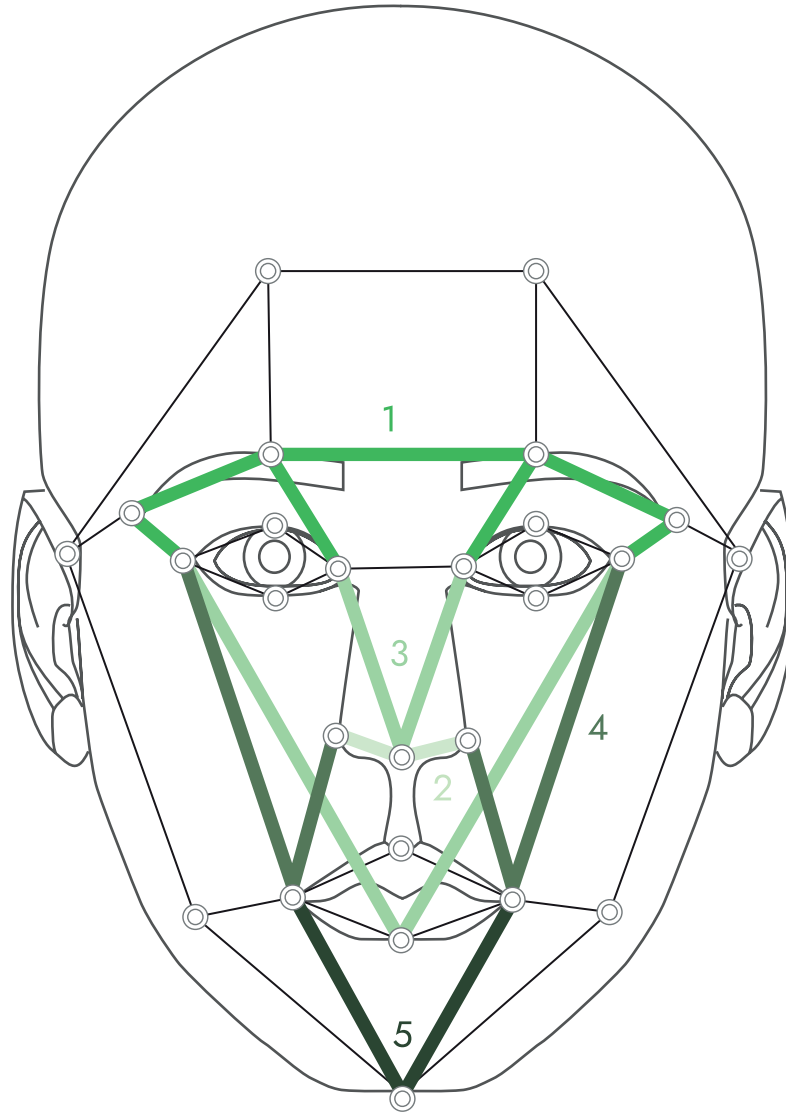# Your selfie, your data

Your face has a unique set of data measurements called a faceprint:

1 The distance between your eyes

2 The width of your nose

3 The depth of your eye sockets

4 The shape of your cheekbones

**5** The length of your jaw line

WHAT THE F*TURE WANTS

What if somebody could recognise you in a space where you would rather be anonymous?

TACTICAL TECH

You are not the only author of your faceprint

A faceprint can be generated from your face on social media, in real time by a CCTV camera or using technologies that are invisible to the human eye, like infrared or thermal imaging.

Selfie or photograph

CCTV

Video footage

Infrared and thermal imaging
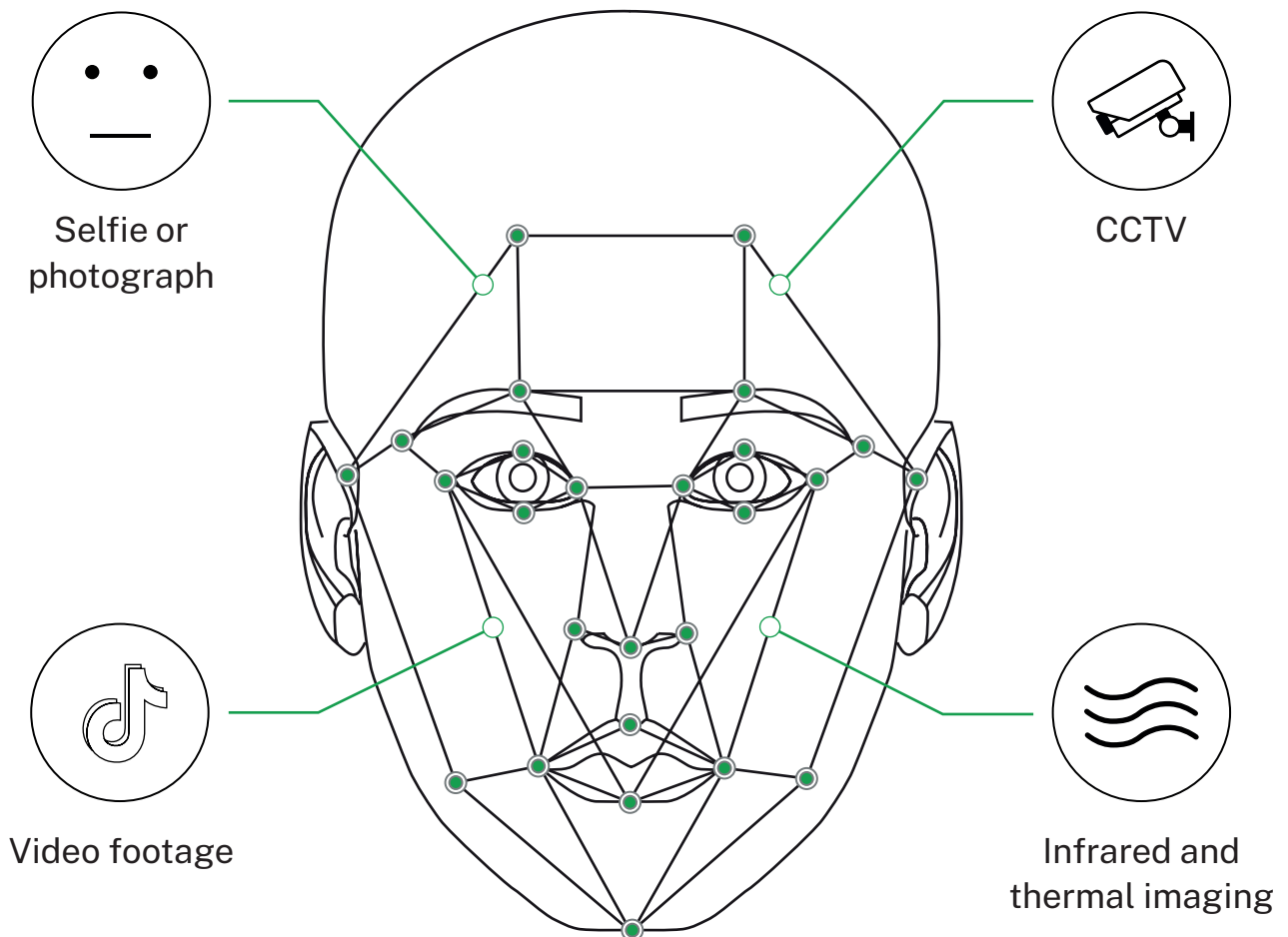
Once somebody has your faceprint, they can turn it into a 3D model of your face that includes other measurements, such as the shape of your eye sockets or the curves of your nose and chin.

WHAT THE F*TURE WANTS

Where has your face been captured in the past week and who owns or has access to that data?

TACTICAL TECH

Your body, your data

Some companies claim that they can infer many things from your faceprint such as your emotions, sexual orientation, gender or age. In reality it is hard to make these assumptions because everybody is different. However, they may use your faceprint alongside other methods to get a deeper understanding of who you are and what you like:
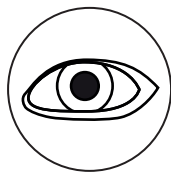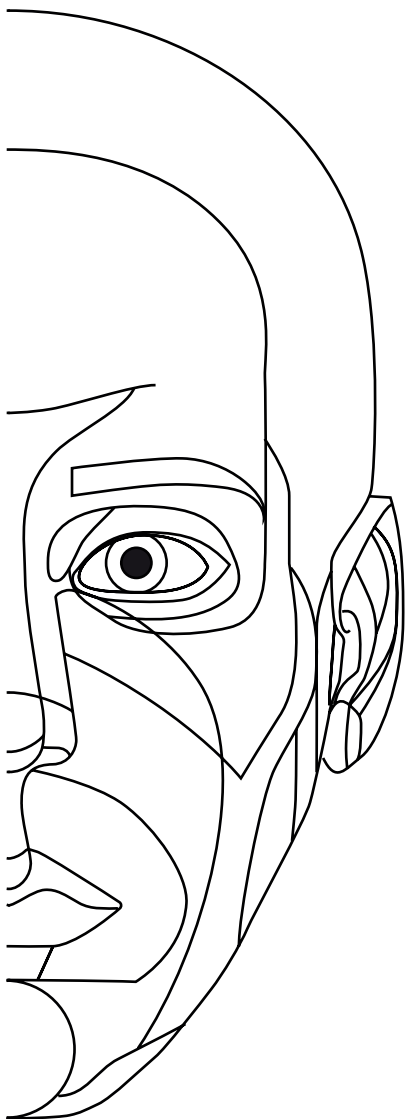
Eye tracking:
Monitors your eye movements to see what you are looking at, and to gauge your reaction.

Gait recognition:
Analyses your walking patterns from a distance by looking at your whole body in motion.

Voice recognition:
Identifies you based on the characteristics of your voice.
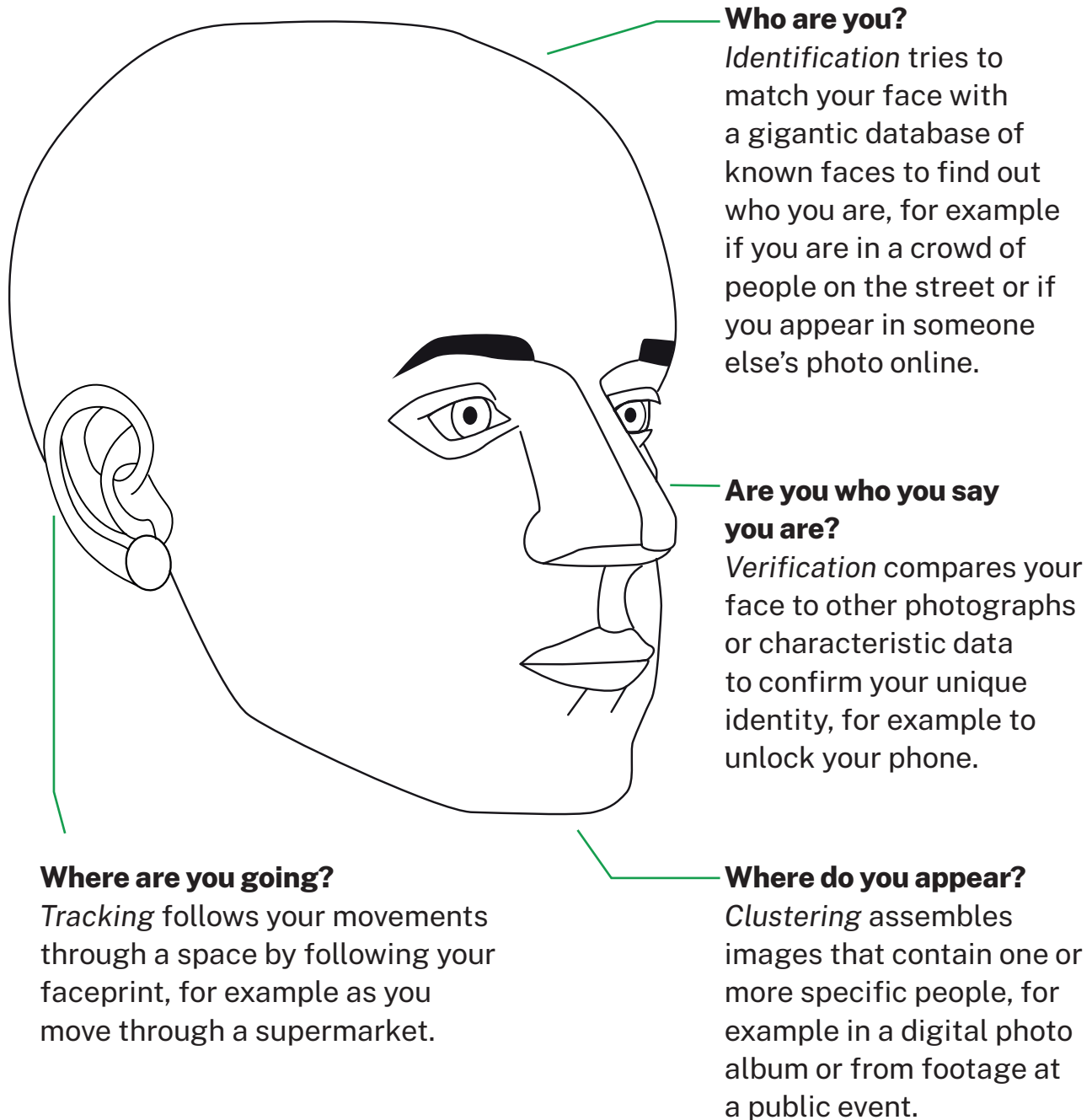
Emotion recognition:
Identifies various moods based on your facial features and/or your voice.

WHAT THE F*TURE WANTS

What if software indicates you are cheating during an exam because you look nervous?

TACTICAL TECH

What does your selfie reveal about you?

Facial recognition technology is all around us: on our phones, on our streets and sometimes even in our schools. It is normally used to answer the following questions:

Who are you?
Identification tries to match your face with a gigantic database of known faces to find out who you are, for example if you are in a crowd of people on the street or if you appear in someone else's photo online.

Are you who you say you are?
Verification compares your face to other photographs or characteristic data to confirm your unique identity, for example to unlock your phone.

Where are you going?
Tracking follows your movements through a space by following your faceprint, for example as you move through a supermarket.

Where do you appear?
Clustering assembles images that contain one or more specific people, for example in a digital photo album or from footage at a public event.

WHAT THE F*TURE WANTS

What if the face that you use to unlock your phone was also spotted near the scene of a crime?

TACTICAL TECH