Security Industry Association Releases Policy Principles to Guide the Use of Facial Recognition Technology

*SIA, the leading trade association representing security solutions providers, has released its new policy principles guiding the development and deployment of facial recognition technology.*

SILVER SPRING, Md. (PRWEB) August 18, 2020 -- The Security Industry Association (SIA), the leading trade association representing security solutions providers, has released its new policy principles guiding the development and deployment of facial recognition technology. SIA believes all technology products, including facial recognition, must only be used for purposes that are lawful, ethical and nondiscriminatory.

“SIA recognizes that some community leaders have expressed deeply-held views calling for the end of facial recognition technology use by law enforcement and the private sector. We respectfully but firmly disagree. Facial recognition technology offers tremendous benefits to society when used effectively and responsibly and with appropriate safeguards,” SIA CEO Don Erickson said. “We invite all stakeholders to review these well-thought-out principles and engage with us in meaningful discussions leading to common-sense approaches to how this technology is used.”

SIA has committed to the following principles to be used in the development and deployment of facial recognition technology. SIA believes that these principles should apply to implementation of facial recognition tools across safety and security applications, in both public- and private-sector settings, and that they should be reflected in development of any organizational or public policies addressing these uses of the technology. SIA’s core principles include:

- Ensuring transparency surrounding the use of facial recognition
- Establishing a clear and defined purpose for the use of facial recognition by organizations
- Using high-performing and accurate technology
- Incorporating human oversight and review
- Protecting data security
- Ensuring privacy by design
- Training and educating users of technology
- Improving or eliminating biased or discriminatory software
- Maintaining ethical acquisition of facial recognition technology

These core policy principles were developed by and with input from many SIA members, including members of the SIA Facial Recognition Working Group, the SIA Data Privacy Advisory Board and the SIA Executive Committee. In addition to these core principles, the new document includes guidelines around the use of facial recognition technology by law enforcement and the public and private sectors.

SIA looks forward to continuing to lead industry around the lawful, ethical and nondiscriminatory use of facial recognition technology.

About SIA
SIA is the leading trade association for global security solution providers, with over 1,100 innovative member companies representing thousands of security leaders and experts who shape the future of the security industry.
SIA protects and advances its members’ interests by advocating pro-industry policies and legislation at the federal and state levels, creating open industry standards that enable integration, advancing industry professionalism through education and training, opening global market opportunities and collaborating with other like-minded organizations. As the premier sponsor of ISC Events expos and conferences, SIA ensures its members have access to top-level buyers and influencers, as well as unparalleled learning and network opportunities. SIA also enhances the position of its members in the security marketplace through SIA GovSummit, which brings together private industry with government decision makers, and Securing New Ground, the security industry’s top executive conference for peer-to-peer networking.
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