

**CONFERENCE:** Nov. 15–18, 2021  
**TRADE SHOW:** Nov. 16–19, 2021

[IAAPA.org/IAAPAEexpo](https://iaapa.org/IAAPAEexpo)

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# I CAN'T STEAL MY FACE: Recognition Software & Risk Management

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The Global Association  
for the Attractions Industry



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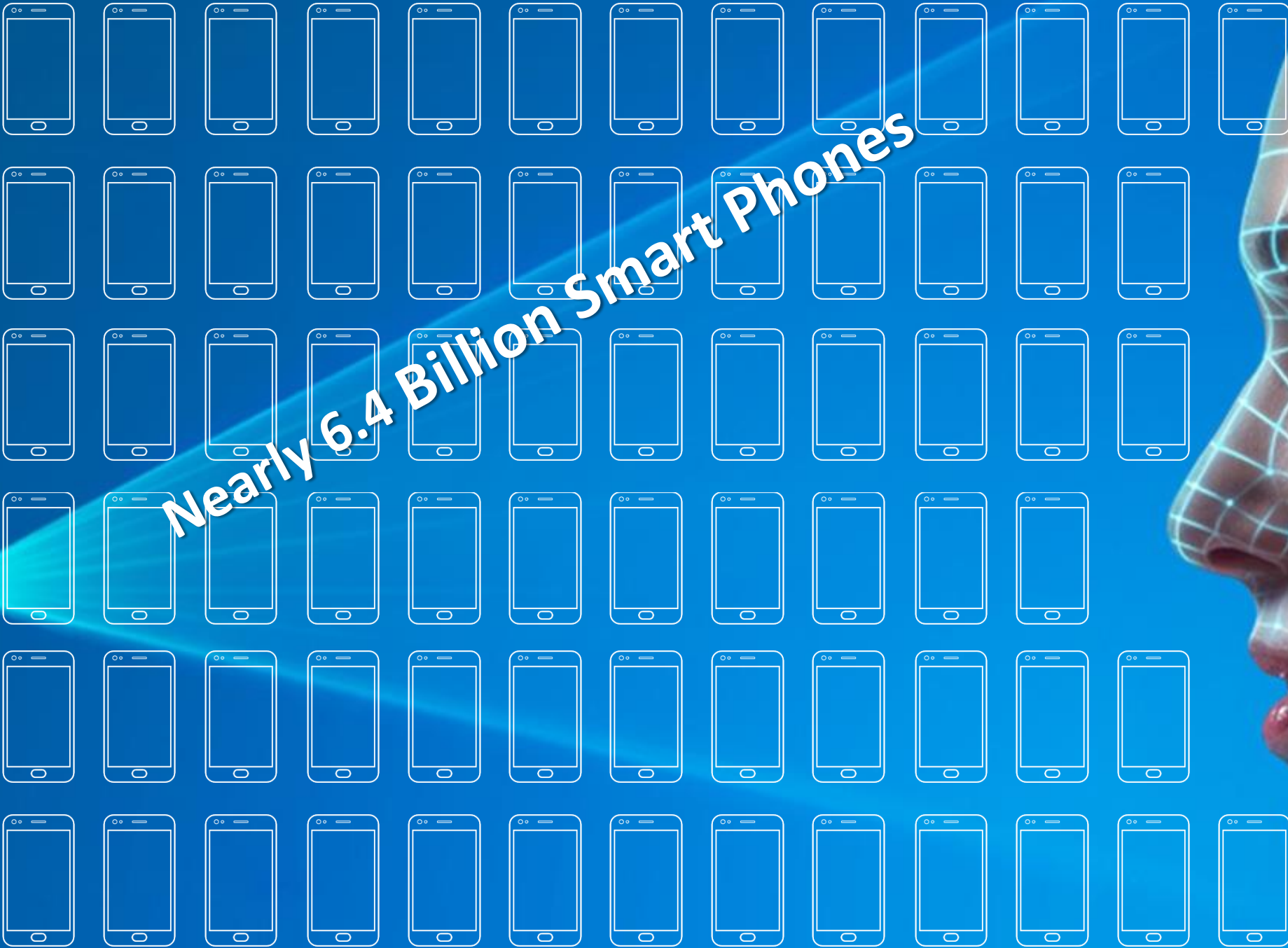




“The future is already here – it’s  
just not evenly distributed yet.”

William Gibson

Nearly 6.4 Billion Smart Phones







 **Clearview**AI

10

**Billion Images Scraped  
from Social Media**

A photograph of an Amazon Fresh store exterior. The building is a modern, two-story structure with a grey facade. The Amazon Fresh logo is prominently displayed on the upper left side of the building. To the right of the logo, a green banner with white text reads "Open Soon". Below the logo, there is a green and white striped awning. In the foreground, there are several green pop-up tents and a person standing near one of them. A silver car is parked on the right side of the image. The sky is clear and blue.

amazon  
fresh

Open Soon

100 +

Locations





# ARTIFICIAL INTELLIGENCE

- **ARTIFICIAL INTELLIGENCE**

Solving tasks like humans do

- **MACHINE LEARNING**

Learning from many examples without being programmed

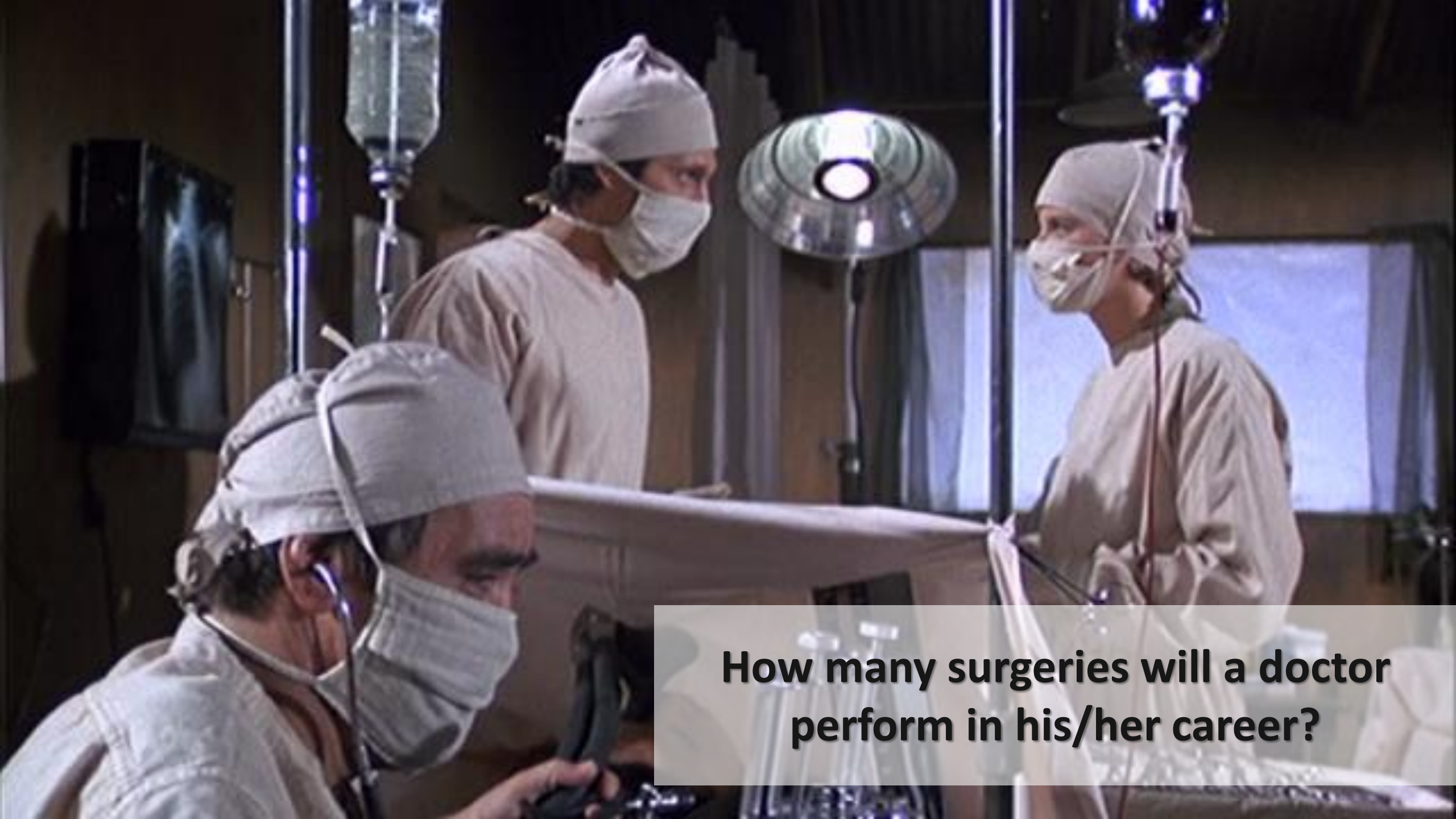
- **NEURAL NETWORKS**

Brain-inspired machine learning

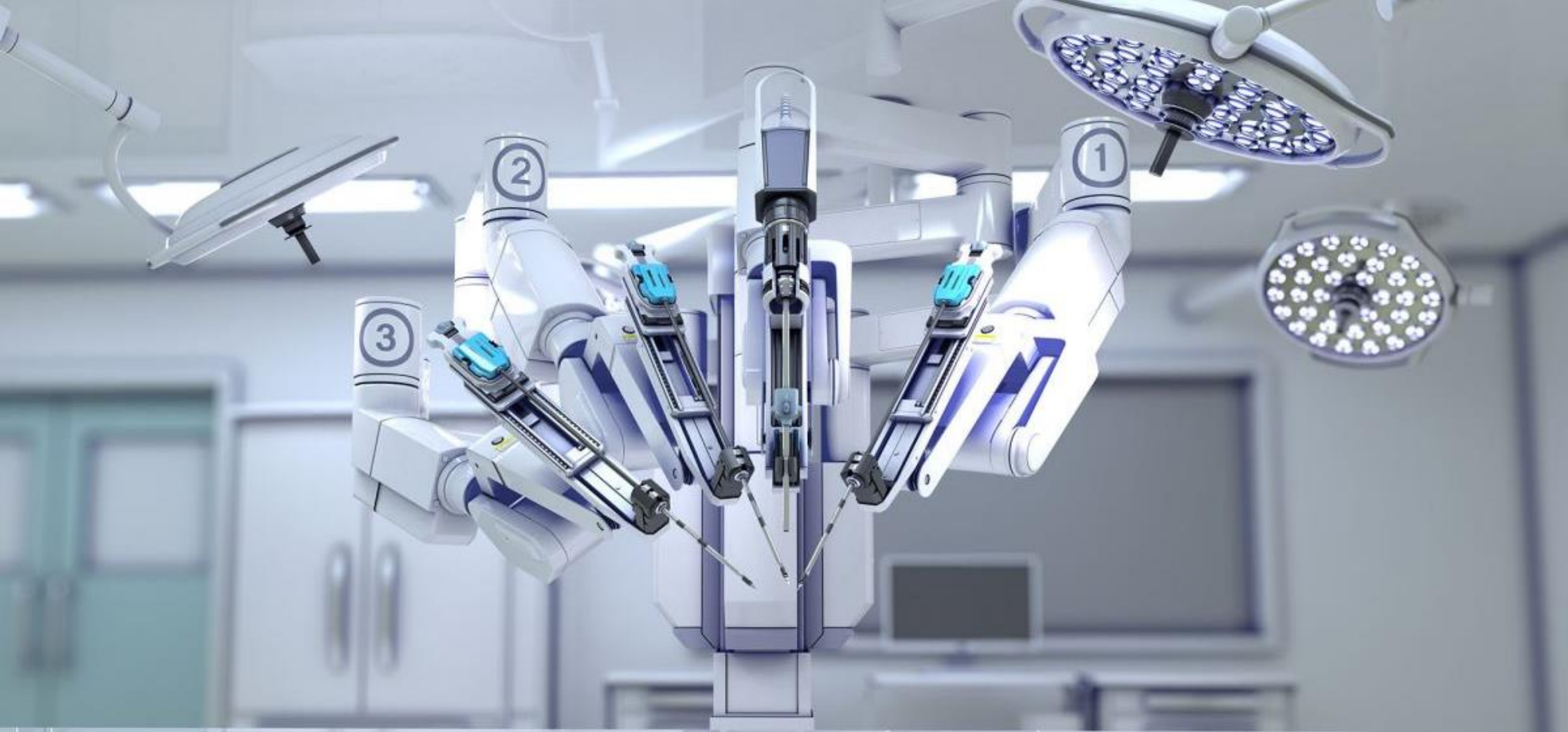
- **DEEP LEARNING**

Automatically build data representations without human intervention





**How many surgeries will a doctor perform in his/her career?**

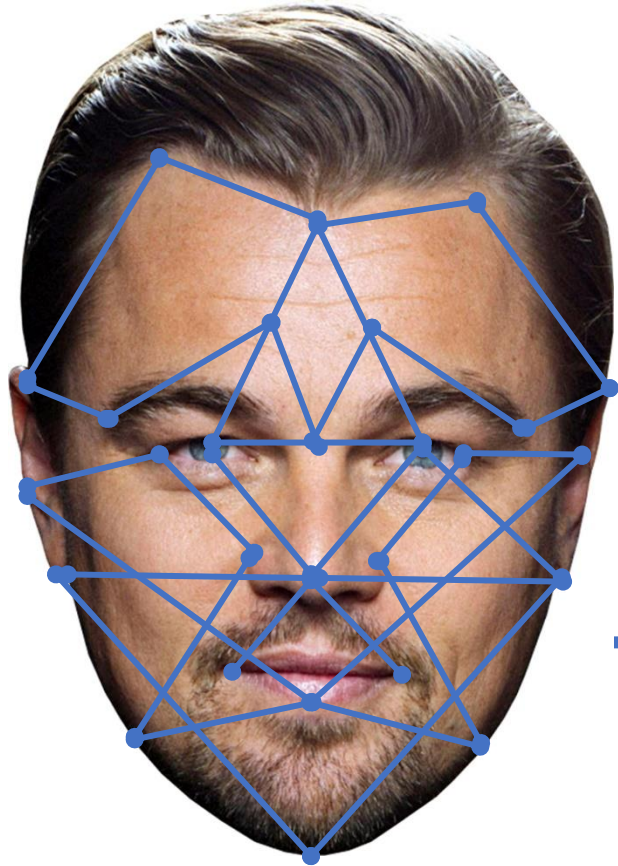


**Trained surgical machines have millions of surgeries in their “brain”.**

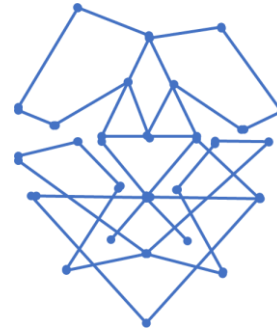


# YOUR BRAIN HAS BUILT-IN FACIAL RECOGNITION

# HOW FACIAL RECOGNITION WORKS



**Face Detection**  
Convert to Biometric Template



**Check Database**  
Is There a Matching Template?



**Yes!**  
**95+%**  
Confidence  
Score



# IDENTITY-AS-A-SERVICE

```
graph TD; A[IDENTITY-AS-A-SERVICE] --> B[PUBLIC SAFETY<br/>SHOPLIFTING<br/>SECURITY]; A --> C[CUSTOMER EXPERIENCE<br/>PERSONALIZATION<br/>TRANSACTIONS];
```

PUBLIC SAFETY  
SHOPLIFTING  
SECURITY

CUSTOMER EXPERIENCE  
PERSONALIZATION  
TRANSACTIONS

A man with glasses and a red jacket is looking down into a black wallet. The wallet is open, revealing a large amount of cash. He is standing in a snowy street, with a yellow taxi and a building in the background. The text "YOUR WALLET IS GOING AWAY" is overlaid on the left side of the image.

YOUR  
WALLET IS  
GOING  
AWAY

~~Credit Cards~~

~~ATM Cards~~

~~Drivers License~~

~~Medical Cards~~

~~Cash~~



# PERSONALIZATION & CUSTOMER EXPERIENCE





# CUSTOMER EXPERIENCE & PAY-BY-FACE





# PERSONALIZATION & PAY-BY-FACE



**KFC**



# AUTHENTICATION & CONVENIENCE





## CHECK-IN & AUTHENTICATION



MARRIOTT  
HANGZHOU QIANJIANG  
杭州钱江新城万豪酒店

未来酒店·信用住 | 免押金 免查房 免排队

欢迎使用  
自助入住机

开始办理

请阅读并同意以下协议  
用户服务条款

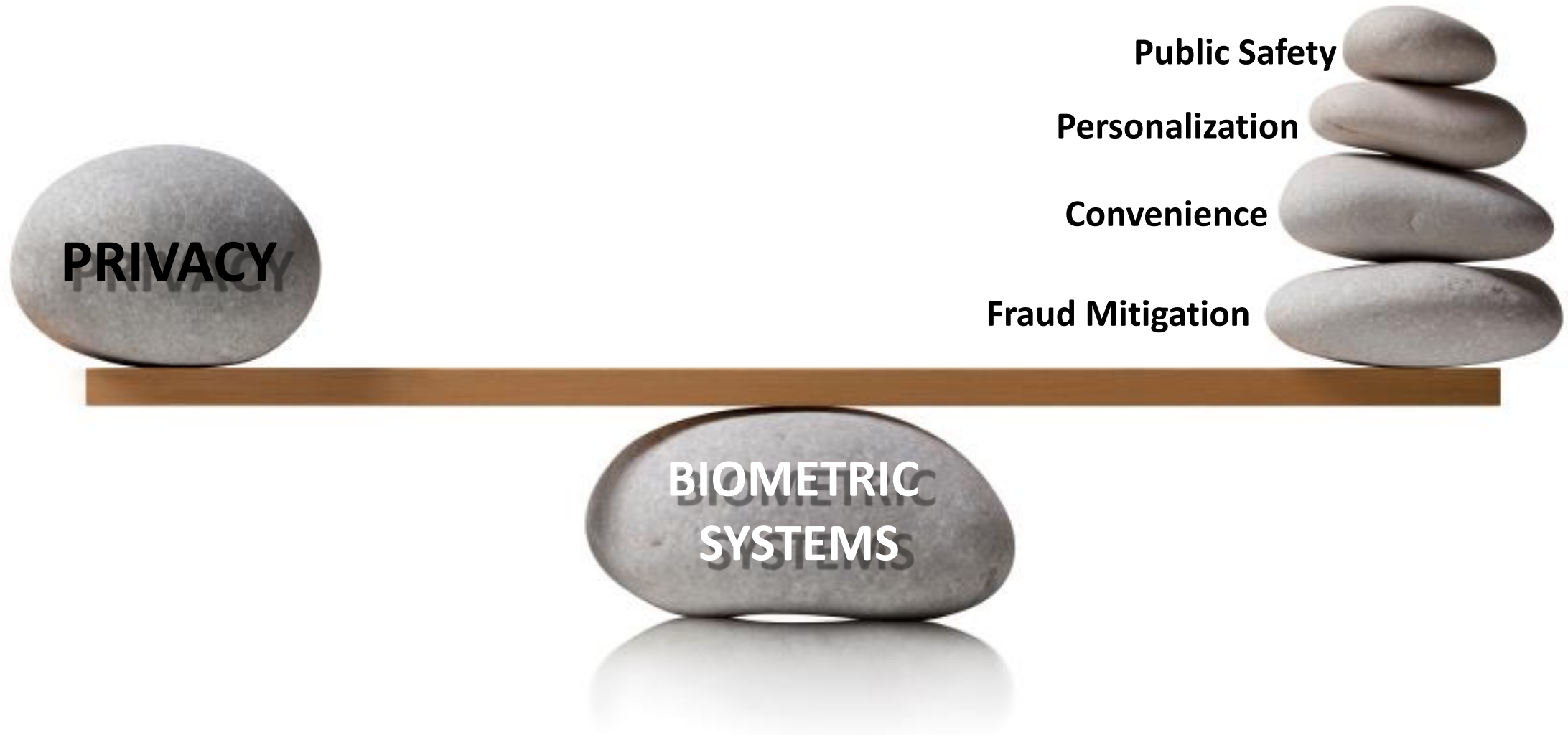


身份证读卡区

  
**Marriott**<sup>®</sup>  
HOTELS · RESORTS · SUITES



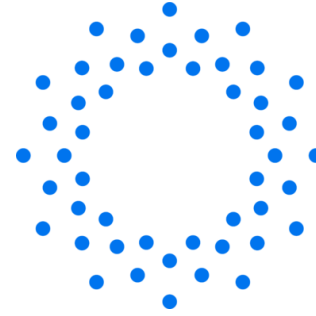
# THE PRIVACY ARGUMENT







# PRIVACY? WHAT PRIVACY?



CLEAR®



Google

amazon



ring



# National Biometric Information Privacy Act of 2020

Senate: 08/03/2020

Read twice and referred to the Committee on the  
Judiciary.

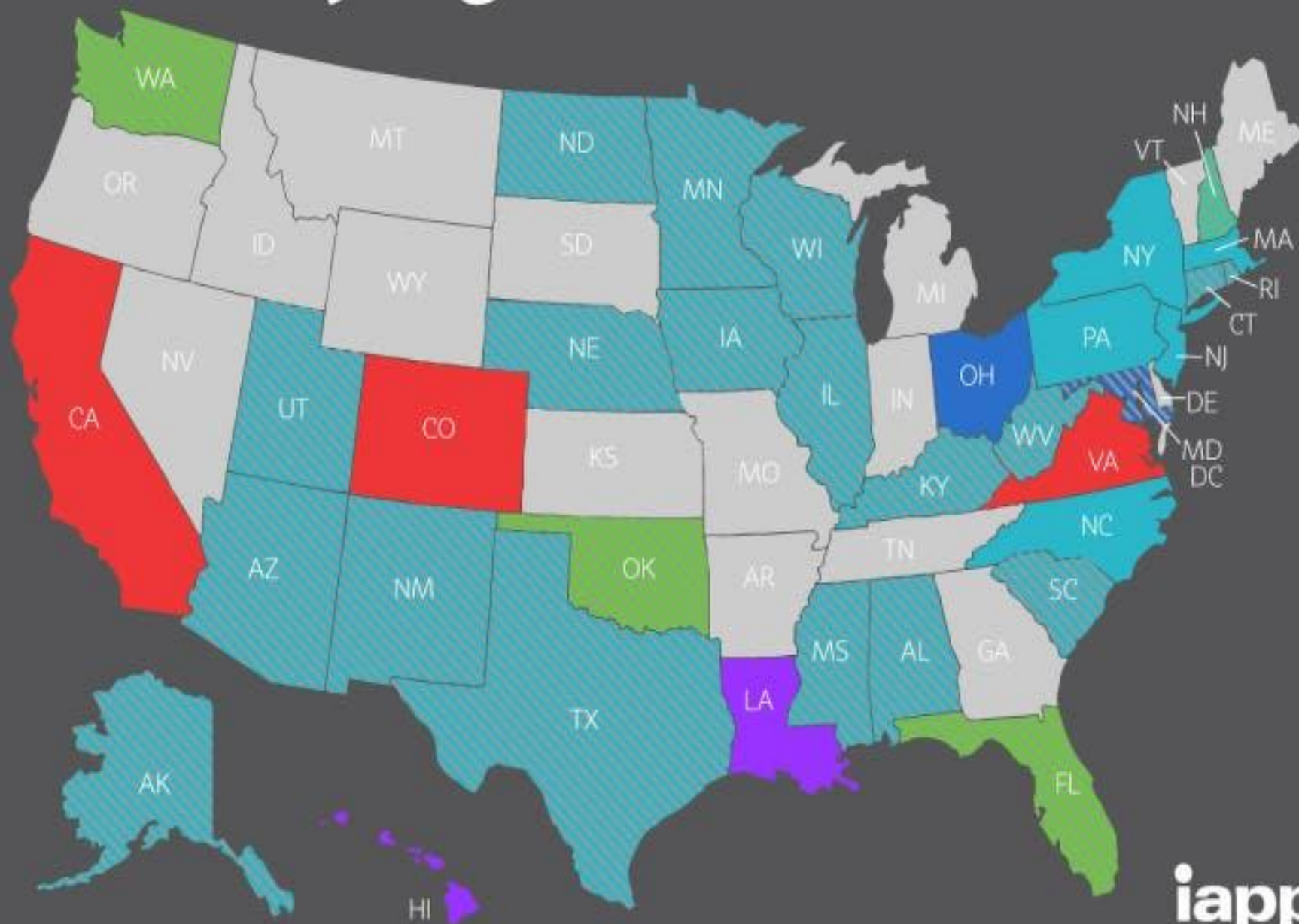
# US State Privacy Legislation Tracker



- Task Force Substituted for Comprehensive Bill
- Bill Died in Committee or Postponed
- None

## Statute/Bill in Legislative Process:

- Introduced
- In Committee
- Cross Chamber
- Cross Committee
- Passed
- Signed



Last updated: 7/28/2021





CCPA



## California Consumer Protection Act of 2018

Not every organization is subject to the CCPA. The law applies to businesses that have gross annual revenues greater than \$25 million; those that buy, receive, or sell the personal information of 50,000 or more consumers, households, or devices; or businesses that derive 50 percent or more of their annual revenue from selling consumers' personal information.

# AT A BLINK



- Right to obtain “personal information”
- The sources “from which that information is collected”
- The collectors “business purposes”
- The “3rd parties” with whom the information is shared
- Request deletion of “personal information”
- “Opt out of the sale of personal information”
- Prohibit “discriminating”



Personal Information means information that identifies, relates to, describes, is capable of being associated with or could reasonably be linked, directly or indirectly, with a particular consumer or household.





## Create a Data Map:

In order to comply with many of the CCPA's requirements, a Business must first have ready access to certain facts about the Personal Information it collects.

# RESPONSIBILITY & ACCOUNTABILITY



- Parental or guardian consent for minors under 13; and the affirmative consent of minors between 13 and 16 years (Civ. Code § 1798.120(c))
- “Do Not Sell My Personal Information” link on the home page to enable opt out (Civ. Code § 1798.135(a)(1))
- Designate methods for submitting data access requests (Civ. Code § 1798.130(a))
- Update privacy policies (Civ. Code § 1798.135(a)(2))
- Avoid requesting opt-in consent for 12 months after a California resident opts out (Civ. Code § 1798.135(a)(5))



# SANCTIONS & REMEDIES



- Companies, activists, associations, and others can be authorized to exercise opt-out rights on behalf of California residents (Civ. Code § 1798.135(c))
- Companies that become victims of data theft or other data security breaches can be ordered in civil class action lawsuits to pay statutory damages between \$100 to \$750 per California resident and incident, or actual damages, whichever is greater, and any other relief a court deems proper, subject to an option of the California Attorney General's Office to prosecute the company instead of allowing civil suits to be brought against it (Civ. Code § 1798.150)
- A fine up to \$7,500 for each intentional violation and \$2,500 for each unintentional violation (Civ. Code § 1798.155)

Recommendations  
&  
Europe's GDPR  
(General Data Protection Regulation)



# AT A BLINK



- Consent
- Breach Notification
- Right of Access
- Right to be Forgotten
- Data Portability
- Privacy by Design
- Data Protection Officers

**Create Consent:** In obtaining consent for data use, companies cannot use indecipherable terms and conditions filled with legalese. It must also be as easy to withdraw consent as it is to give it.

**Breach Notification:** In the event of a data breach data processors have to notify their controllers and customers of any risk within 72 hours.

**Right of Access:** Data subjects have the right to obtain confirmation from data controller of whether their personal data are being processed. Data controller should provide an electronic copy of personal data for free to data subjects.



**Right to be Forgotten:** When data is no longer relevant to its original purpose, data subjects can have that data controller erase their personal data and cease its dissemination.

**Data Portability:** Allows individuals to obtain and reuse their personal data for their own purpose by transferring it across different IT environments.

**Privacy by Design:** Calls for inclusion of data protection from the onset of designing systems, implementing appropriate technical and infrastructural measures.

**Data Protection Officers:** Professionally qualified officers must be appointed in public authorities, or organizations that engage in large scale (more than 250 employees) systematic monitoring of processing of sensitive personal data.

# RUDIE BALDWIN

IAAPA 2021

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