FaceApp: What you need to know (CSB20-11)

There is no harm in using these apps but social media users should pay strict attention to how much of their private information will be used and shared by such apps to avoid any risk. Since the app mainly requires users to upload their photo to edit them, there are potential risk of the photos being used for password authentication, as any widely available facial recognition system can end up being used for both good and bad.

FaceApp Test

One Technology columnist named Geoffrey A. Fowler made some test on what FaceApp do, and he found that it sharing information about his phone with Facebook and Google AdMob, "which probably help it place ads and check the performance of its ads. The most unsettling part was how much data FaceApp was sending to its own servers, after which … who knows what happens. It's not just your face that FaceApp might goble up – if you age friends or family members, their face gets uploaded, too" he said.

FaceApp CEO Yaroslav Goncharov clarifications

1. **What data do they take?**
   FaceApp uploads and processes our photos in the cloud, but the app will "only upload a photo selected by a user for editing." The rest of your camera roll stays on your phone. You can also use FaceApp without giving it your name or email.

2. **How long do they hold on my data?**
   The app's terms of service grant it a "perpetual" license to our photos. FaceApp deletes "most" of the photos from its servers after 48 hours.

3. **What are they doing with my data?**
   FaceApp do not use our faces and the maps it makes of them for anything other than the express purpose of the app, such as running facial identification on us.

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4. **Who has access to my data?**

The government authorities in Russia do not have any access to our photos. FaceApp's engineers are based in Russia, so our data is not transferred there. The company also doesn't "sell or share any user data with any third parties" – aside, I pointed out, from what it shares with trackers from Facebook and AdMob.

5. **How can I delete my data?**

People can put in a request to delete all data from FaceApp's servers, but the process is complicated. Send requests from the FaceApp mobile app using '**Settings > Support > Report issue and send logs**' ask for your data to be deleted and be sure to include the word 'privacy' in the request.

FaceApp's Terms and Conditions

"You grant FaceApp a perpetual, irrevocable, nonexclusive, royalty-free, worldwide, fully-paid, transferable sub-licensable license to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, publicly perform and display your User Content and any name, username or likeness provided in connection with your User Content in all media formats and channels now known or later developed, without compensation to you."

The terms go on to say that, **"By using the Services, you agree that the User Content may be used for commercial purposes."**

References

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