

## Agenda

**U.S. Department of Commerce  
National Telecommunications and Information Administration  
April 29, 2014 Privacy Multistakeholder Meeting  
Facial Recognition Technology**

**1:00 p.m. – 5:00 p.m. ET  
American Institute of Architects, 1735 New York Ave. NW, Washington, DC**

**Meeting Goals: 1) Discuss Stakeholder Presentations Regarding Technical and Policy Issues; 2) Discuss How the Consumer Privacy Bill of Rights can be Applied to Use Cases**

- 1:00 p.m. Welcome (John Verdi, Director of Privacy Initiatives, NTIA/OPAD)
- 1:10 p.m. Technical Presentation: (Brian Brackeen, Chief Executive Officer, Kairos)
- Presentation (10 minutes)
  - Discussion (20 minutes)
- 1:40 p.m. Technical Presentation: Stakeholder Use Case #23 (Carl Szabo, NetChoice) (5 minutes)
- “Airport security uses an opt-in service to help flyers get their ticket and move through security quickly. Facial recognition is used to verify the passport and ticket match the face of the traveler in-lieu of existing airport security programs. (Note: this program is already in use in Australia and can be used by US citizens entering Australia <http://www.customs.gov.au/site/page5831.asp>)”
- 1:45 p.m. Presentation of Policy Issues: Stakeholder Use Case #1 (Chris Calabrese, American Civil Liberties Union) (3 minutes)
- “A pro-pot legalization march is held in Sacramento, CA within full view of dozens of public and private surveillance cameras. Corporations use facial recognition technology to sell pot tours to Colorado and other products that they have found to be linked to favorable views on marijuana. Law enforcement agencies seek to obtain facial recognition data from companies to identify law breakers.”
- 1:50 p.m. Presentation of Policy Issues: Stakeholder Use Case #4 (Susan Grant, Consumer Federation of America) (3 minutes)
- “Photos are taken of people in casinos and matched with photos from social networking sites for purposes of identifying them and selling that

information to data brokers who would put them on lists of ‘people who like to take chances.’ These lists could then be used to solicit them for bogus sweepstakes and lotteries, investments, and business opportunities.”

- 1:55 p.m. Presentation of Policy Issues: Stakeholder Use Case #13 (Jeffrey Chester, Center for Digital Democracy) (3 minutes)
- “Facebook, Google, and others are working on facial recognition research to expand application capabilities, including for the consumer sector. This brief case study will identify the major research initiatives, discuss current projects, and address preliminary consumer and privacy implications.”
- 2:00 p.m. Presentation of Policy Issues: Stakeholder Use Case #22 (Carl Szabo, NetChoice) (3 minutes)
- “A National Bank’s ATM uses multi-factor authentication to prevent fraudulent withdrawals, including facial recognition matched to stored images on the bank’s computers. National Bank performs the authentication when their customers use National Bank ATMs and when their customers use non-National Bank ATMs.”
- 2:05 p.m. Facilitated Discussion:
- How should the group apply the principles in the Consumer Privacy Bill of Rights to address the policy issues raised by the stakeholder use cases (including the use cases presented today and the other use cases on the [list](#))?
- 2:45 p.m. Break
- 3:00 p.m. Facilitated Discussion (continued):
- How should the group apply the principles in the Consumer Privacy Bill of Rights to address the policy issues raised by the stakeholder use cases (including the use cases presented today and the other use cases on the [list](#))?
- 4:00 p.m. Facilitated Discussion Regarding Next Steps
- Stakeholder Work in Advance of May 20, 2014 Meeting
- 4:50 p.m. Summary of Next Steps and Farewell (John Verdi)