



International
Biometrics+Identity
Association

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IBIA Endorses Privacy Best Practices for Facial Recognition

Washington D.C. (June 16, 2016) – The International Biometrics + Identity Association (IBIA) announced its support for the best practices for the commercial use of facial recognition technology (FRT) that were published today by the Department of Commerce’s National Telecommunications and Information Administration (NTIA). The best practices, which focus on ensuring consumer privacy, were developed and agreed to by a group of stakeholders convened by NIST.

“The clear benefits of facial recognition technology come with a responsibility to users and customers,” said Tovah LaDier, Managing Director of IBIA. “These privacy best practices will help to assure the public that facial recognition is being used responsibly and accountably. They also demonstrate the strong commitment of the industry to protecting the public’s privacy, even as new technologies and applications emerge.”

“IBIA is proud to be part of this collaborative process. The consensus that emerged from this broad assembly of entities speaks to the collective benefit we all see in advancing privacy protections. IBIA applauds all those who participated in the NTIA process and looks forward to future collaboration on this key issue.”

About IBIA:

IBIA advances the adoption and responsible use of technology-based identification solutions for managing human identity to enhance security, privacy, productivity, and convenience for individuals, organizations, and governments. To effectively carry out its mission, IBIA focuses on three core activities: Advocacy, Connections, and Education. For more, please visit www.ibia.org.

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