



Tao Wang

Why Protect Facial Identity?

> Facial images are extensively collected and disseminated.

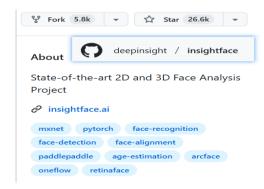






- > Deep learing-based face recognition (FR) is highly accurate and widely accessible.
- **InsightFace** open-sourced various advanced FR models, e.g., ArcFace.
- Leading companies also open up their available APIs, e.g., Face++





- > Anyone can use FR tools to obtain facial identity without authorization.
- Facial identity is **immutable**; once leaked by unauthorized FR, it remains leaked for life.



Location tracking



Identity fraud

Limitations of Traditional Methods

> Traditional methods obscure the visual content of facial features for identity protection.



Blurred

Pixelated

Masked

Limitation 1: Low Visual Naturalness-> Susceptible to Attacks

- Poor visual quality can **easily attract the attention** of adversaries
- Distinguishable visual effects also reveal the purpose of privacy protection.

Then, adversaries can leverage various forms of background knowledge to infer the original identity.

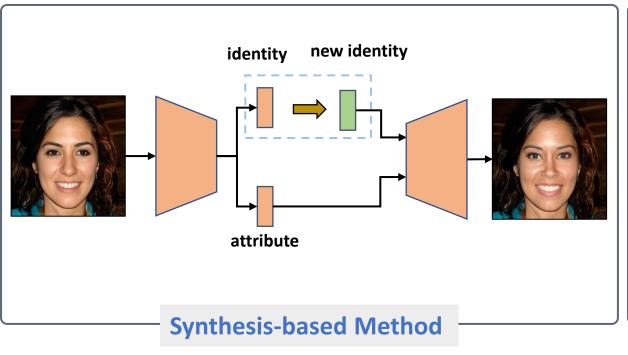
Limitation 2: Low Visual Utility

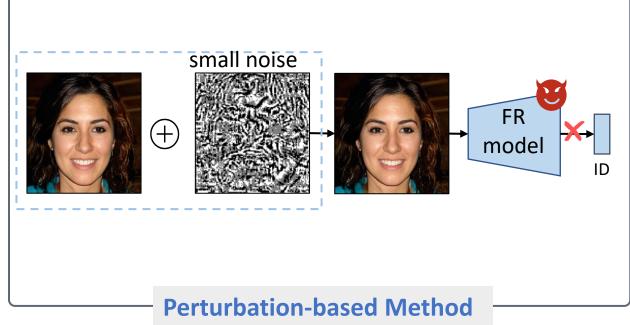
• The post-processing degradation of facial images undermines their effectiveness for **face detection** and attribute recognition tasks

Advanced Methods

Advanced methods overcome two major limitations of traditional methods and can be categorized into two classes:

- Synthesis-based Method: Such methods generate a face with a new identity to replace the original face, thus removing the original identity.
- **Perturbation-based Method**: Such methods add quasi-imperceptible noise to disturb the judgment of Face Recognition (FR) models, thus concealing the original identity.

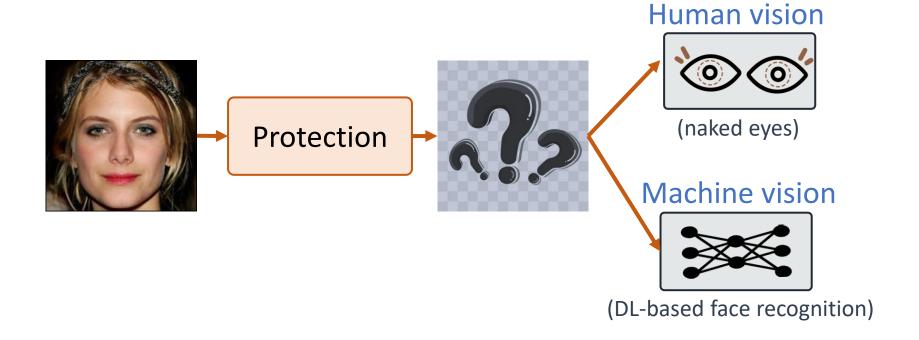




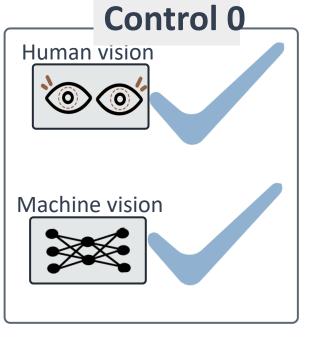


Who can access the real facial identity?

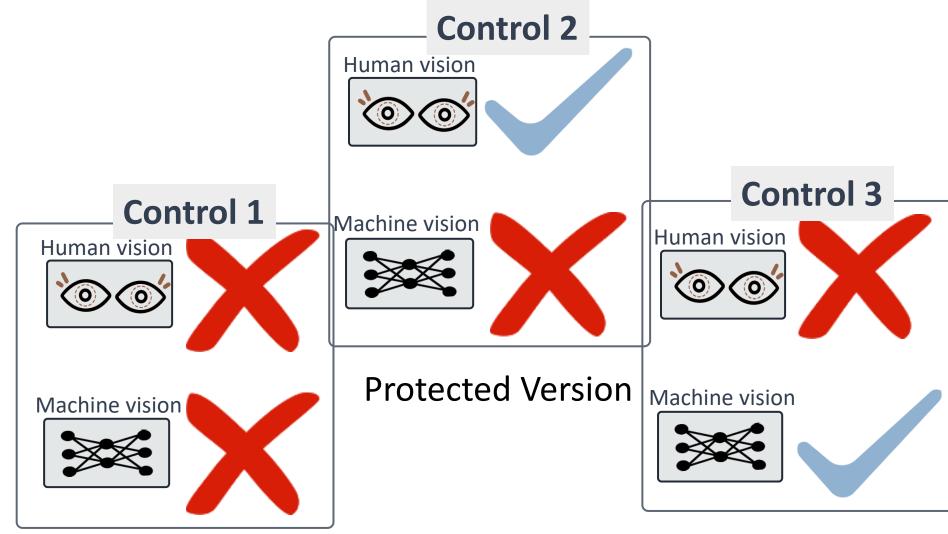
Two Vision Roles





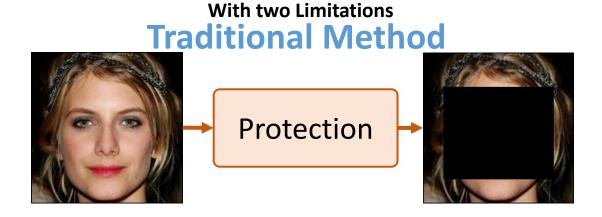


Original Version



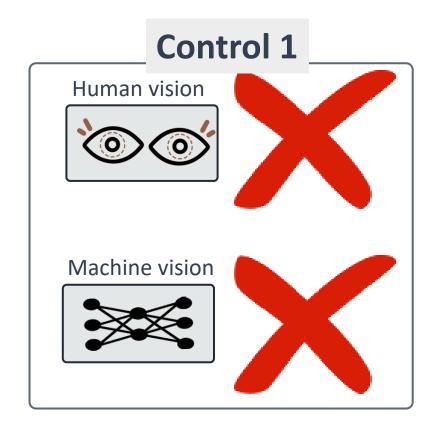


Control 1

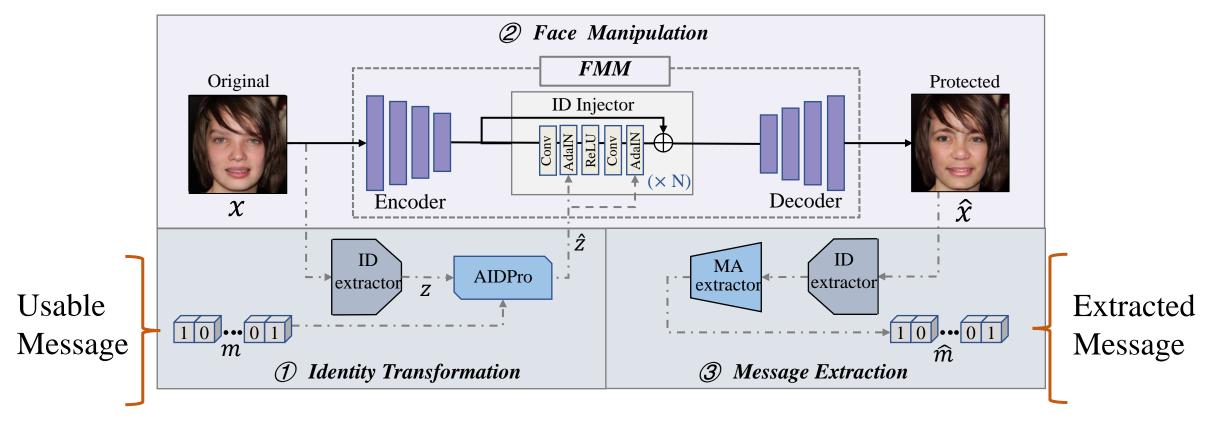


Synthesis-based Method



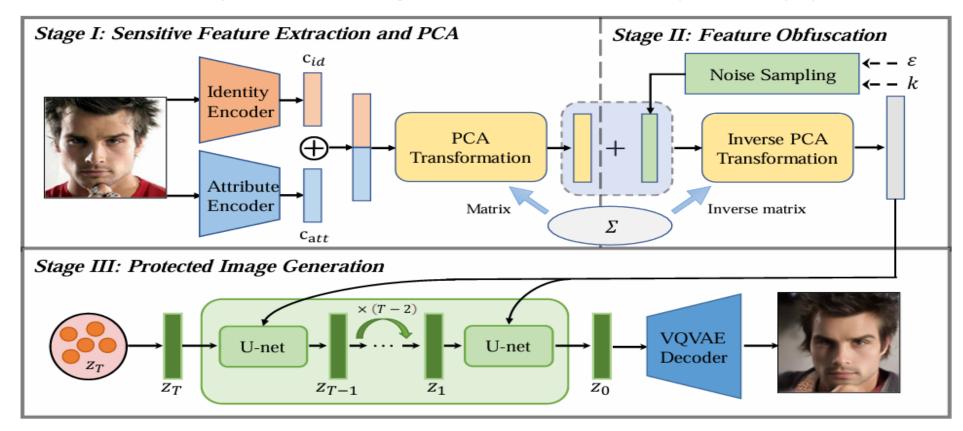


Control 1 Inserting a usable message in a robust way, while synthesizing a new face for privacy protection.



[2025 IEEE TIFS] <u>Tao Wang</u>, Wenying Weng*, Xiangli Xiao, et al. Beyond Privacy: Generating Privacy-Preserving Faces Supporting Robust Image Authentication. *IEEE Transactions on Information Forensics and Security*

Control 1 Introducing a improved differential privacy mechanism, while synthesizing a new face for privacy protection.



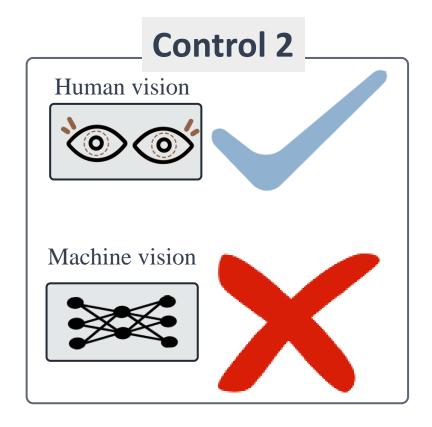
[2025 IEEE TPAMI] Yushu Zhang, Junhao Ji*, <u>Tao Wang</u>, et al. Make Identity Indistinguishable: Utility-Preserving Face Dataset Publication with Provable Privacy Guarantees. *IEEE Transactions on Pattern Analysis and Machine Intelligence*



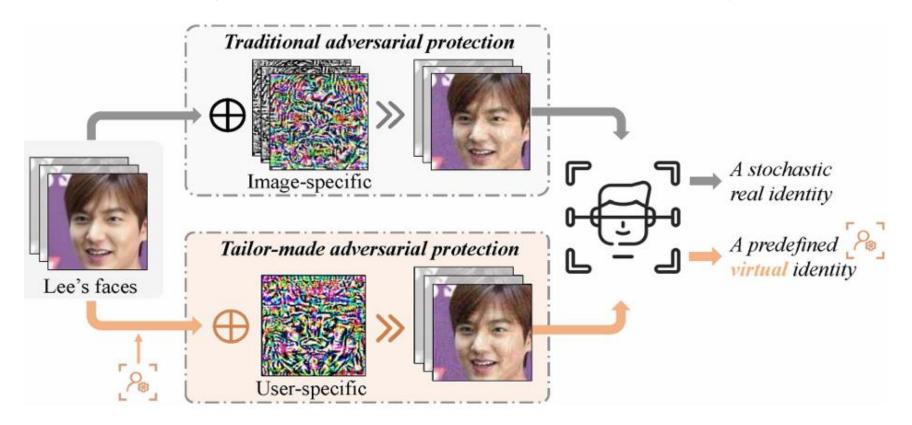
Control 2

Perturbation-based Method





Control 2 Generate a user-specific (not image-specific) perturbation to conceal identity for machine vision, link to a predefined identity

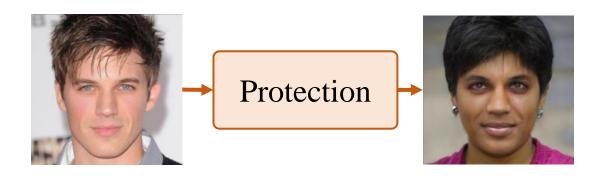


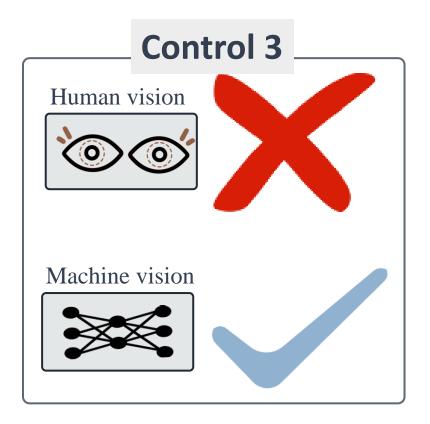
[2025 IEEE TDSC] Yushu Zhang, Zixuan Yang, <u>Tao Wang</u>*, et al. Tailor-made Face Privacy Protection via Class-wise Targeted Universal Adversarial Perturbations. *IEEE Transactions on Dependable and Secure Computing*



Control 3

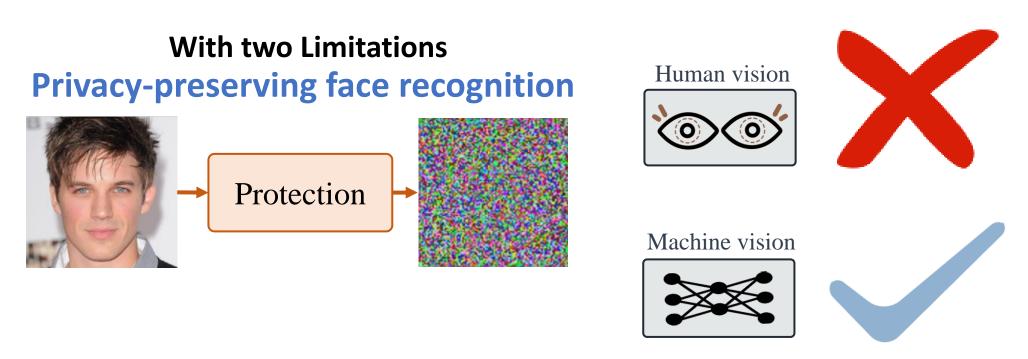
Our work: Identity Hider





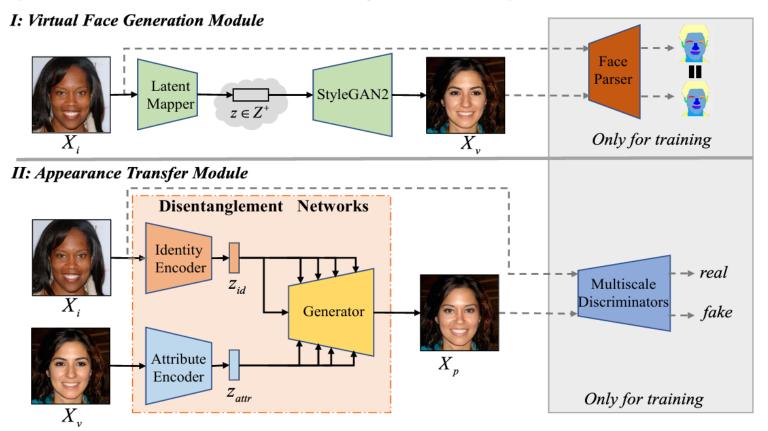
Attention!

Unlike privacy-preserving face recognition (PPFR), the results they generate lack naturalness and visual utility.



[2024 ACM MM] Zixuan Yang, Yushu Zhang*, <u>Tao Wang</u>, et al. Once-for-all: Efficient Visual Face Privacy Protection via Person-specific Veils. *ACM International Conference on Multimedia*

Control 3 Generate a virtual appearance and replace the original appearance, concealing identity for human vision

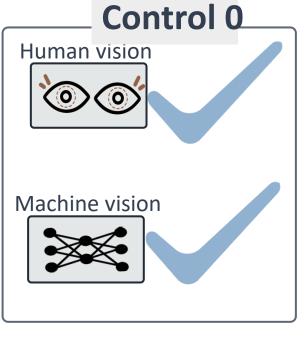


(keep a similar semantic maps to preserve visual utility)

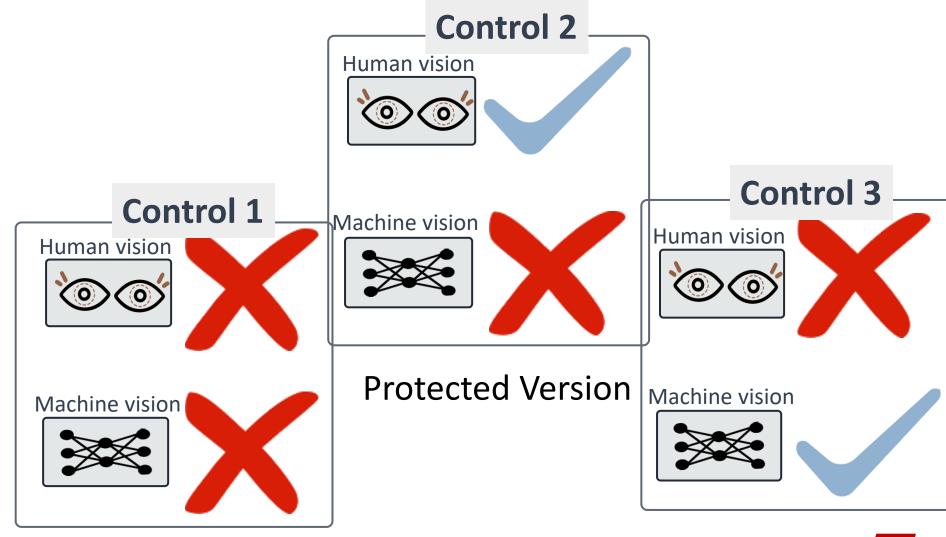
[2025 IEEE TBIOM] <u>Tao Wang</u>, Yushu Zhang*, Zixuan Yang, et al. Seeing is not Believing: An Identity Hider for Human Vision Privacy Protection. *IEEE Transactions on Biometrics, Behavior, and Identity Science*

Sub-Summary





Original Version



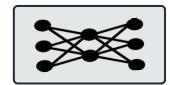


Are there any other options for access control?

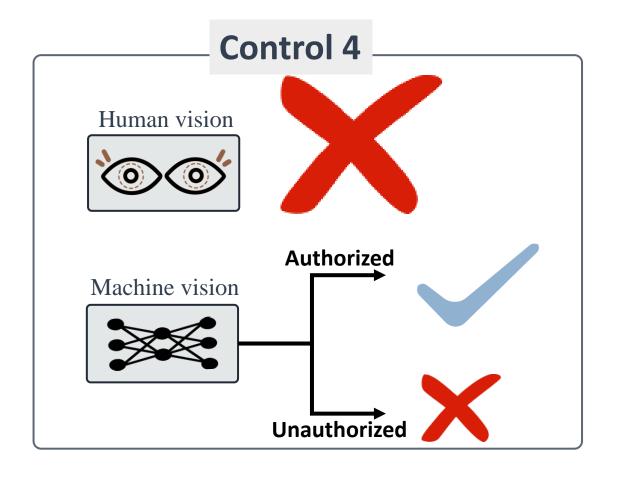


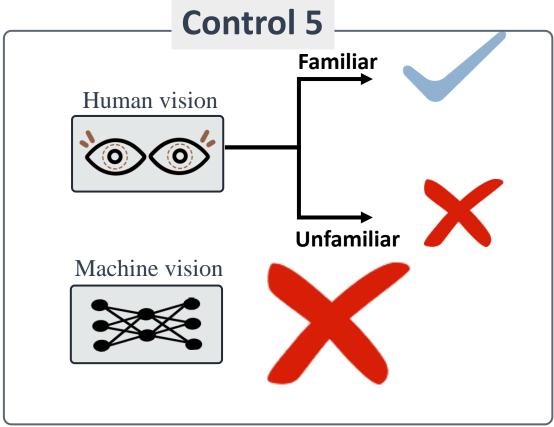
Human vision

Machine vision

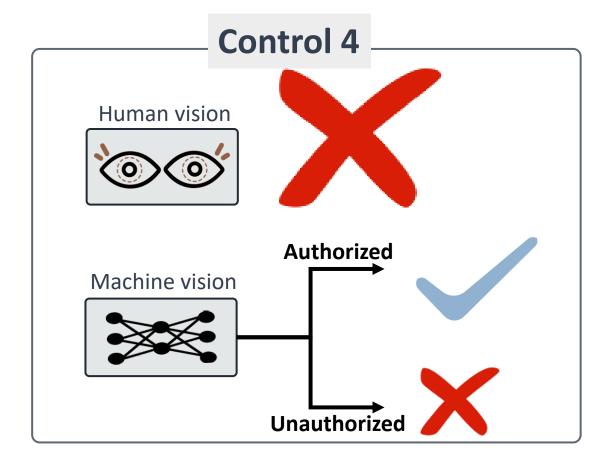






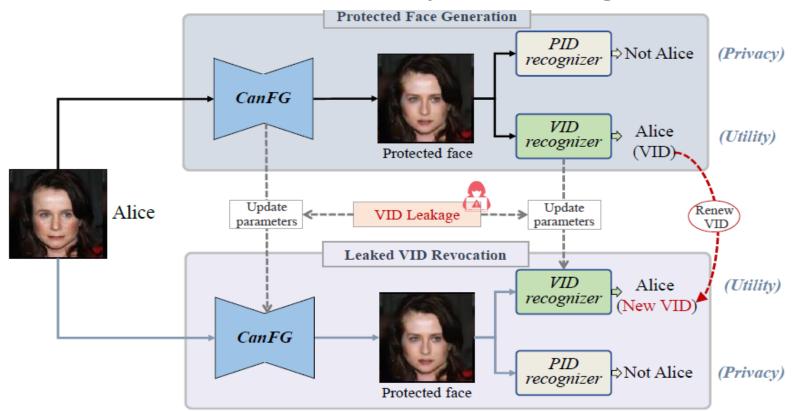






Control 4

Embedding virtual identity for cancelable FR (only the right recognizer can extract), while synthesizing a new face



[2024 ACM MM] <u>Tao Wang</u>, Yushu Zhang*, Xiangli Xiao, et al. Make Privacy Renewable! Generating Privacy-Preserving Faces Supporting Cancelable Biometric Recognition. ACM International Conference on Multimedia

[2024 ACM MM] <u>Tao Wang</u>, Yushu Zhang*, Xiangli Xiao, et al. Make Privacy Renewable! Generating Privacy-Preserving Faces Supporting Cancelable Biometric Recognition. *ACM International Conference on Multimedia*

This work is also the first to generate faces (not features) with cancelable biometrics, and a work[2025IJCB] attempted to improve upon it.

FaceAnonyMixer: Cancelable Faces via Identity Consistent Latent Space Mixing

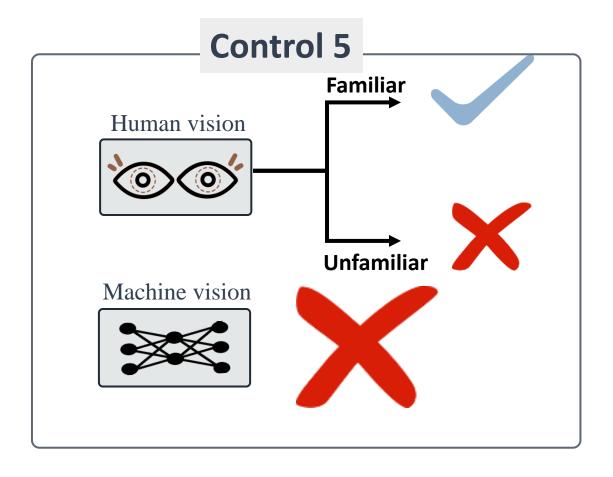
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¹Mohamed Bin Zayed University of Artificial Intelligence, UAE

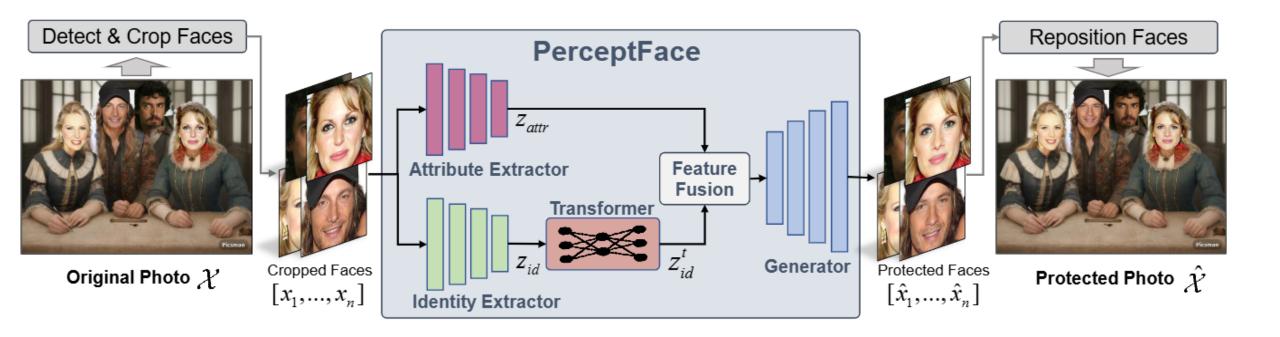
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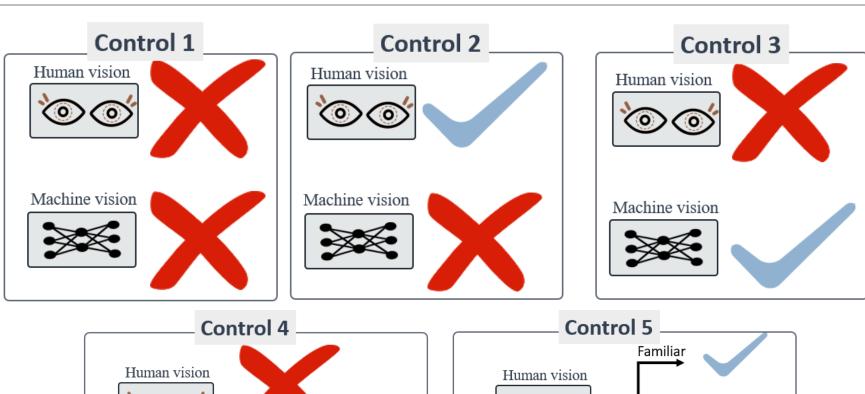


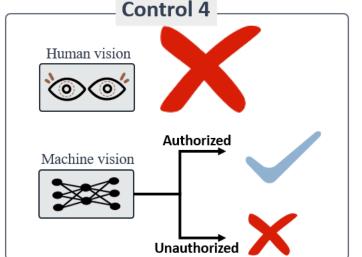
Control 5 Alter identity for blocking FR models, reduce alterations in certain areas with high perceptual sensitivity

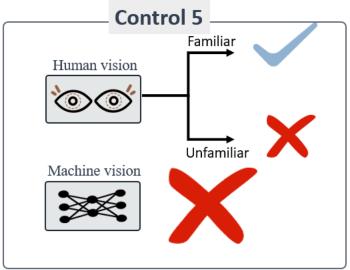


[2025 Arxiv] <u>Tao Wang</u>, Yushu Zhang*, Xiangli Xiao, Kun Xu, Lin Yuan, Wenying Wen, and Yuming Fang. Make Identity Unextractable yet Perceptible: Synthesis-Based Privacy Protection for Subject Faces in Photos

Summary







End

Thank You!



I sincerely appreciate the time and insightful guidance from everyone today.