

# NetChoice

## Statement of Carl Szabo, Senior Policy Counsel, NetChoice regarding: *Privacy Best Practice Recommendations for Commercial Facial Recognition Use*

"Today proves that stakeholders from different worlds with diverse priorities can come together to develop industry guidelines that promote innovation and protect personal privacy. From customer service to finding lost dogs, to photo organizing, developers of facial recognition applications will now have "rules of the road" as they develop the latest and greatest tech products and applications.

This is by no means the end of facial recognition guidelines but the NTIA has led a successful effort that has built a strong foundation that will enable U.S. consumers to reap the benefits of a valuable technology that will make life more convenient and secure."

More information is available at: [NetChoice.org/FRPrivacy](https://NetChoice.org/FRPrivacy)

**NetChoice** is a trade association of e-Commerce and online businesses. [www.netchoice.org](https://www.netchoice.org)