

Press Release,  
January 19th, 2012. Stuttgart.

### **Face to Facebook**

<http://www.face-to-facebook.net>

Stealing 1 million Facebook profiles, filtering them with face-recognition software and posting them without user authorization on a custom-made dating website, sorted by the characteristics of their facial expressions.

A project by Paolo Cirio and Alessandro Ludovico.

### **In other awesome news:**

We also won another renowned international award: the Share Prize (granted by the eponymous festival). For the statement of the jury (consisting of Bruce Sterling and Simona Lodi): "They blended artistic elements with an extraordinary talent for activism, bringing Zuckerberg's colossus to its knees. The winning artists did not hesitate to overstep the line of the law to denounce an even bigger theft to the detriment of users: that of the ownership rights to their personal data, held by Facebook"

[http://www.toshare.it/?page\\_id=5377&lang=en](http://www.toshare.it/?page_id=5377&lang=en)

### **Legal update:**

It's somehow symbolic that instead of us, it's the media and some governments to take actions against Facebook and its face recognition software.

First, Facebook was threatened with a legal action in Germany over its facial recognition software, which critics say violates privacy and data protection laws:

<http://www.guardian.co.uk/technology/2011/aug/03/facebook-facial-recognition-privacy-germany>

Generally speaking the European Union is also very concerned about privacy violations derived from the same software and is seriously studying the case:

<http://www.nytimes.com/2011/06/09/technology/09facebook.html>

And finally respect is due to Max Schrems, 24, who decided to ask Facebook for a copy of his data in June after attending a lecture by a Facebook executive while on an exchange programme at Santa Clara University in California. He discovered the social networking site held 1,200 pages of personal data about him, much of which he had deleted. He log a list of 22 separate complaints with the Irish data protection commissioner, and has started the audit process with Facebook.

<http://europe-v-facebook.org>

### **Exhibitions and lectures:**

In the next months we have the following lectures scheduled:

- \* 16 February, DATA, lecture, Dublin - Ireland
- \* 9 March, Unlike Us, lecture, Amsterdam - The Netherlands
- \* 21 June, "Poetry, Language, Code", lecture and exhibition, Cambridge, UK

In the last few months Face to Facebook was included in seven exhibitions and we made ten presentations around Europe and beyond. Here are some of the installation pictures:

\* Share Festival Cops & Robs 2011 in Turin - Italy:

[http://face-to-facebook.net/face-to-facebook/face-to-facebook\\_share.php](http://face-to-facebook.net/face-to-facebook/face-to-facebook_share.php)

\* Impakt Festival, 2011, Utrecht - Holland:

[http://face-to-facebook.net/face-to-facebook/face-to-facebook\\_impakt.php](http://face-to-facebook.net/face-to-facebook/face-to-facebook_impakt.php)

\* Data cuerpos y retratos compartidos at De Centro Fundación Telefónica in Lima - Peru:

[http://face-to-facebook.net/face-to-facebook/face-to-facebook\\_lima.php](http://face-to-facebook.net/face-to-facebook/face-to-facebook_lima.php)

*Thanks for your attention.  
Paolo and Alessandro.*