

# Privacy-preserving Biometrics in practice: difficult to sell

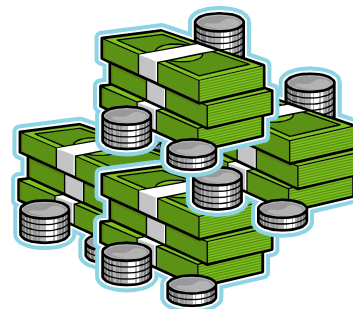
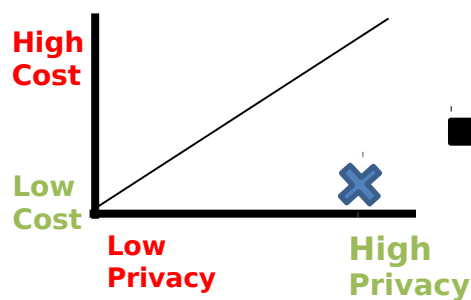
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# My experience with biometrics and privacy

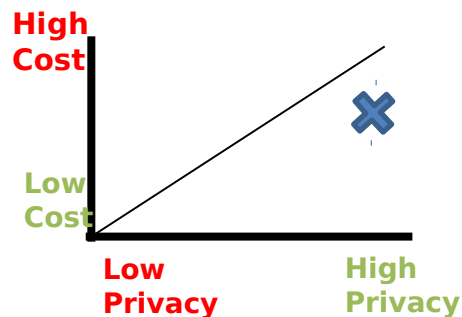
- Academic background on privacy
- Gradiant's goal: transfer of knowledge to industry
  - We bring state of the art technologies to the market
- Multi-biometric portfolio: signature, face, voice,...
  - For diverse platforms (smartphone, tablet, PC,...)
  - Privacy-preserving versions
- Companies demand biometric -based solutions
  - But they never choose the privacy-preserving option...

# The usual interaction

Biometrics are cool, I want biometrics in my product  
Of course I would like **strong** security and privacy

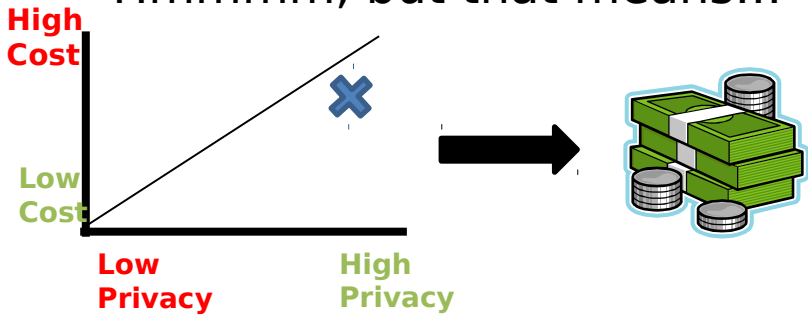


Yes we can! but privacy does not  
come for free



# The usual interaction (II)

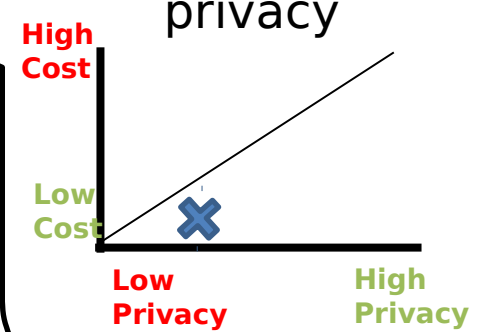
Hmmmm, but that means...



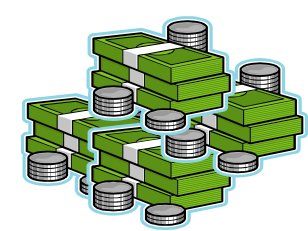
Can't we do something cheaper?



Sure, but then there will be little privacy



Enough to comply with regulation? I take it!



# Why is it so difficult?

## Four reasons that hinder privacy technologies adoption

- The legal framework does not require strong privacy for most applications
  - Spanish DPA does not consider templates sensitive in some cases
- Users do not demand privacy in reality
  - Little understanding of the risks
- Privacy comes at a cost
  - Implementation and integration requires more work
  - Performance
- Industry sees value in having the raw data
  - Linkability among databases makes them a valuable asset (e.g., cookies and web advertising)

# Conclusion

Technology advances fast and privacy-preserving solutions are available, but industry will not adopt them until they are required by the legal and socio-economic context