Law that Face/Off Overlooked



Do You Have Rights to Your Data?



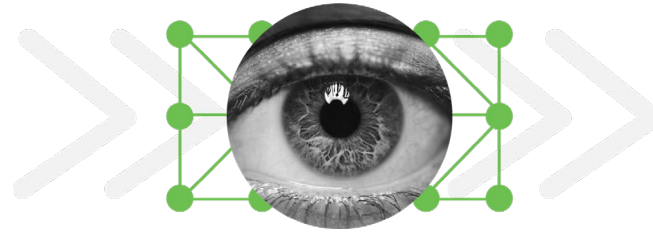
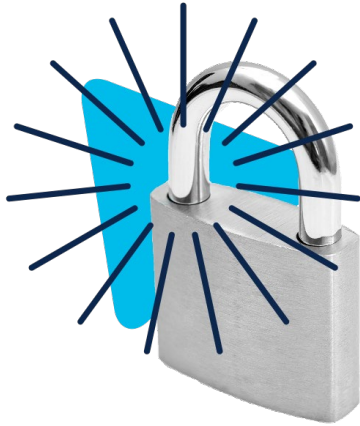
Stein v. Clarifai



Clearview.ai Litigation and Investigations



What Did the Movie *Face/Off* Teach Us?



Apply This Presentation

- Next week you should:
 - Learn more about facial recognition and AI
 - Begin an inventory of FR authentication and other applications
- Within three months, you should:
 - Gather your team
 - Conduct a legal risk assessment of FR applications
 - Integrate FR into the security risk assessment/management process
- Within six months, you should:
 - Complete governance documents
 - Implement governance controls

Questions/Discussion

Contact Information

- Mike Serra, mikeser@cisco.com
- Stephen Wu, ssw@svlg.com

American Bar Association AI and
Robotics National Institute
October 2022, Silicon Valley
Ambar.org/ai2022

