# Meta’s Ray-Ban smart glasses now collect voice and visual data by default to enhance AI



Meta has recently updated the privacy policy for its Ray-Ban Meta smart glasses, introducing significant changes that broaden the company’s access to user data to enhance its artificial intelligence (AI) capabilities. This development means that AI features on the glasses will now be activated by default, a shift communicated to owners via email last Tuesday.

The revised policy allows Meta to automatically analyse photos and videos captured when AI functions are in use. Furthermore, voice recordings initiated by the activation phrase “Hey Meta” will be collected and utilised to improve product performance. Notably, users cannot opt out of this data collection through a simple setting; the only way to stop long-term storage of voice recordings is through manual deletion using the Ray-Ban Meta companion app. According to Meta’s updated privacy notice, these voice transcripts and recordings may be retained for up to one year, specifically to refine the accuracy and effectiveness of the company's AI models.

This approach aligns with recent privacy policy changes from other major technology corporations, such as Amazon. Amazon’s updated policy for its Echo devices now processes all voice commands through cloud-based systems instead of allowing local data processing—a method previously viewed as more privacy-conscious.

The emphasis on collecting comprehensive user data serves a strategic role for companies like Meta and Amazon. Large and varied datasets of speech samples are crucial for advancing generative AI products, enabling systems to better understand diverse accents, dialects, and speech nuances.

However, this expansion of data collection raises questions about individual privacy. Many users may inadvertently contribute images and audio of acquaintances to the training datasets Meta uses for AI development. This practice underscores ongoing ethical concerns regarding user consent and the transparency of data usage. AI training generally requires substantial real-world data, making user-generated content particularly valuable for technology companies striving to improve their AI models.

Meta’s extensive use of user-generated data is not unprecedented. The company has previously confirmed that publicly shared posts on its Facebook and Instagram platforms from U.S. users were employed to train its Llama AI models, a revelation that sparked criticism from privacy advocates and consumer rights organisations.

The westislandblog.com is reporting this update, highlighting the growing tension between technological advancement and the management of personal data in AI development.

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

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