

Indigo.AI Ltd ("We") are committed to protecting and respecting your privacy.

We act in accordance with the guidelines provided by the ICO on the 18<sup>th</sup> June 2021 (<https://ico.org.uk/media/for-organisations/documents/2619985/ico-opinion-the-use-of-lfr-in-public-places-20210618.pdf>) and the General Data Protection Regulation (GDPR) act (<https://gdpr.eu>).

### **What is facial recognition technology?**

Facial recognition is the process by which a person can be identified or otherwise recognised from a digital facial image. Cameras are used to capture these images and FRT software produces a biometric template. Often, the system will then estimate the degree of similarity between two facial templates to identify a match (eg to verify someone's identity), or to place a template in a particular category (eg age group). FRT can be used in a variety of contexts from unlocking our mobile phones, to setting up a bank account online, or passing through passport control. It can help make aspects of our lives easier, more efficient and more secure.

### **What is live facial recognition?**

The uses of FRT referenced above typically involve a "one-to-one" process. The individual participates directly and is aware of why and how their data is being used. LFR is different and is typically deployed in a similar way to traditional CCTV. It is directed towards everyone in a particular area rather than specific individuals. It has the ability to capture the biometric data of all individuals passing within range of the camera automatically and indiscriminately.

### **How do we use facial recognition technology?**

We use your facial recognition data to personalise your experience in locations that have our software installed. We do not send this information to any third-party. All information retrieved is within our control. Your data is not used in any way to identify physical, physiological, genetic, mental, economic, cultural or social identity.

### **Disclosure of your facial recognition data**

We do not disclose your data to any third party. Your data is used purely for the purposes defined above.

### **How do I opt out of using facial recognition technology?**

Email [info@helloindigo.ai](mailto:info@helloindigo.ai) to request one or more of the below:

- Opt-out of facial recognition matching
- Your facial recognition data to be deleted

### **More information**

For more information please refer to our Privacy Policy, Terms and Conditions or email us [info@helloindigo.ai](mailto:info@helloindigo.ai).