Advanced Blurring Solution

D-ID

Advanced Facial Blurring System Protects Enterprises & Conceals PII

D-ID's advanced blurring solution protects organizations involved in recording and storing footage. The system detects faces on film, and automatically applies blurring to remove PII. It can detect faces even in poor lighting, regardless of facial pose, and can accurately detect masked faces.
By blurring out PII, organizations aren't at risk of violating GDPR principles.

Four Areas that make D-ID's Advanced Blurring Best on the Market

State-of-the-art detection rate and detection accuracy – The D-ID system boasts state-of-the-art detection rates. It locates and blurs faces regardless of size of crowd or lighting conditions, and can detect faces in infrared, grayscale, RGB and YUV videos. The system is highly configurable, and can adjust its false positive vs. false negative ratio for various use cases.

Smart Face Tracker – The system can detect faces that are momentarily blocked on screen. It can overcome motion blur misdetection, as well as extreme angles and face obstructions, allowing it to reduce the number of frames with non-detected faces.
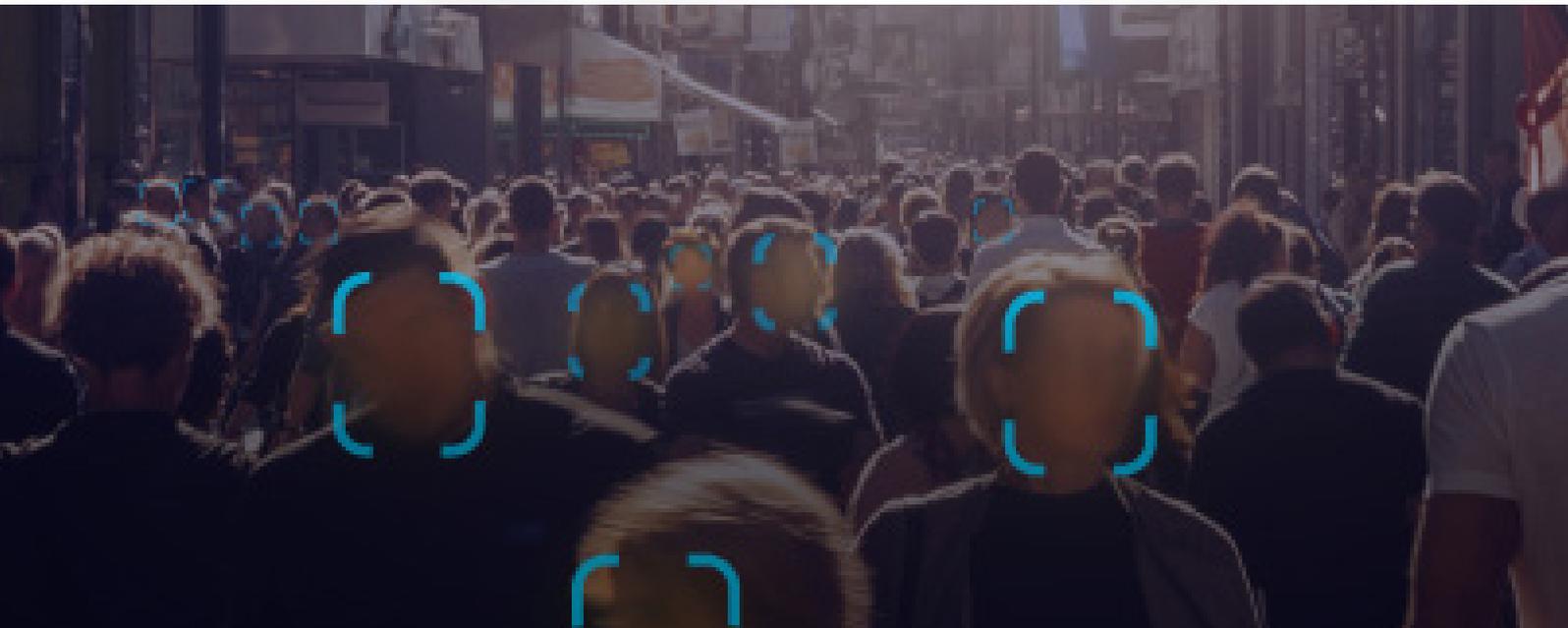
Performance – The D-ID Advance Blurring solution is capable of providing multi-process and multithread support, and can process concurrent video streams (when used with recommended CPU/GPUstrength). High-performance GPUs can be shared between streams and parallel file processing. It can process bulk folders, and latency is not impacted by the number of faces in the frame. Full HD movies are processed at 30 FPS. The product can be installed in the cloud or installed and configured on customers' servers.

Functionality – The D-ID system provides users with the ability to configure the blur intensity level, as well as set the outputs detection confidence level to balance false detect and false misses. It contains a face counter, and is containerized with auto-scaling support under Kubernetes. Selective blurring is part of the roadmap, and will be added to future versions.

[1]
[Recital 26 - Not Applicable to Anonymous Data](#)

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The Benefits of D-ID's Advanced Blurring Solution

- Blurred material is not subject to GDPR constraints (such images are, in effect, released from GDPR coverage (Recital 26)

- Complies with strict privacy regulations like GDPR, Illinois Privacy Law and other similar laws

- Reduces the need to answer data subjects' requests (to be forgotten, to obtain a copy, data portability and more)

- Eliminates the need for consent

About D-ID

D-ID allows organizations to enhance security and ensure their customers' and employees' privacy by removing sensitive biometric Personally Identifiable Information (PII) from videos and still images.

The company's revolutionary De-Identification solution makes images unrecognizable to facial recognition algorithms – while keeping them similar to human eyes. At the same time, D-ID's Smart Anonymization replaces facial images with AI-generated faces, allowing organizations to apply advanced analytics and monetize video data, while still meeting strict privacy regulations. Promoting standardization frameworks such as GDPR and Privacy by Design.