



# FB FACE RECOGNITION



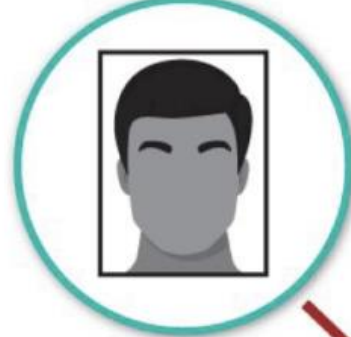
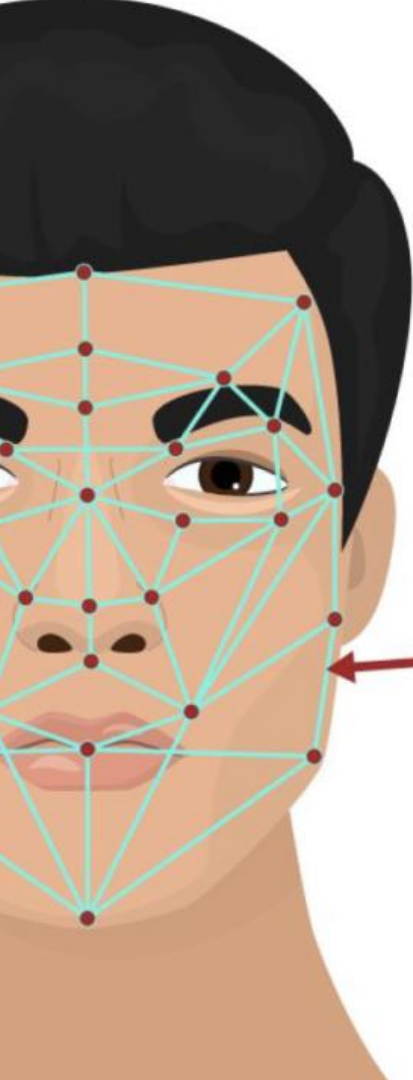
by Izabella W.



## Face Recognition

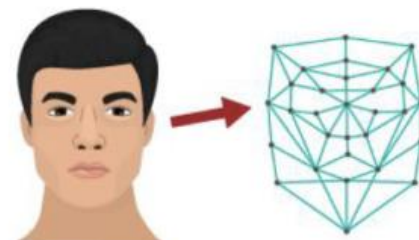
Technology potentially capable of matching a human face from a digital image or a video frame against a database of faces.





## CAPTURING

Identifies details of a face.



## CREATING FACEPRINT

Converts details into a unique digital representation.



## MATCHING

Compares faceprint to databases to try to find a match.

UNIQUE  
FACIAL  
DATA



[illegible]



facebook

## FACEBOOK AND FACE RECOGNITION

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# FACE RECOGNITION

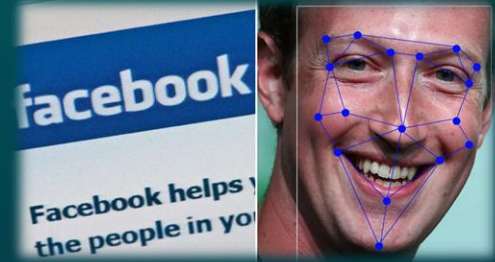
TIMELINE

**2010**

FB introduced face  
recognition

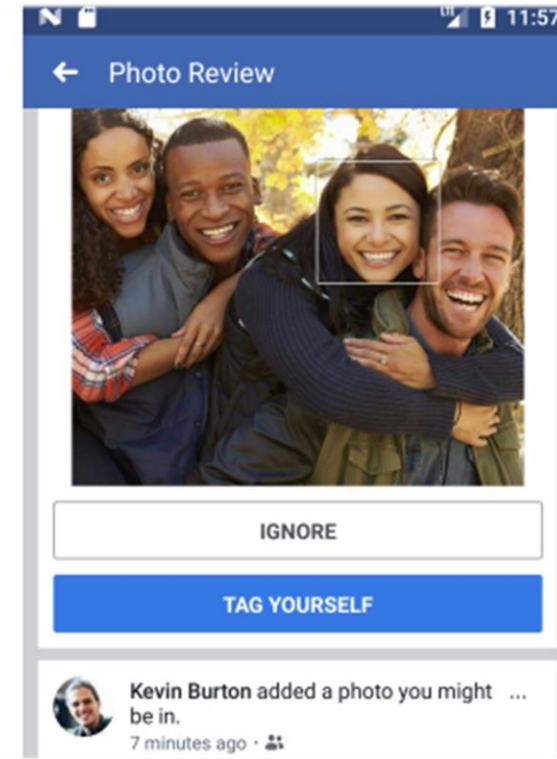
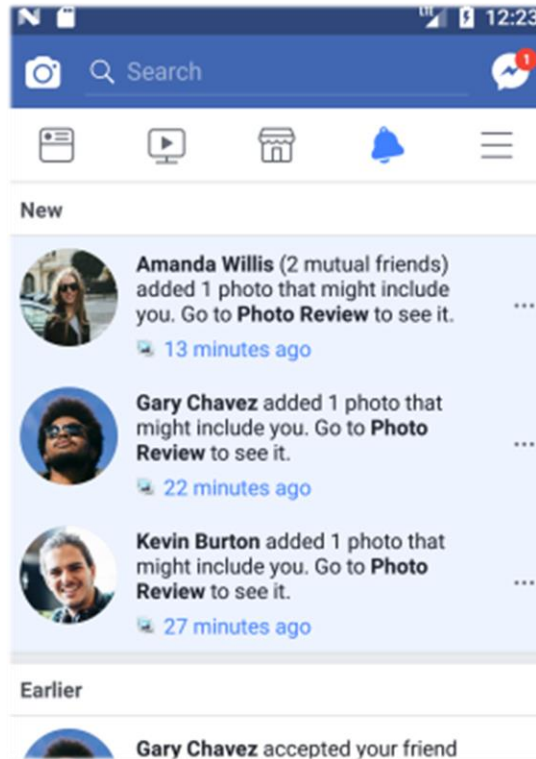
FB announced NEW face  
recognition features

**2017**





- Enhanced Security
- Prevention of Impersonation
- Convenience in Tagging and Organizing Photos
- Efficient Content Management
- Assistance for Visually Impaired Users
- Missing Persons and Safety Measures
- Innovation in Technology





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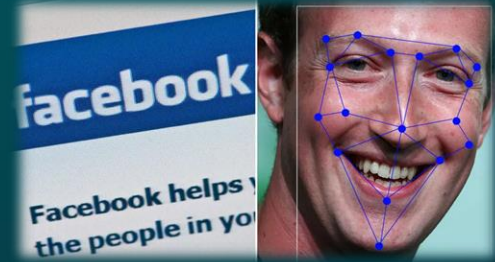
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**2017**

**2018**

concerns about  
privacy violation

??!





# CONCERNS

## Privacy Violation

## Risk of Institutional Abuse

## Potential Identification Errors

## Application in Criminal Cases

## Lack of Unified Regulation

## Equality and Discrimination



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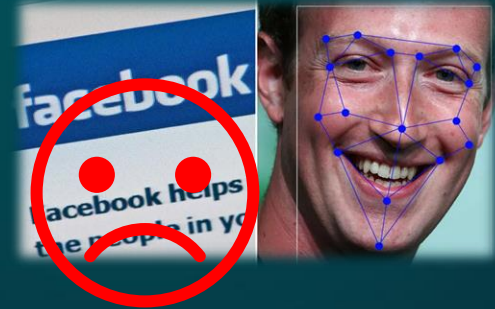
**2017**

**2018**

concerns about  
privacy violation

**2020**

\$550 million penalty  
against Facebook





**“It’s going to take time, but over the next decade I want us to build a reputation for privacy that’s as strong as our reputation around building good, stable services,”**

**Zuckerberg said**



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**2020**

\$550 million penalty  
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**2021**

FB shut down its facial  
recognition system



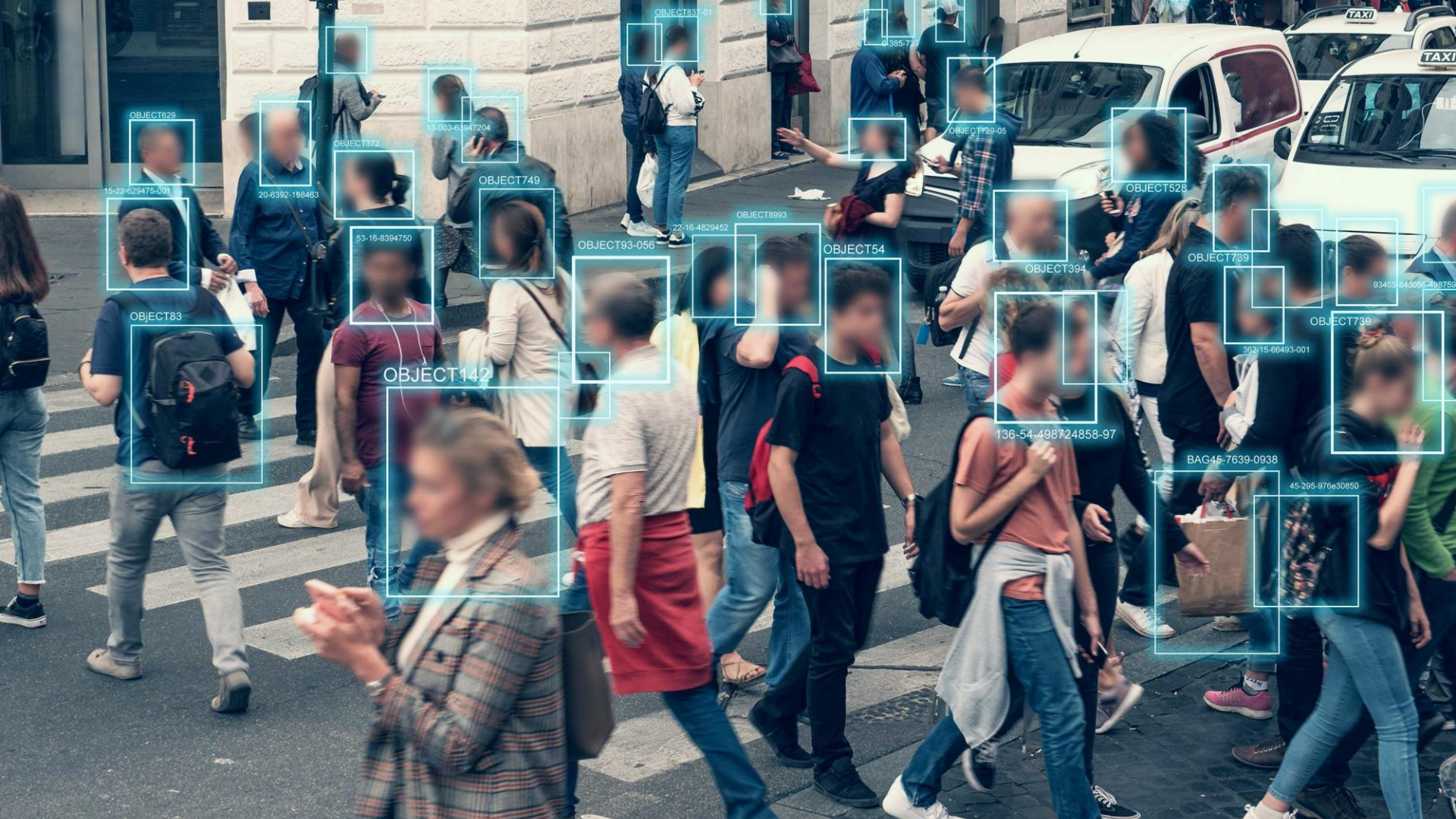


## OFFICIAL STATEMENT

- “We’re shutting down the Face Recognition system on Facebook. People who’ve opted in will no longer be automatically recognized in photos and videos and we will delete more than a billion people’s individual facial recognition templates.”

- Facebook









**THANKS FOR YOUR  
ATTENTION !**

