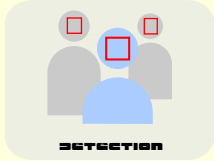# TagMeNOt.info

A pre-emptive, anticipatory, vendor independent, and free
opt-out technology for pictures taken in public places

FACE RECOGNITION TECHNOLOGIES

DETECTION

MATCHING

1289
n:fea
s:ear
a:vjj
00212
aafb
IDENTIFICATION


1289
n:fea
s:ear
a:vjj
00212
aafb
VERIFICATION

Face detection is used to automatically detect or isolate faces from the rest of a picture and –for videos– to track a given face or person in the flow of video frames.

Face detection algorithms do not really recognize anybody, they only notice faces somewhere in the scene
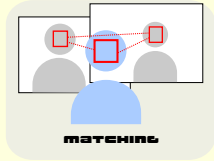
Face matching automatically compares a face with other images and selects those where the same person is present.

Matching is based on several sophisticated biometric techniques. It works quite reliably even on identical twins.
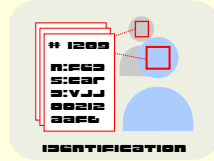
Face Identification allows to manually or automatically identify someone, linking together pictorial personal data (a face) with textual data (that person's name).

Manual identification: voluntary enrollment or "tagging". By (manually) tagging someone's face with her name in Facebook or Picasa, you make possible the automatic identification of that person in other pictures.

Automatic identification requires that the matched face is already linked with some personal identity data in a database.
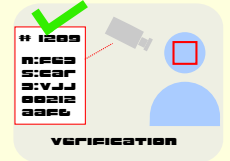
Identity verification allows to automatically perform *matching* and *identification* on new images of a face that has been previously been identified.

In order to perform identification, systems don't have to keep actual pictures, but only "signatures" or templates associated with faces.

These signatures are portable: they can be used on identification systems where you never have been enrolled before.

TAGMENOT
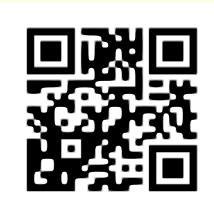
The TagMeNot is a simple QR-Code that links to the site TagMeNot.info, where your will of not being tagged and recognized is clearly stated and could not be ignored

FEATURES

Pre-emptive: useing this technology will make the industry adopt it. Google, Facebook, Microsoft have to scan their pictures database for the TagMeNot Qr code to comply to a clearly stated will. Opt-out in advance from face recognition.

Anticipatory: do not wait for your pictures to be published to object and opt-out. Do it before it happens.

Vendor independent: the TagMeNot is universal. You don't have to use different tags to opt-out from different services. One fits for all.

Free: TagMeNot design is released under Creative Commons CC-BY license. You can print it for free, and even sell products with a TagMeNot.

On the Internet nobody *forgets* you're a dog

I had to! On the Internet nobody forgets you're a dog!
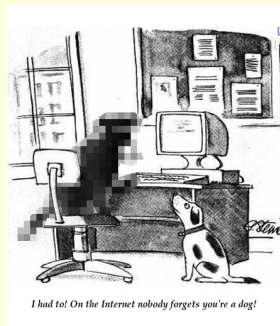
with apologies to Peter Steiner (1993)

ISSUES WITH FACE RECOGNITION

(1) **unintended use**: images for some purpose and in a given scope is used for some other purpose in a different scope, for instance surveillance cameras in malls used for marketing purposes

(2) **data retention**: the time of retention of pictures (or information coming from matched faces) should be appropriate for the purpose they are collected, and any information has to be deleted when expired

(3) **context leakage**: images taken in some social context of life (affective, family, workplace, in public) should not leak outside that domain. Images from social networks should not leak outside it. Images taken in public places or events should never be matched without explicit consent: the public social context assumes anonymity by default, especially in political or religious gatherings. In public places, privacy has to be the default

(4) **information asymmetry**: pictorial data should not be used without explicit consent of the person depicted, who should know what information has been collected for what purpose. I may not be informed that pictures of me taken in public places are in public online repositories. As long as pictures remain unidentified my privacy is quite preserved, but face matching may lead to identification, and someone may easily hold information about me I do not know myself.
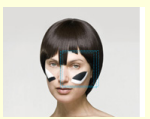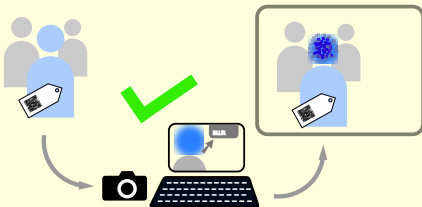
OPT-OUT ALERNATIVES
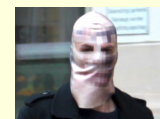
**Pixelhead mask**
by Martin Backes
media camouflage
http://www.martinbackes.com/new-artwork-pixelhead/

CV Dazzle™
by Adam Harvey
camouflage for computer vision
http://cvdazzle.com/

OPT-OUT FROM PUBLIC PLACES WITH TAGMENOT

Avoid tagging and face recognition: wear a TagMeNot at conferences and meetings to state clearly you dont' allow tagging and dont' want pictures of you online.
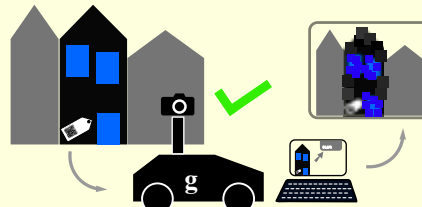
Stick a TagmeNot out of your house or on your car and make Google Street View and MS Streetside know you are opting-out