

# Face recognition: abuse should be stopped

*Mobile phone unlocking, identity verification, clocking in at work, and face recognition have shined in people's lives and work in recent years. At the same time, the ethics, privacy, and information protection involved in the process of technology application are also facing increasing challenges, and abuse problems are emerging in. How to ensure that companies use facial recognition technology legally, compliantly, and reasonably has become a topic of concern.*

With the advancement of science and technology, artificial intelligence is playing an increasingly important role in people's lives. At the same time, more and more companies are entering the face recognition industry. The global face recognition system industry is in a trend of vigorous development. In 2018, the global face recognition system market reached 5.453 billion U.S. dollars and is expected to reach 19.306 billion U.S. dollars in 2025. China is the largest market owner of face recognition systems in 2018, accounting for 37.51% of the market. The second and third places are Europe and North America, with market shares of 19.66% and 17.94%. The market share is constantly changing (QYResearch 2019).

## Challenges behind the prosperity

People benefit from the precision and efficiency brought by face recognition technology. However, the widespread application of face recognition has also brought many social and ethical challenges. Compared with other biometric information such as iris and fingerprints, face recognition has the characteristics of non-contact and unconsciousness. Sometimes people are not aware that their facial information has been collected. According to BuzzFeed News (Robert Hart, 2021), Clearview AI, a company that provides facial recognition services, was sued due to

illegally collecting data on 3 billion facial images without people's knowledge and permission. If the information is used illegally or leaked, it will cause harm to many people. Also, this technology is not perfect, which may cause discrimination. In US, people worry about its usage for law enforcement purposes due to the accuracy and the biases and misinformation in it. For example, some studies have proved that the technology is not accurate in identifying people of color (Nicole Martin, 2019). The abuse of surveillance power can also violate people's privacy and even safety.

Therefore, to use face recognition technology more responsible and ethical, we should strictly restrict the usage of this technology, resolutely avoid abuse and prevent its social and ethical problems and harm to people.

## Avoid face recognition abuse

Using ethical and responsible facial recognition technology and avoiding abuse requires multiple efforts.

Firstly, the government has the responsibility and obligation to supervise the use of facial recognition technology, this may include raising barriers to entry, restricting and monitoring the use of data, and combating abuse. The government can establish a review mechanism to approve projects involving facial recognition, and restrict whether facial recognition is allowed, the purpose

of the usage, scope, method, frequency, and data management and sharing to avoid unnecessary usage and use for undesirable purposes. The production and sales of facial recognition equipment should also be regulated (Roussi, 2020). Also, the government should establish relevant laws to supervise and restrict the users of face recognition. They should clearly stipulate the scope and method of using face recognition technology, and severely punish illegal users and those who stole the relevant data. In addition to restricting the use of facial recognition technology by others, the government should also minimize its reliance on this technology and seek citizens' opinions when necessary. People should also have effective ways to say no to face recognition applications.

For enterprises, they should strictly abide by laws and regulations and minimize the use of face recognition technology. When using this technology, users should be informed in detail whether they have used this technology and how it will be used, and users should be allowed to use other possible alternatives. Users should have the right to decide whether they want to obtain facial information, and should have the right to query and delete their information. In addition, companies are obliged to keep the data they collect strictly confidential and prevent information from being leaked and stolen.

Finally, as ordinary people, we should also protect our personal information, strictly confirm the necessity and legitimacy of facial recognition, reduce unnecessary information collection and potential privacy leakage, so as not to provide opportunities for unreasonable facial recognition applications. When our rights are infringed, we should immediately ask them to stop the infringement and protect our rights with the law so as not to encourage abuse (Cheng, Luo, 2019). When it is discovered that there may be abuse of face recognition, we should also report it to prevent further infringement of people's rights.

## CONCLUSION

Just like other new technologies, we should make reasonable use of face recognition technology to make it serve people better. However, this technology makes social and ethical issues more likely and makes them more challenging. We should not ignore these challenges but should find ways to avoid or solve them. I think the government, experts and enterprises should consider responding to the challenges brought by face recognition technology as soon as possible to prevent abuse and avoid unnecessary harm to the people and society.

## References

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