

Data Sheet

AI-powered face blurring for photo privacy protection



Privacy protection shouldn't slow you down. Fulcrum's built-in AI blurs faces in real-time, letting you capture the data you need without worrying about compliance. Snap your photos, collect your data, and let Fulcrum handle the rest — automatically and securely.

Automated privacy protection

Many Fulcrum users need to take photos for projects like utility inspections, environmental monitoring, and construction site surveys. But often, those photos capture faces — and images of faces are classified as personally identifiable information (see sidebar). Failing to protect privacy can lead to fines and penalties.

Other solutions require manual, time-consuming steps to protect privacy. Users typically have two options:

- ▶ Upload un-blurred photos to a central database, which can pose privacy risks.
- ▶ Capture and blur photos separately from the main inspection or survey, then manually match them back to the original records — an error-prone and labor-intensive process.

In either case, organizations must rely on trained staff to use graphics software, slowing down operations and increasing the chances of mistakes.



Faster with Fulcrum

Fulcrum's AI-driven face blurring automatically detects and blurs faces in real-time, eliminating the need for manual review. Here's how it streamlines the process:

- ▶ Speeds up photo reviews by removing the need for manual scanning.
- ▶ Ensures secure data by preventing uploads until faces are de-identified.
- ▶ Reliably detects faces, even in complex images.
- ▶ Avoids the risks of manual errors and after-the-fact reconciliation.

With Fulcrum, you save time and reduce risk by automating privacy protection.

FastFill your forms with AI

Facial blurring isn't the only way AI improves the performance of your field data collection. Fulcrum also leverages advanced AI to fill forms using dictation or your custom object recognition models, enabling your field team to capture data just by taking a picture or speaking.

- ▶ **Audio FastFill.** Record observations on the go, and Fulcrum Audio FastFill transcribes them into the structured data needed to complete your form, making it easier to capture comprehensive details without slowing down fieldwork.
- ▶ **Object recognition.** Use your custom AI models integrated into the Fulcrum platform to identify and classify objects like pole attachments and equipment directly from field images.

Whether offline or online, Fulcrum adapts to your needs. When online, rely on Fulcrum's LLM-powered Audio FastFill to accelerate workflows in connected environments — available with any form and requiring no custom development or extra steps to use. And when you're in remote areas without a network, you can still use your own custom AI models for tasks like asset recognition or vegetation management. In either case, when you use AI embedded in Fulcrum, your teams work faster, minimize errors, and stay focused on delivering results.

LEGAL REQUIREMENTS Any organization that collects data must consider the legal and ethical issues surrounding personal data or personally identifiable information (PII). According to regulations such as GDPR and CCPA, this is any information that relates to an identified or identifiable living individual (EU), or that can be used to distinguish or trace an individual's identity, either alone or when combined with other data (US). A person's face in a picture is PII.

When organizations capture alphanumeric PII, like Social Security Numbers, they protect it by storing it in special fields that only authorized people can access.

Unlike SSNs, though, many photos aren't intended to capture PII. Database managers would dramatically reduce the value of photos if they placed blanket restrictions on shareable photos because they might contain PII.

Instead, each photo should be screened for faces before being stored, so there is no PII left to see in those photos when users access them.

Ready to see AI in action?

Discover how Fulcrum's AI features can transform your field operations. Get a personalized demo and see how you can streamline workflows, boost accuracy, and integrate custom AI models tailored to your needs. **Schedule your custom demo today!**



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¹ How disruption is reshaping construction | McKinsey

² 2024 engineering and construction industry outlook | Deloitte Insights

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