



ALL ABOUT FACE MATCHING

for Schools and Parents

The software used to create this year's school yearbook uses innovative new Face Matching technology! Below are answers to the most common questions about this technology and its use.

Q: What is Face Matching Technology?

A: Face Matching is an innovative technology that is commonly used for photo tagging and security applications in phones and mobile devices, search engines, social media, and all kinds of other software. We're using Face Matching technology in our yearbook creation software. In this application, the technology analyzes the student portraits provided, and is then able to recognize students in candid yearbook photos.

Q: Why and How is it Being Used?

A: This technology identifies and automatically names (or tags) students in candid photos in the yearbook. Until now this has been done manually, taking a lot of time, with the potential for errors and omissions. Using Face Matching technology the software tags *all* candid photos, with more accuracy. This saves time, and allows for a more accurate, fair, and personal portrayal of all students in the yearbook.

Q: What Do You Do With the Data? How Long Do You Keep It?

A: We use the face-matching data only to identify students in the candid photos submitted for the yearbook, during the yearbook design process. Once the yearbook is completed all data is permanently deleted. It is never shared or transmitted externally for any reason.

Q: Is it Safe and Secure? Is Privacy Respected?

A: Yes! Privacy is a top priority in the design of our system. It focuses only on facial features, and face data is encrypted, never stored with name data. This technology is running along with the yearbook software, in a proprietary environment at Amazon (AWS). We follow industry best practices for privacy and security, and employ strict measures to prevent any misuse. Face Matching is not available in certain locations due to local and regional laws.

Q: How Can I Learn More?

A: Your feedback is important to us. If you have further questions, comments, or concerns about Face Matching in the yearbook, please contact your school's yearbook team or administrator.