

NTIA Privacy Multistakeholder Process
Commercial Facial Recognition Technology
Proposed Use Cases that Might be Addressed by a Code of Conduct
February 21, 2014

1. 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.
2. At a pro-pot legalization march, lots of cell phone and other photos are taken and uploaded. Employers use facial recognition to identify workers in potential violation of their drug policies. Individuals use the technology to see and tag their friends on Internet sites.
3. A mobile application lets individuals obtain a broad range of personal information – including a person’s name, photos, and dating website profiles – by capturing a person’s face with a mobile device’s camera and employing facial recognition.
4. A kiosk located in a busy retail space is equipped with a camera. As shoppers walk past, the camera surreptitiously and automatically takes pictures of their faces, generates biometric identifiers, and retains them.
5. A mobile device owner uses the device to capture a photograph of her face, generating a biometric that can be used to authenticate her to the device itself and applications loaded on the device.