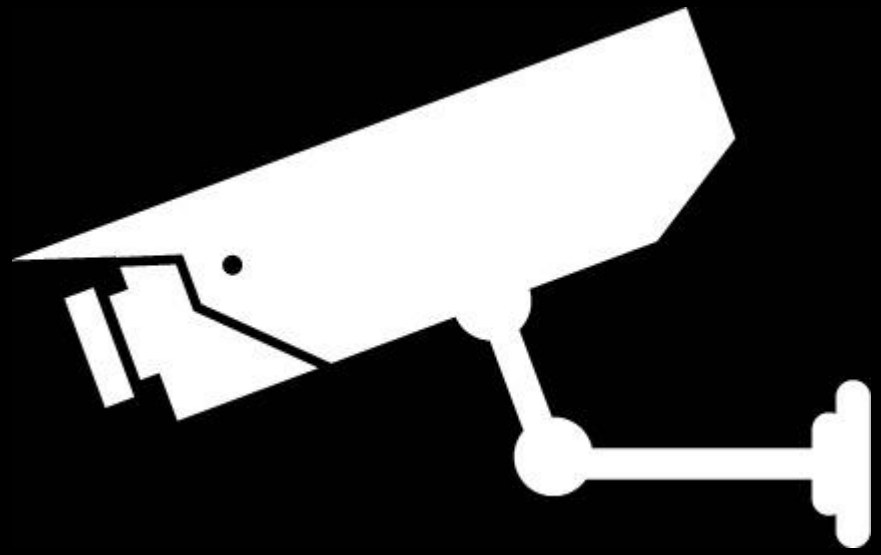

DATA JUSTICE

a global framework for technological rights and freedoms

Linnet Taylor

FACEPTION
Facial Personality Analytics

Our Technology | Verticals | About us | News & Events | Blog | Contact us

FACEPTION IS A FACIAL PERSONALITY ANALYTICS TECHNOLOGY COMPANY

OUR TECHNOLOGY

Faception is first-to-technology and first-to-market with proprietary computer vision and machine learning technology for profiling people and revealing their personality based only on their facial image. [learn about the science behind the technology]

Faception can analyze faces from video streams (recorded and live), cameras, or online/offline databases, encode the faces in proprietary image descriptors and match an individual with various personality traits and types with a high level of accuracy.

We develop proprietary classifiers, each describing a certain personality type or trait such as an Extrovert, a person with High IQ, Professional Poker Player or a threats.

Ultimately, we can score facial images on a set of classifiers and provide our clients with a better understanding of their customers, the people in front of them or in front of their cameras

SOLUTIONS

FACEPTION
Facial Personality Analytics

Screening

On-demand profiling of selected person at border controls, checkpoints and other environments in real time

Use:
Border control, access control, authorities mobile devices

FACEPTION
Facial Personality Analytics

Surveillance

Ongoing profiling of individuals captured on wide area surveillance cameras in public areas in real time

Use:
Government building, airports, train stations, landmarks, shopping malls

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Database

Batch scanning of image databases to enrich profiles and detect potential offenders

Use:
Immigration, Visa, Driving license. Airports traveler list

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Investigative

Scanning of image or video records to identify relevant suspects

Use:
Crime Investigation, Intelligence

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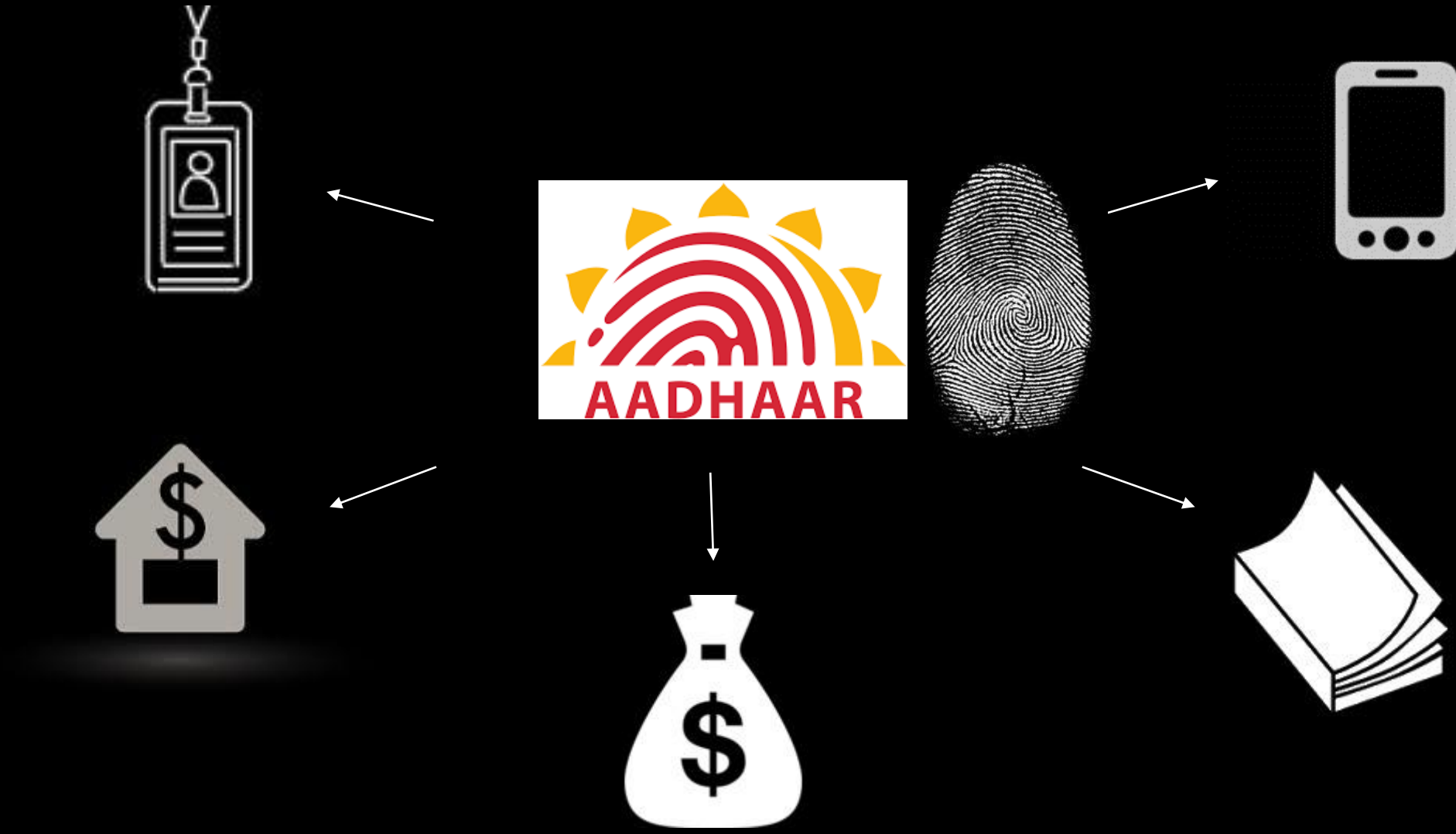
Facial Personality Analytics

Audience

Live and After the Fact scanning of surveillance video feeds to identify audience patterns and potential group threats

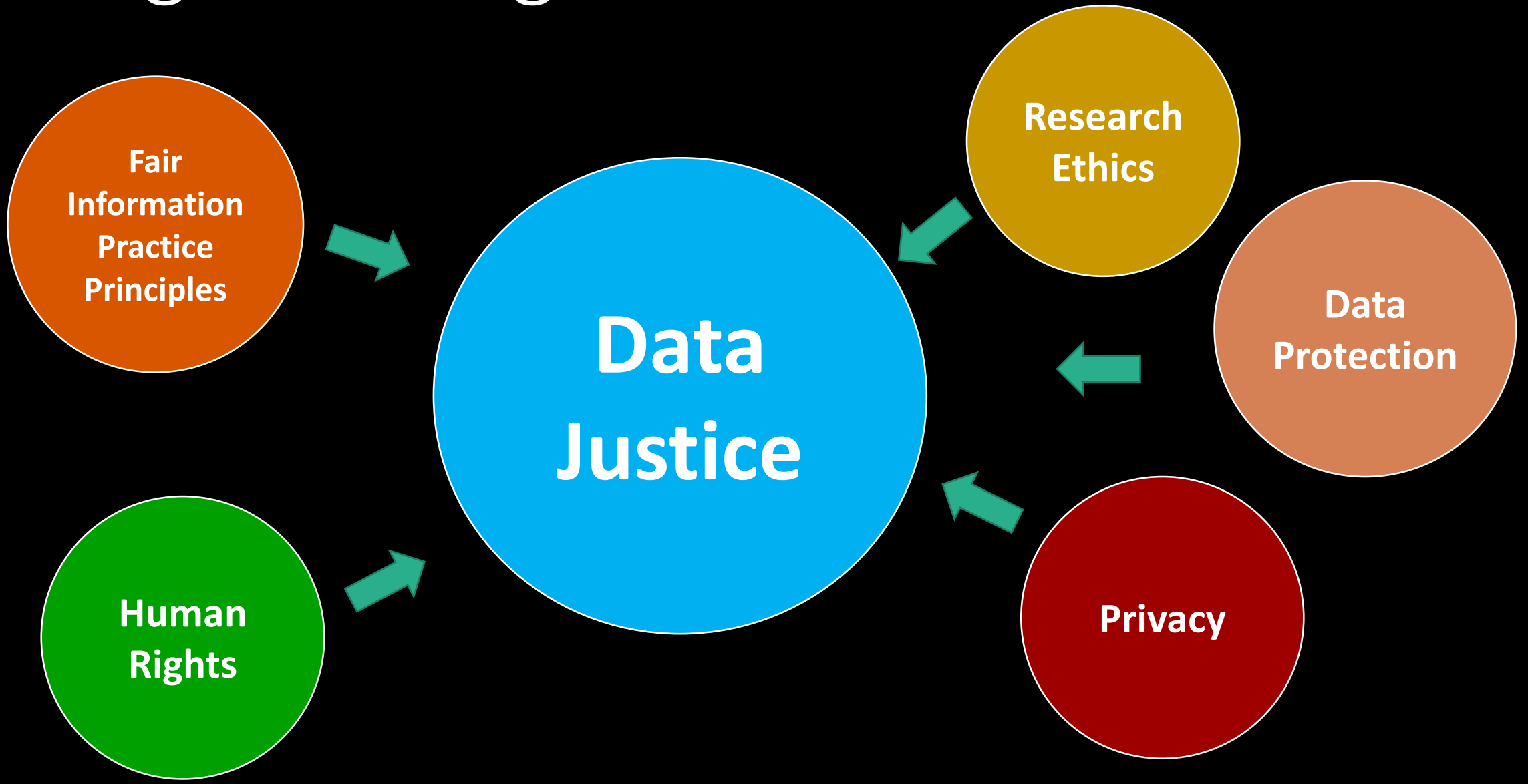
Use:
Stadiums, city centers and other crowded areas

Social justice as an information problem

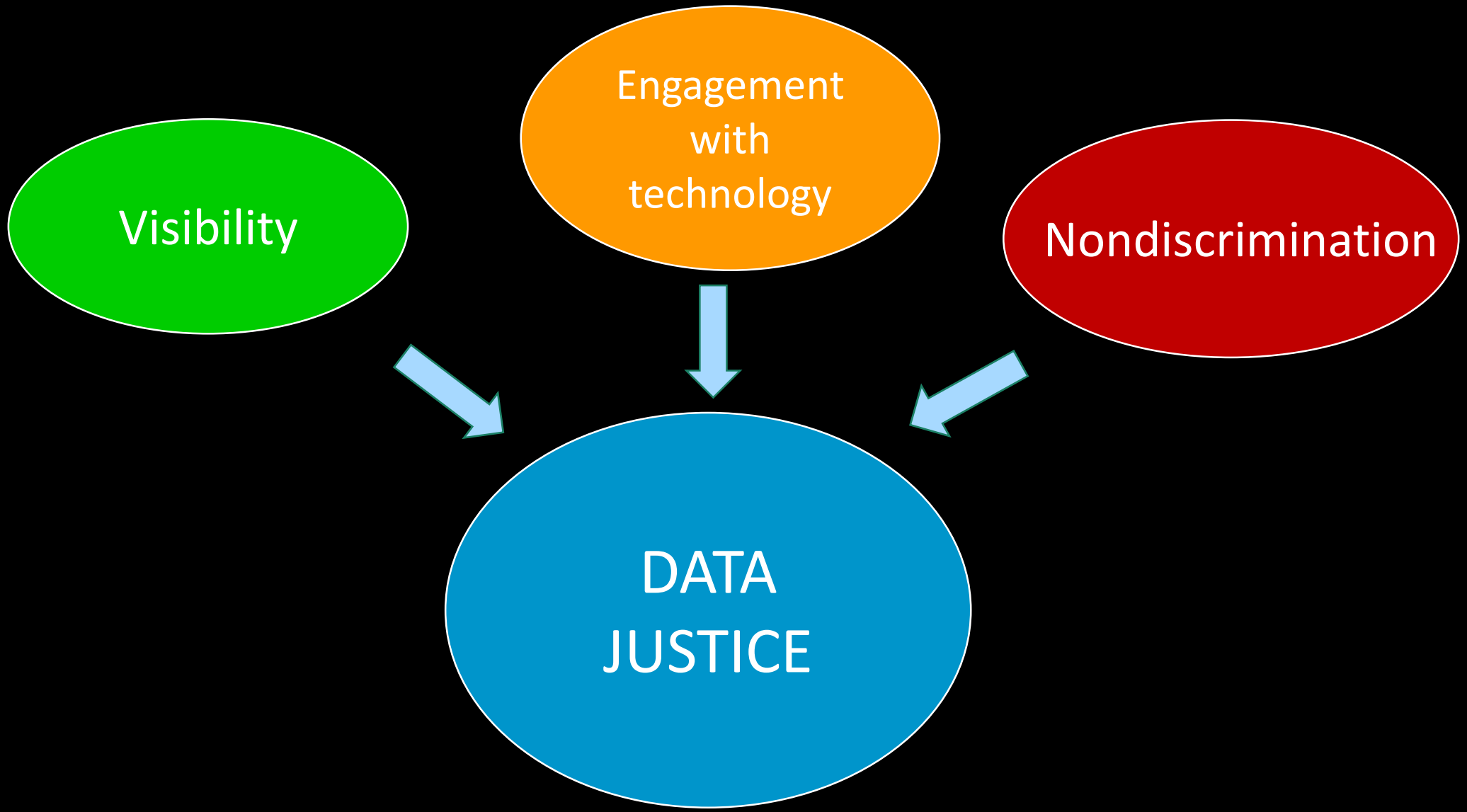


In a global market for data technologies, EU regulatory success risks generating a race to the bottom on the global level.

Fragmented governance

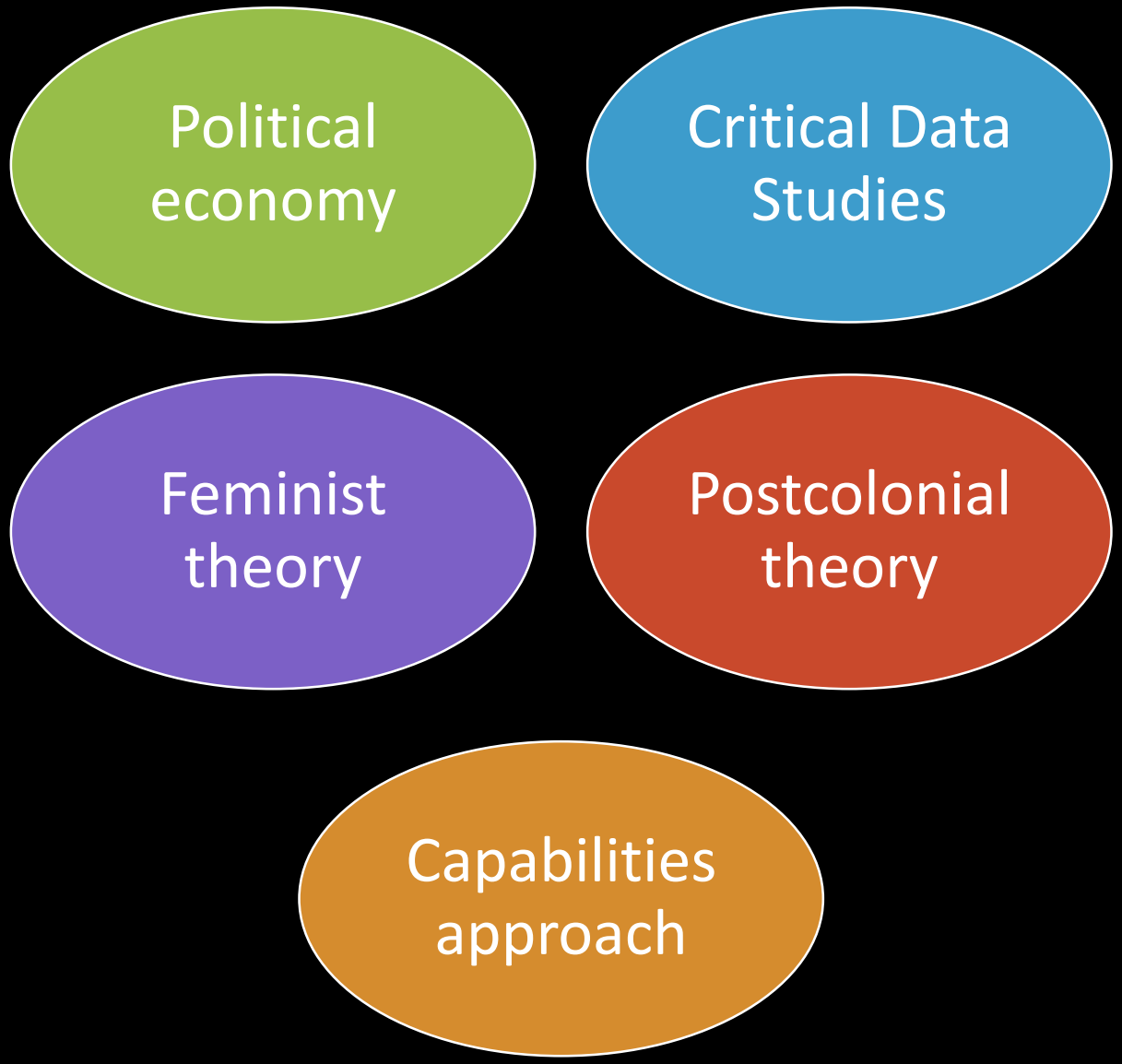


Defining common principles



What problems create claims to data justice, and what would constitute a globally inclusive framework?

Multidisciplinary approach



Methodology

Mapping perceptions of (big) data

Fieldwork on three cases

- Kenya
- Singapore
- Harvard/ South Sudan

Feedback loop: discussions/workshops

Contribution of the research

1. Research approach incorporates different visions of just datafication

2. Theoretical tools to integrate positive and negative needs

3. Engagement with the ‘domain of public reasoning’

Impact

1. A conceptual framework that contributes to
   - research (development, legal philosophy…)
   - data policy and governance
   - technology development

2. Public debates positioning data justice in the public domain