# Meta Platforms introduces facial recognition to combat scam ads in the UK and EU



Meta Platforms, the company behind popular social media services Facebook and Instagram, is set to introduce facial recognition technology in the UK and the EU aimed at combating scam advertisements that exploit the images of celebrities. This represents the first expansion of the technology into these regions, following successful trials conducted in other parts of the world that commenced late last year.

The facial recognition system works by identifying potential scam adverts that depict public figures, a tactic commonly referred to as “celeb-bait”. The technology compares the faces featured in these advertisements to images sourced from the official profiles of the celebrities concerned. If a match is identified and deemed to be a scam, Meta will block the advertisement from being displayed on its platforms.

David Agranovich, a director on Meta’s security policy team, emphasised the importance of addressing scams and account security. Speaking to the BBC, he noted, “Scams and account security are top of mind for people. We’re constantly working on new ways to keep people safe while keeping bad actors out, and the measures we’re rolling out this week utilise facial recognition technology to help us crack down on fake celebrity scams – commonly referred to as celeb-bait, and to enable faster account recovery for people whose accounts have been locked or potentially hacked.”

The company's plans do not stop at combating scams; Meta will also employ facial recognition to provide users with a new method of verifying their identity when trying to regain access to locked or compromised accounts. Users can submit a video selfie, allowing the system to analyse and confirm their identity.

Concerns regarding the prevalence of celeb-bait ads have also been raised by high-profile figures such as BBC presenter Naga Munchetty, who has publicly shared her experiences of deepfake images of herself being circulated in scam advertisements.

Mark Tierney, the chief executive of Stop Scams UK, commented on the development, stating it is a "crucial step" towards safeguarding users against these deceptive practices. He highlighted the severe implications scams can have, noting they often lead to financial loss and emotional distress while eroding trust in online platforms. Tierney added that “by leveraging advanced technology, Meta is taking a crucial step towards protecting users from these harmful activities,” and emphasised the collective responsibility of various sectors and consumers in reducing the visibility of scams online.

The introduction of this technology signifies Meta's commitment to enhancing user safety on its platforms in response to rising concerns over digital fraud and security breaches.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.theaireport.ai/articles/metas-celeb-scam-breakthrough> - This article discusses Meta's use of facial recognition to combat celebrity scam ads, which aligns with the claim that Meta is using this technology to identify and block scam advertisements featuring public figures.
2. <https://techcrunch.com/2024/10/21/meta-tests-facial-recognition-for-spotting-celeb-bait-ads-scams-and-easier-account-recovery/> - This article provides details on Meta's tests of facial recognition technology to combat 'celeb-bait' ads and enhance account recovery, supporting the claim about using facial recognition for these purposes.
3. <https://www.silicon.co.uk/e-innovation/meta-restarts-use-of-facial-recognition-for-celebrity-scam-ad-crackdown-585339> - This article explains Meta's revival of facial recognition to tackle 'celeb-bait' scams and improve account recovery, corroborating the use of this technology for these specific goals.
4. <https://www.federalregister.gov/documents/2024/04/22/2024-07496/guidance-for-federal-financial-assistance> - Although not directly related to facial recognition, this URL provides context on regulatory guidance, which could be relevant to understanding the broader regulatory environment affecting Meta's actions.
5. <https://www.ecfr.gov/current/title-29/subtitle-A/part-18> - Similar to the previous entry, this URL offers insight into regulatory procedures, which might indirectly relate to the legal considerations surrounding Meta's use of facial recognition technology.
6. <https://www.noahwire.com> - This URL is mentioned as the source of the original article but does not provide additional corroboration beyond the text itself.
7. <https://www.irishnews.com/news/uk/meta-brings-facial-recognition-tools-to-spot-celeb-scam-adverts-to-the-uk-LBCC4PIBNJMC7OCB2NXKDOGFOE/> - Please view link - unable to able to access data