ANALYTICS SET-UP

Age and gender estimates, and privacy

What the faces profile estimates, how to set the camera up, the reports it feeds, and the privacy rules around it.

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What it does, and what it does not

With the AI faces profile on a camera, CrowdSense Desktop estimates an age band and a gender for each face in view and sends only those estimates as counts.

- It does not recognise, identify or match anyone, against a list or across cameras or visits.
- No face image, template or measurement is stored in or sent to the portal.
- It is estimation, not identification: treat it as the mix of a crowd, never a fact about a person. It will be wrong for some people.
- It is off unless you choose it, camera by camera.

Your privacy obligations

You are responsible for how cameras are used on your site. Before switching the faces profile on, check it against the Australian Privacy Principles and any policy your organisation or venue has, and tell people cameras are in use with clear signage at the entrances. If you are unsure, ask us for our **compliance position** (crowdsense.events/utility/compliance).

Set the camera up

- A near face-on view, 80° to 90°: the camera roughly at head height, looking along the direction people walk.
- Faces at least 4% of the picture's width.
- The stream at 720p or 1080p, in even, good light.

The gender sensitivity slider shifts uncertain faces towards one estimate or the other. Leave it in the middle until you have checked results over a representative sample of visitors.

Reports

Lines and zones on a faces camera feed the People gender and age report, in four views: counts by gender and age band, the same as percentages, gender only, and gender with the largest age band. Age bands are under 25, 26 to 35, 36 to 45, 46 to 55, 56 to 65, and over 65.

Still stuck?

Email **support@crowdsense.events** with your account reference (it starts CS-D-), the computer's name and a screenshot of what you see. For sales questions, **contact us** (crowdsense.events/contact).