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Facial Recognition Technology Frequently Asked Questions (FAQ)

Does Easton's facial recognition technology retain information on everyone?

No, Easton's facial recognition technology does not retain any information on non-Persons of Interest (POIs). Public Safety is always top of mind at Easton Town Center, and we take it incredibly seriously. This is our home, and we protect it as such. This exceptional technology adds an important layer to our overall security program.

How does facial recognition technology work?

Photos of Persons of Interest (POI) are uploaded into the facial recognition system. The technology creates signatures by extracting facial measurement data – the mapping of an individual's face. The technology monitors and works to match the faces on the video cameras with the signatures of the uploaded images. If a signature does not match an uploaded POI signature, the signature is not stored. If a signature is flagged as a potential match to a stored POI signature, the software system alerts the Public Safety team that a POI might be on property, which triggers further investigation by Public Safety.

What happens if someone is detected through facial recognition?

Easton's Public Safety team does not act on alerts alone. When the system alerts to a potential POI match, Easton's team conducts a thorough investigation including a "traditional" facial recognition check, with up to three layers of human visual review comparing the photo of the POI to the individual identified as a potential POI. The Easton Town Center Public Safety team has undergone extensive training by an internationally recognized program in "traditional" facial recognition, to learn facial morphological features from experts and how to successfully compare faces and determine whether the system alert is an accurate match. An Easton Town Center Public Safety officer will approach a potential POI and follow our standard procedure only after human review determines with sufficient confidence that the alert is accurate.

How are you ensuring that the technology is accurate and not biased against a specific demographic?

The software is powered by an algorithm that has undergone rigorous independent testing by the National Institute of Standards and Technology (NIST) and the Department of Homeland Security (DHS), and it is by all accounts, best in class. In the DHS testing, the algorithm correctly identified individuals 99.3% of the time.

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Do you keep facial measurement data on regular guests (non-POIs)?

No. This technology does not track or keep any facial measurement data on non-POIs.

Does Easton Town Center collect data for any other purpose, such as marketing or customer tracking?

No. Facial recognition is used at Easton Town Center for the sole purpose of helping our Public Safety team to detect the presence of a Person of Interest (POI). POIs are individuals who are on a current trespass at Easton Town Center, those who may be a threat to our environment, persons identified to us by law enforcement, or individuals who are missing or may be in danger.

Why is Easton Town Center using facial recognition?

Easton Town Center takes a multi-layered, industry leading approach to public safety. There are public safety resources in place that are both visible and nonvisible to guests. This includes uniform patrols, a K9 team, bike unit, extensive surveillance, and intelligence analysis trained to detect unusual behavior. Facial recognition is another layer of security at Easton Town Center utilizing state-of-the-art technology to keep guests, tenants, and employees safe.

Facial recognition complements programs already in place: Easton's Public Safety team is already on the lookout for individuals who are on a current trespass, those who may be a threat to our environment, persons identified to us by law enforcement, and individuals who are missing or may be in danger. And our public safety team is already trained in how to approach these individuals. Facial recognition just improves the process.

How do I find out if I am on Easton's POI list?

To find out if you are on Easton Town Center's POI list, please send an email to FRAdmin@steiner.com. The requester will be required to provide proof of their identity. Once the requester's identity has been verified, they will be informed whether they are on the POI list.