Port of Seattle Biometric Technology External Advisory Group

Biometric Technology External Advisory Group Kick-Off Meeting Summary
Friday January 17, 2020
1:00 PM – 2:30 PM

The first of four biometric technology external advisory group meetings took place at the Port of Seattle on January 17, 2020. The purpose of this first meeting was for the group to become acquainted, review the workplan and discuss key issues related to the Port of Seattle's seven principles for public-facing biometric technology. The list of attendees is below.

Attendance

Name	Organization	Attending
Rich Stolz	One America	Yes
Nina Moses	US Transportation Security Administration	Yes
Jacquelyn Krones	Microsoft	Yes
Scott Ingham	Delta Air Lines	Yes
Tony Gonchar	Delta Air Lines	Yes
Irene Plenefisch	Microsoft	Yes
Scott Kennedy	Alaska Airlines	Yes
Russell Benford	Royal Caribbean	Yes
Ben Bartlett	Royal Caribbean	Yes
Yazmin Medhi	Office of US Representative Pramila Jayapal	Yes
McKenna Lux	CAIR-WA	Yes
Sasha Bernhard	Office of US Representative Suzan DelBene	Yes
Jennifer Lee	ACLU	Yes
Sheri Sawyer	Office of Washington State Governor Jay Inslee	Yes
Jevin West	University of Washington	Yes
Victoria Sipe	Holland America Group	Yes
Ian Baigent-Scales	Virgin Atlantic Airways	Yes
Gregory Forbes	Delta Air Lines	Yes
Jennifer Thibodeau	Amazon Web Services	Yes
Suzanne Juneau	Puget Sound Business Travel Association	Yes

Next Steps and Key Questions

- Push for public input.
- Share rules regarding data that are already in place.
- Clarify the extent to which principles are/are not in scope.
- Clarify definition for the "voluntary" principle for the advisory group.
- Expand use cases.

Seven Principles Definitions & Priorities

The group participated in an interactive exercise and answered the following two questions for each of the seven guiding principles for public-facing biometric technology:

1) What does this principle mean to your constituents?
2) Why is this principle important?

The following is a summary of responses (transcribed from post-it notes) and key takeaways from the discussion.

JUSTIFIED
Key Takeaway: Interest in reliable application of the technology such that it is used for a clearly identified purpose. Doing so ensures that passengers can move through the travel process with an understanding that their safety and rights are considered.
• The technology is used to improve the customer experience; Higher guest experience ratings lead to greater enjoyment of (illegible) • Only used for the purpose intended, approved by authorizing entity/oversight accountability (including penalty) if used for other purposes. • Used for purposes that the technology supports well and (its) use is weighed against other impacts; The tech is not as general purpose as people may think – effort goes into making it fit for purpose/and/after perceived impact on people is not in the equation. • Improved customer experience, potential operational efficiencies; Keeps focus on new innovative technologies on the customer experience while protecting personal rights and boundaries • Want to know it is a fair and/or necessary practice; Safety of our travelers, yet not impeding on movement • Clear and tangible purpose supporting seamless customer experience, safety, and security; This is important so customers understand why we want to use this as it eases their experience, helps the airline automate manual processes (checking passports and boarding passes) and reduces manual errors when checking documents (i.e the face on the passport matches the person)

LAWFUL
• Concerned that this one is NOT particularly useful when laws and regulations lag the capability of the technology. • Continue to adhere to all relevant legislation in biometric use and development important as it guides our implementation for customer use. • Common sense; Fair and equitable • Signage or communication should be clear on which laws we are aligning to. *Notes:*

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International businesses have baseline standards for data privacy.

EQUITABLE
Key Takeaway: In order for the technology to serve everyone equally, differences among subpopulations (e.g. communities of color or people with disabilities) must be accounted for in the implementation and mitigations must be in place if/when the technology is less accurate for these populations. This is important for fairness.

- Expectation that everyone will be given equal opportunity to use and there is an alternative if it fails; This is an expected brand value proposition.
- As an org, we service a diverse customer base and want to continue to use technology that is inclusive; Important that improved guest experience doesn't negatively impact a group of guests
- High accuracy rate approaches 100%; Ensures smooth and rapid flow of traffic for everyone. No lines.
- Shaped by needs and goals of communities negatively impacted
- Technology should serve <u>all</u> customers; Ensures <u>fair</u> and <u>respectful</u> treatment of all customers
- The technology should be deployed in such a way that its accuracy is equal among subpopulations or mitigating measures are put in place to address any lesser accuracies do not cause harm
- Technology is deployed so that it is equally accurate among subpopulations or mitigations are in place to ensure lesser accuracy doesn't result in harm; Want to ensure technology quality as well as "(illegible)" quality includes fall back option, people, etc.
- Corporate travelers are not equitable already (loyalty programs). They would want it to be fair; Balance
- Must clearly state if certain groups, e.g. young children are exempt. Should also ensure all groups can use it including groups like wheelchair user.

ETHICAL

- Ethical is a better proxy for "lawful" because laws lag technology's capability
- Respect; Utmost importance

Notes:
This principle is hard to define, and it is an element that is found in many of the other principles.
can use it including groups like wheelchair user.

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PRIVATE
Key Takeaway: Data protection and mitigation of its misuse is best managed through clear delineation of what data is being collected, where it's being stored, for how long, and who has access to it.

- Misuse can be tempered best if individuals' data is kept for as little time as possible and in a secure way.
- My data is protected; An expectation that protects as brand.
- Assures customers that their image is used in a discrete manner; Establishes and confirms how facial recognition is already used in passenger boarding process.
- We do not share data or sell data to third parties; Illegal and (illegible) to customers
- Privacy of our customers' information, guarantee that it won't be misused or manipulated; Important to generate trust in the technology process
- So much traveler information is already out there, and travelers want to know it is safe and private; Again, there is so much information out there already…. Do we need to share more?
- Clear ownership of who holds the data and (who) is transmitting the data; As an airline we do not wish to hold any of this type of data and that CBP databases are used to support this process.

Notes:
International businesses have baseline standards for data privacy.
Concern of unknown bad actors, consumer protections.

TRANSPARENT
Key Takeaway: The use and intention of the technology is clearly communicated to passengers such that each individual is made aware of their options

- Clarity on what happens to the data, who owns it, how it is shared/used
- Ensure that each visitor is aware of the use and their options; Build trust, ensure people understand.
- Transparency with our intended use of technology and information to enhance our guest experience
- This means customers/passengers are made aware of the facial recognition technology being used at the departure gate(s); Assures customers/passenger they can opt out
- Understand how technology works and what information is captured; It is a customer expectation

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- Honest for customer experience; They NEED to know
- Clear signage at the airport and supporting info on Airport and airline websites, Note that VS also include in our boarding announcements we are using the tech and that customers can opt out. Important for us in notifying customers in advance that we will use biometric technology.

VOLUNTARY
Key Takeaway: This principle needs to be clarified by Commissioners and Internal Working Group. Individual choice is a priority and is respected by offering passengers the opportunity to opt-in or opt-out. This is important because it maintains individual autonomy.

- Commercial uses should be opt-in; Security uses should require presence of evidence supporting suspicion for cause of enrollment.
- People opt-in can easily opt-out and change their mind.
- Provides options for guests during the travel experience to meet their needs; Protects the choice and privacy of all customers
- Voluntary is only useful if people truly understand how the technology is use.
- Choice to decide how they proceed; Choice is a brand value proposition.
- This means customers/passengers can opt-out at any point; Places the choice in customer/passenger's hands
- People can opt-out of facial recognition; Gives the consumer choice.
- Customers who are less comfortable with the technology have, and will continues to have, the option to opt-in or out of its use.
- Those that are not comfortable with this type of security should have the ability to opt-out; Fair and equitable.
- We enable customers to board manually if they choose and do not force anyone to use the technology; Important for customer choice.

Notes:
Different requirements for private versus government
Could preclude some uses
Voluntary principle is important to consider

The image below is of the notes taken during the exercise with the External Advisory Group.

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BIOMETRIC TECHNOLOGY EXTERNAL ADVISORY GROUP MEETING 1 1/17/2020

JUSTIFIED	PRIVATE	EQUITABLE	TRANSPARENT	LAWFUL	ETHICAL	VOLUNTARY	NOTES
							PUSH FOR PUBLIC INPUT - SHARE RULES RE: DATA ALREADY IN PLACE - Clarify extent to which principles are/are not in scope - Expand use cases
	☑ International businesses have baseline standards ☐ concern of unknown bad actors, consumer protections		International businesses have baseline standards	HARDER TO DEFINE ELEMENT OF OTHER PRINCIPLES		☐ different requirements for private vs gov't ☐ could preclude some uses ☐ Voluntary principle is important to consider	

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