

PDAT 625G  
Spring 2026  
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#### Instructions

"Facial recognition—the software that maps, analyzes, and then confirms the identity of a face in a photograph or video—is one of the most powerful surveillance tools ever made." (Thorin Klososki)

Of course, data science is deeply involved with this powerful process. Watch [this video](#) of a short summary of benefits and potential issues of face recognition.

For this assignment,

- 1) find an article that is related to face recognition and related issues,
- 2) provide a link to the article with a brief summary annotation (100-200 words - one or two paragraphs), and
- 3) write a few paragraphs (200-300 words) of reflection, relating the video and the article to your personal experience.

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1) Link to article, "Legal rights to refusal depend on local laws and policies":

<https://learn.g2.com/ethics-of-facial-recognition>

2) This article was posted on G2 written by Katam Raju Gangarapu, a technology evangelist, seasoned writer, marketer, and digital marketing expert. It goes over ethics and security issues of facial recognition. Gangarapu says it's evolving faster than the laws meant to govern it. The top issues with it were: Racial bias and discrimination, data privacy, lack of informed consent and transparency, mass surveillance and data breaches. The article also mentions how large companies like IBM, Microsoft and Amazon are addressing the issues with additional laws and algorithm testing. Finally, the end of the article has frequently asked questions. The first question defines the code of ethics for facial recognition. The last question address what states banned not have facial recognition. These states are San Francisco, CA, Portland, OR, Boston, MA, Virginia (limited use), and Illinois (strong biometric privacy law under BIPA).

3) The video and article showed a good overview of facial recognition and some of the ethical issues with it. The video was published 5 years ago in 2021 as part of a Risk Bites series on Public Interest Technology. The article was uploaded in 2022 and has been modified since then

with new information. Both references are relatively new but are on a topic that changes rapidly. While facial recognition has been introduced as early as the 1960s, it gained much public accessibility with the release of FaceID on iPhoneX by Apple in November 2017. Login accounts and social media also has grown in the past few years, showing more photographs and personal information online for the public .

One feature the video mentioned that I found interesting is that facial recognition can determine issues with the users health. Some of these recognitions are if the user is hungry, confused, distracted, pre-diabetic, or needs therapy or medication. This is a feature I believe could be more publicly available in the next few years. My first thought of this kind of recognition was with smart watches that check on the user through there wrist. I believe this kind of recognition could be useful for most smart watch users, but not necessarily for most smart phone users.

Of course, both the video and article showed that facial recognition has security issues. The main thing to avoid is identify theft and privacy restrictions. Users have the legal rights to refusal depend on local laws and policies.