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IBIA Endorses Privacy Best Practices for Facial Recognition

WASHINGTON, DC / ACCESSWIRE / June 22, 2016 / The International Biometrics + Identity Association (IBIA), the leading international trade group representing the identification technology industry, announced its support for the best practices for the commercial use of facial recognition technology (FRT) that the Department of Commerce's National Telecommunications and Information Administration (NTIA) published June 16, 2016. The best practices, which focus on ensuring consumer privacy, were developed and agreed to by a group of stakeholders convened by NTIA.

Titled "Privacy Best Practice Recommendations for Commercial Facial Recognition Use," the NTIA document covers issues of transparency, data management, security safeguards, problem resolution, and other essential topics in facial recognition use. NTIA's best practices offer a flexible guideline that can be adapted to the many applications of the technology, including authentication, physical access security, or social media.

"The clear benefits of facial recognition technology come with a responsibility to users and consumers," said Tovah LaDier, Managing Director, 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."

Identity technology is complex and continuing to evolve. NTIA's best practices lay the foundation on which industry and users can build toward a future that takes full advantage of powerful new technologies, while benefiting society and protecting privacy.

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

The NTIA best practices document can be downloaded from the [administration website](#).

To learn more about IBIA, its membership, and its mission, visit: <https://www.ibia.org/>.

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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