

Once confined to the world of science fiction, technologies such as real time facial recognition and tracking have started to become mainstream and available to anyone with a credit card. Microsoft and others have opened their cognitive services cloud to anyone, allowing you to access features such as real time facial recognition, emotion detection, and even age estimation with only a few lines of code.

While these technologies have important uses, they also bring with them a raft of concerns around privacy and personal tracking in the digital age. Advertisers are already using products like this to tailor billboard advertising to better match the viewer – and this is only the first step. These technologies combined with other digital tracking technologies such as Bluetooth scanning and Wi-Fi positioning have the potential to have serious implications for personal privacy.

This talk will focus on where the technologies are today, where they are going, and what we as individuals need to know to protect themselves.