

IAB Principles for the NTIA Multistakeholder Process on Facial Recognition Technology

Innovations in facial recognition technologies are having significant positive impacts on the U.S. economy. These technologies are allowing for greater levels of security in sensitive locations, improved product features that increase the user's experience, and the creation of a new consumer services.

While developing a code of conduct to address concrete harms of facial recognition technology, participants in the National Telecommunications and Information Association ("NTIA") multistakeholder process should keep in mind the existing and future innovations and solutions driven by facial recognition technology. To this end, the Interactive Advertising Bureau ("IAB") recommends the following governing principles to help guide the process to a code of conduct that protects businesses and consumers while allowing for continued innovation.

Governing Principles

Harm Based Approach

Where actual harm is found to exist, we encourage all participants of the multistakeholder process to work towards finding effective solutions that address the identified problem and avoid hampering current and future legitimate uses of facial recognition technology.

Technology Neutrality

The risks or benefits of facial recognition technology do not depend on the classification of technology or the environments in which it is employed. The code of conduct should apply equally to all applications, both online and offline and should not specify narrow controls and limitations.

Security

Companies should use reasonable security measures to protect facial recognition templates.

Public Information Exception

Organizations should be able to process and communicate information where the images are related to matters of public interest, such as news, public affairs, politics, sports, and public figures.