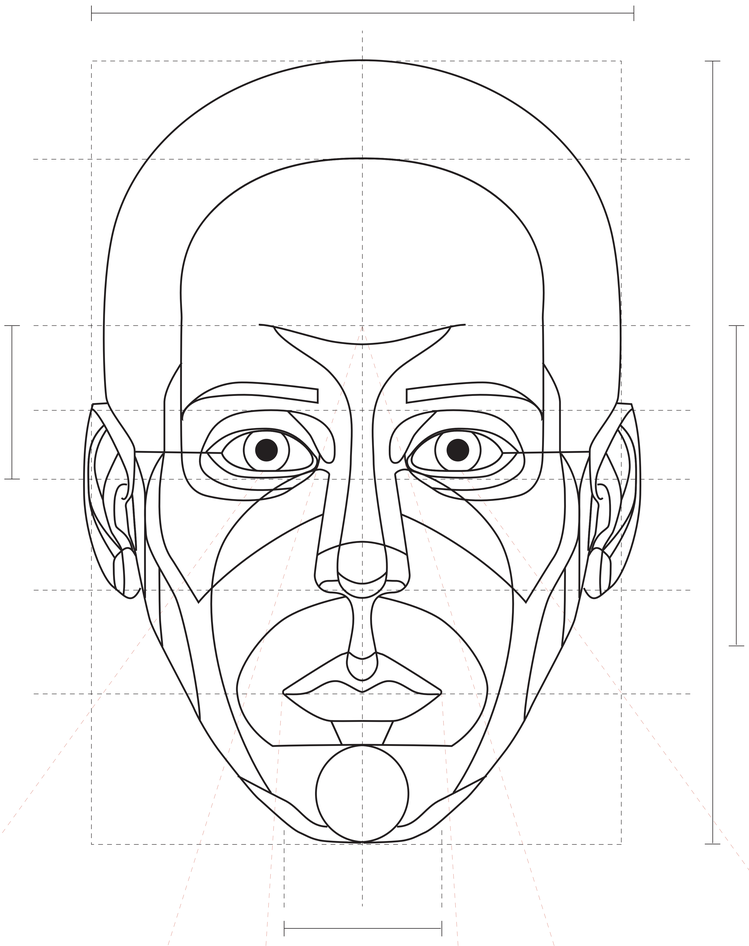
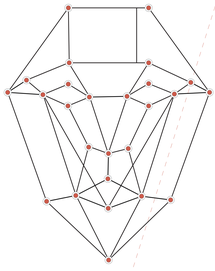
THE REAL LIFE OF YOUR SELFIE



Facial recognition is not about your face.
Facial recognition is about how your digital identity can be used to determine your rights.
What happens when your selfie becomes the digital you?



Taken together, these **nodal points** form a unique set of characteristics called a **faceprint**, which can be used to identify only you.

IS YOUR FACEPRINT REALLY YOU?

Facial recognition can make your life more efficient by allowing your face to open doors, enable transactions, pay for services, get timely information or access better treatments, unlock your phone or pay for something with your smile.

This seems relatively harmless when you think that your face can only be used to confirm your identity, and only when it matters to you.

But what if the same faceprint can be used to improve ways of monitoring your behaviour, like where you go, when and with whom?

What if it can determine other characteristics about you, like what you think, your mood, IQ and political or sexual orientations?

That information can then be used to serve you information or counter-information, decline or enable services, reassign privileges, offer different prices or determine your rights.

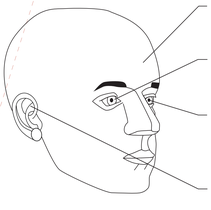
Your faceprint, or a significant part of it, could be stolen.

Or you might receive an email with a video showing your face doing things you never did or saying things you never said.

Or someone could access your personal spaces using your iris.

Would you still feel comfortable having your faceprint accessible to anyone?

WHAT OTHER DATA CAN BE EXTRACTED FROM YOUR FACE?



Skin biometrics:
Like facial recognition, but instead of a faceprint this method creates a skin print from the texture of your skin.

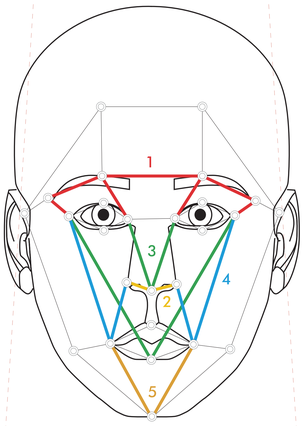
Iris scanning:
Iris recognition uses mathematical pattern-recognition techniques on your eyes irises in order to biometrically identify you.

Retina scanning:
Uses the unique patterns of the blood vessels in your retina as biometric identification. Due to its unique and unchanging nature, your retina is likely the most precise and reliable biometric identifier, besides your DNA.

Ear shape:
Ear recognition based on geometrical features extraction can be effective because the shape of your ear changes very little over time.

YOUR SELFIE, YOUR DATA

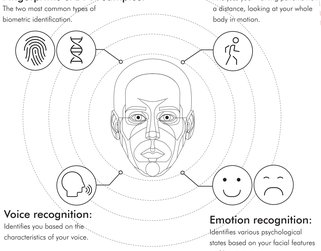
With every selfie you take and upload, you create a set of data about your facial features:



1. The distance between your eyes
2. The width of your nose
3. The depth of your eye sockets
4. The shape of your cheekbones
5. The length of your jaw line

YOUR BODY, YOUR DATA

Face recognition systems can be even more effective at identifying you when they are combined with other methods like:

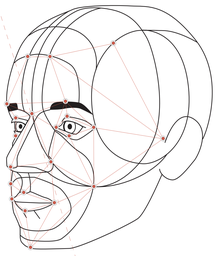


Fingerprints & DNA samples:
The two most common types of biometric identification.

Gait recognition:
Analyses your walking patterns from a distance, looking at your whole body in motion.

Voice recognition:
Identifies you based on the characteristics of your voice.

Emotion recognition:
Identifies various psychological states based on your facial features and/or your voice.



Faceprints can be turned into **3D models** of your face that include other measurements, such as the shape of your eye sockets or the curves of your nose and chin.

WHO WANTS YOUR FACE?

Your face data is sought after by law enforcement, border control, security agencies, tax offices, the advertising industry, political influencers, business owners and spy agencies, and many others…

Facial recognition has two main purposes:

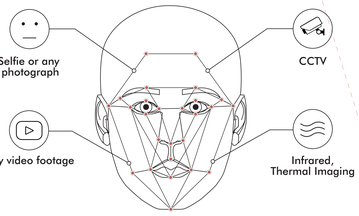
Identification answers the question:
Who is this person? You can be identified in a crowd of other faces in real time through photography, CCTV cameras or image-taking devices operating in other spectra like infrared.

Verification answers the question:
Is this person who they say they are? This method compares your face to other photographs or biometric data to confirm your unique identity.

YOU ARE NOT THE ONLY AUTHOR OF YOUR FACEPRINT

Faceprints can be made from your **selfies**, but they can also be created out of **any photograph** or **video footage** taken of you, even when you don't realise it.

For instance, a faceprint can be generated from your face in **real time** by a **CCTV camera**, or made using technologies that are invisible to the human eye, like **infrared** or **thermal imaging**.



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