



# THE SAME PHOTO WITHOUT THE FACEPRINT

*Protecting Identities From  
Face Recognition Technologies*

## FACE RECOGNITION & PRIVACY ISSUES

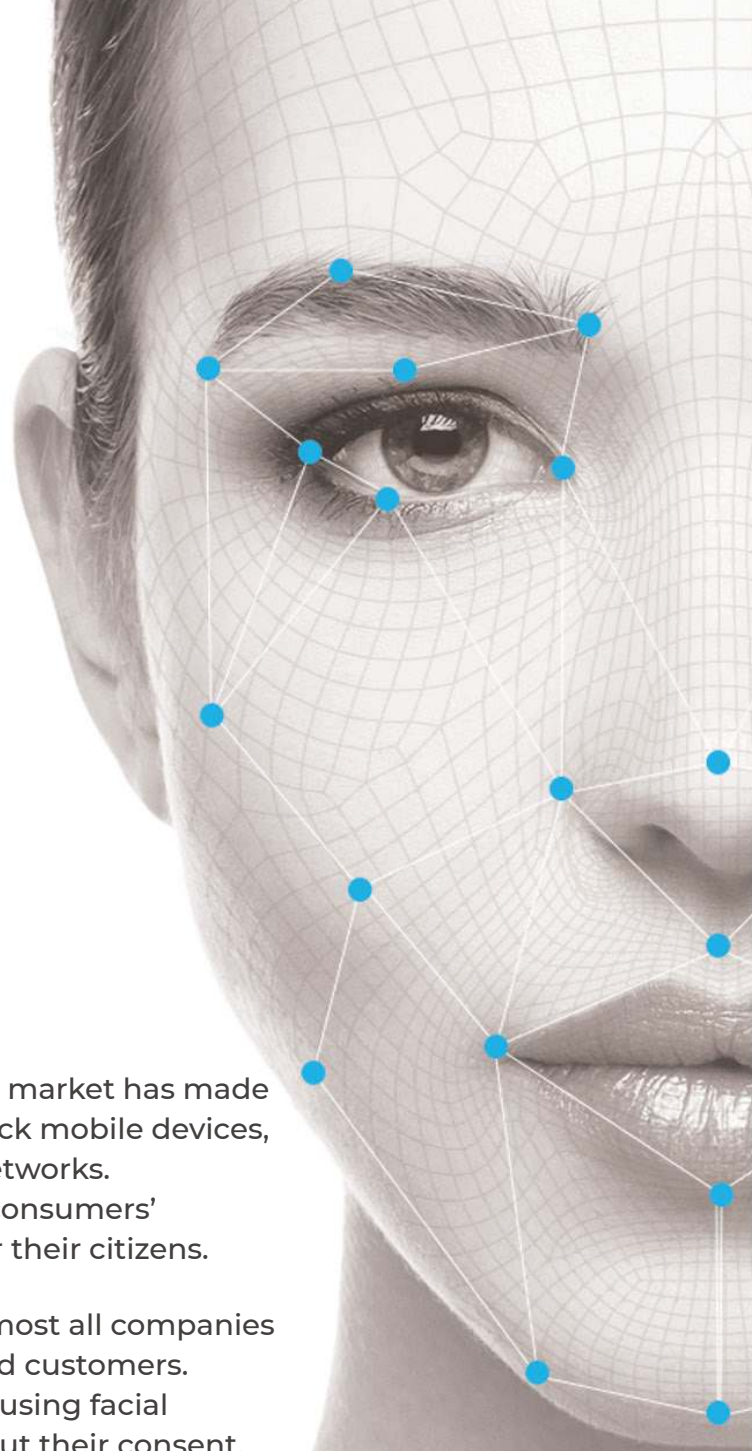
The exponential growth of the facial recognition market has made our faces our digital identifiers. It is used to unlock mobile devices, authorize payments and tag friends on social networks. Retailers use facial recognition to analyze their consumers' shopping behavior and governments to monitor their citizens.

Today, everyone is sharing photos online and almost all companies store databases of photos of their employees and customers. Cybercriminals who get access to these photos, using facial recognition, can identify and track people without their consent.

This sensitive, biometric data must be protected from the misuse of facial recognitions because unlike passwords, you can't change your face.

With D-ID's groundbreaking technology, organizations ensure the privacy of their employees and customers, meeting strict regulations such as GDPR while keeping images completely usable.

*Award-winning Technology*



# INNOVATIVE PHOTO PROTECTION

D-ID protects photos and videos from face recognition, while keeping them similar to the human eye. The proprietary algorithm combines advanced image processing and deep learning techniques, to resynthesize any given photo to a D-ID protected version of it.



## IDENTITY PROTECTION

Guarantee privacy and security to employees, customers & citizens



## BIOMETRIC DATABASE PROTECTION

Protect sensitive biometric databases to avoid fines in case of a data breach



## REGULATION COMPLIANCE

Comply with privacy regulations such as the GDPR in accordance with the principle of Privacy by Design



## PRIVACY BRANDING

Gain competitive advantage by strengthening branding as a privacy leader



**ORIGINAL**



**PROTECTED**

For illustration purposes only



## ABOUT US

With offices in Tel Aviv, D-ID employs market-leading experts in deep learning, computer vision and image processing.

The company is an alumni of Y Combinator and received the Gartner Cool Vendor 2018.

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