## **ETHICAL FRAMEWORKS**

"Examining the Ethics of Facial Recognition"

- Santa Clara University, 2024
   <a href="https://www.scu.edu/ethics/focus-areas/technology-ethics/resources/examining-the-ethics-of-facia">https://www.scu.edu/ethics/focus-areas/technology-ethics/resources/examining-the-ethics-of-facia</a>
   I-recognition/
- Facial recognition has recently become a form of surveillance and/or safety past law enforcement, creating a need for more privacy policies for the general public
- Currently there are many performance errors in facial recognition software
  - When facial recognition does not have access to enough pictures of people of color, Al in facial recognition becomes harmful
  - Rise of false positives being observed lack of fair implementation in the algorithms
- Facial recognition is much more difficult to trust when presented with images of people of color
- Accuracy claims of companies cannot currently be verified as companies are allowed to bring their products to market without much regulation
- Lack of accuracy tests
  - Microsoft's FaceDetect system model had an error rate of 0% for light-skinned male suspects and a 20.8% error rate for dark-skinned female suspects

"Corporate Accountability: Leveraging Facial Recognition Technology Responsibly"

- Forbes, 3/7/2024
   https://www.forbes.com/councils/forbesbusinesscouncil/2024/03/07/corporate-accountability-lever
   aging-facial-recognition-technology-responsibly/
- Facial recognition market projected to grow to \$19.3B by 2032
- Only a handful of states have taken steps to adopt legislation aimed at limiting the potential misuse of facial recognition technology
  - San francisco has banned the use of facial recognition by local government agencies
- Informed consent vs coerced consent

## INNOVATIONS FROM FACIAL RECOGNITION

"Amazon Wants Your Palm and TSA Wants Your Face. What Saying Yes Will Mean."

- WSJ, 2024
  - https://www.wsj.com/tech/personal-tech/amazon-wants-your-palm-and-tsa-wants-your-face-what-saying-yes-will-mean-3844a4d8
- Amazon captures mathematical palm signatures
  - Not actual palm photos wouldn't be useful for hackers to try and unlock the biometric system there
  - Stored separately from credit card information
  - Amazon says it hasn't had a false positive after millions of consumer interactions
- Could biometric reading in public places be permitted?(solely for public places, where being present is also required)

"14 Intriguing New and Potential Uses for Facial Recognition Technology"

- Forbes, 2023
   https://www.forbes.com/councils/forbestechcouncil/2023/08/18/14-intriguing-new-and-potential-us es-for-facial-recognition-technology/
- As faceline recognition technology is integrated into daily life, there are a number of intriguing and concerning applications for the general public
- Administration and safety on college campuses
- · Commercial real estate security
- Authentication for banking services
- Patient safety in health care
- Replacement for tickets / passwords
  - Ties into keyless car access/wireless security