

Principles: Proportionality and do no harm, Safety and security, Privacy, Transparency and explainability, Responsibility and accountability, Awareness and literacy

Values: Human Rights , Living in harmony and peace

Stakeholders: Civil society, Public sector, Media, Private sector, Technical community

Privacy endangered when using surveillance cameras without consent

A shopping mall sets up security cameras with a facial recognition software.

The footage is used to collect data, target and analyze consumption habits of the shoppers.

However, the clients were not made aware of the presence of the camera and even less that the data collected and processed by the mall.

The media gets ahold of the practice and share the information. A lawsuit is filed against the mall as it violated the privacy of its shoppers.

Implementing surveillance cameras with facial recognition software requires to be transparent about the use of the technology. The consequences of a poor use of this technology have direct impact on the privacy and freedom of the shoppers.

How could this situation have been avoided in the first place?

Here are our recommendations per stakeholder:

- Shopping mall and more generally private entities have to be transparent when using such technologies and clearly present them to their clients and visitors when they are implemented.
- Governments have to introduce proper legislation is introduced to guide the use of such technologies and raise awareness on the issue to the citizens.
- The media and associations are also required to spread the word through information campaigns and raise awareness on potential abuses.
- Citizens should keep an eye out for such fallacious practices as their individual freedoms may be at risk.

Privacy & Human Rights & Transparency and Explainability

Know more about this case:

- “At least two malls are using facial recognition technology to track shoppers' ages and genders without telling”, CBS, <https://www.cbc.ca/news/canada/calgary/calgary-malls-1.4760964>
- “Your mall is watching you”, Maclean’s, <https://www.macleans.ca/economy/business/your-mall-is-watching-you/>

Related work:

- 1984, George Orwell
- “Facial recognition use by South Wales Police ruled unlawful”, BBC, <https://www.bbc.com/news/uk-wales-53734716>