

ACTIVITY SHEET X.2 FACIAL RECOGNITION IN REALITY

A. HOW FACIAL RECOGNITION IS USED

UNLOCKING PHONES

VARIOUS PHONES USE FACIAL RECOGNITION SOFTWARE TO UNLOCK THE DEVICE.

REDUCING RETAIL CRIME

FACIAL RECOGNITION IS USED TO IDENTIFY WHEN KNOWN SHOPLIFTERS, ORGANISED RETAIL CRIMINALS, OR PEOPLE WITH A HISTORY OF FRAUD ENTER STORES.

MARKETING AND ADVERTISING

MARKETERS HAVE USED FACIAL RECOGNITION TO ENHANCE CONSUMER EXPERIENCES. FOR EXAMPLE, FROZEN PIZZA BRAND DIGIORNO USED FACIAL RECOGNITION FOR A 2017 MARKETING CAMPAIGN WHERE IT ANALYSED THE EXPRESSIONS OF PEOPLE AT DIGIORNO-THEMED PARTIES TO GAUGE PEOPLE'S EMOTIONAL REACTIONS TO PIZZA.

TRACKING STUDENT OR WORKER ATTENDANCE

SOME EDUCATIONAL INSTITUTIONS IN CHINA USE FACE RECOGNITION TO ENSURE STUDENTS ARE NOT SKIPPING CLASS. TABLETS ARE USED TO SCAN STUDENTS' FACES AND MATCH THEM TO PHOTOS IN A DATABASE TO VALIDATE THEIR IDENTITIES.

[HTTPS://WWW.KASPERSKY.COM/RESOURCE-CENTER/DEFINITIONS/WHAT-IS-FACIAL-RECOGNITION](https://www.kaspersky.com/resource-center/definitions/what-is-facial-recognition)

B. COMPANIES WHICH USE FACIAL RECOGNITION

APPLE USES FACIAL RECOGNITION TO HELP USERS QUICKLY UNLOCK THEIR PHONES, LOG IN TO APPS, AND MAKE PURCHASES.

BRITISH AIRWAYS ENABLES FACIAL RECOGNITION FOR PASSENGERS BOARDING FLIGHTS FROM THE US. TRAVELLERS' FACES CAN BE SCANNED BY A CAMERA TO HAVE THEIR IDENTITY VERIFIED TO BOARD THEIR PLANE WITHOUT SHOWING THEIR PASSPORT OR BOARDING PASS.

COCA-COLA HAS USED FACIAL RECOGNITION IN SEVERAL WAYS ACROSS THE WORLD. EXAMPLES INCLUDE REWARDING CUSTOMERS FOR RECYCLING AT SOME OF ITS VENDING MACHINES IN CHINA.

GOOGLE INCORPORATES THE TECHNOLOGY INTO GOOGLE PHOTOS AND USES IT TO SORT PICTURES AND AUTOMATICALLY TAG THEM BASED ON THE PEOPLE RECOGNIZED.

MAC MAKE-UP, USES FACIAL RECOGNITION TECHNOLOGY IN SOME OF ITS BRICK-AND-MORTAR STORES, ALLOWING CUSTOMERS TO VIRTUALLY "TRY ON" MAKE-UP USING IN-STORE AUGMENTED REALITY MIRRORS.

SNAPCHAT IS ONE OF THE PIONEERS OF FACIAL RECOGNITION SOFTWARE: IT ALLOWS BRANDS AND ORGANIZATIONS TO CREATE FILTERS WHICH MOULD TO THE USER'S FACE.

[HTTPS://WWW.KASPERSKY.COM/RESOURCE-CENTER/DEFINITIONS/WHAT-IS-FACIAL-RECOGNITION](https://www.kaspersky.com/resource-center/definitions/what-is-facial-recognition)

C. FACIAL RECOGNITION IN THE HEADLINES

PRESIDENT DONALD TRUMP ISSUED AN EXECUTIVE ORDER EXPEDITING FACIAL RECOGNITION USAGE AT US BORDERS (AND PRIVATE AIRLINES HAVE SINCE MADE THEIR OWN EFFORTS TO INCORPORATE THE TECHNOLOGY).

[HTTPS://WWW.BUZZFEEDNEWS.COM/ARTICLE/DAVEYALBA/THESE-DOCUMENTS-REVEAL-THE-GOVERNMENTS-DETAILED-PLAN-FOR](https://www.buzzfeednews.com/article/daveyalba/these-documents-reveal-the-governments-detailed-plan-for)

TAYLOR SWIFT'S SECURITY TEAM USED FACIAL RECOGNITION TO IDENTIFY STALKERS

[HTTPS://WWW.ROLLINGSTONE.COM/MUSIC/MUSIC-NEWS/TAYLOR-SWIFT-FACIAL-RECOGNITION-CONCERTS-768741/](https://www.rollingstone.com/music/music-news/taylor-swift-facial-recognition-concerts-768741/)

WHERE EVERYBODY KNOWS YOUR FACE: WOODY HARRELSON PHOTO USED TO SPOT THIEF

[HTTPS://WWW.THEGUARDIAN.COM/US-NEWS/2019/MAY/16/WHERE-EVERYBODY-KNOWS-YOUR-FACE-WOODY-HARRELSON-PHOTO-USED-TO-SPOT-THIEF](https://www.theguardian.com/us-news/2019/may/16/where-everybody-knows-your-face-woody-harrelson-photo-used-to-spot-thief)

TEEN SUING APPLE FOR \$1 BILLION BECAUSE HE SAYS FACIAL RECOGNITION SOFTWARE LED TO FALSE ARREST

[HTTPS://PEOPLE.COM/TECH/TEEN-SUING-APPLE-FOR-ONE-BILLION-FACIAL-RECOGNITION-FALSE-ARREST](https://people.com/tech/teen-suing-apple-for-one-billion-facial-recognition-false-arrest)