

# PRIVACY, DATA MANAGEMENT, & FACE RECOGNITION TECH.

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City of Alameda  
City Council Presentation  
December 17, 2019



# Overview & Outline

- Privacy and data management
  - Relevant in our day-to-day lives
  - City's commitment to maintaining the public's trust
    - Protecting the integrity of personal data and privacy
    - Ensuring transparency in how data is used
- Three Topic Areas:
  1. Privacy Principles
  2. Data Management Policy
  3. Prohibition on the Use of Face Recognition Technology

\*\* This work has been developed to address both a referral and request by City Council during an earlier City Council meeting discussion



# A Framework: Privacy Principles

- Designed to clearly state City's commitment to transparency and privacy
- Principles include:
  - Design and Use Equitable Privacy Practices
  - Limit Collection and Retention of Personal Information
  - Manage Personal Information with Diligence
  - Extend Privacy Protections to Our Relationships with Third Parties
  - Safeguard Individual Privacy in Public Records Disclosures
  - Be Transparent and Open
  - Be Accountable to Alameda Residents



# The Right Balance: Data Management

- Recognition that data is a key asset (services, programs, projects)
  - Website, forms and applications, phone calls, email, etc.
- Guidelines related to:
  - Collection
  - Storage
  - Management
  - Use of data – including relationships with third parties

\*\*Draft policy does not apply to information collected for public safety purposes – separate policies already in place



# Face Recognition Technology

- Concern about privacy and equity
- Staff rules prohibiting:
  - Obtaining
  - Retaining
  - Accessing or
  - Using
- Clarifies expectations for inadvertent or unintentional receipt

\*\*Identifies exception for personal communication devices

# Recommendation... & Discussion

Adopt a resolution establishing a privacy policy, data management policy, and prohibiting the use of face recognition technology



# Thank you!

