



Ring Ends Partnership with Surveillance Firm Following Super Bowl Ad Backlash

Description

Under pressure from US citizens, doorbell camera company Ring has announced it will end its partnership with Flock Safety, which provides automated license-plate reading systems. This decision comes amid concerns that their products might enable artificial intelligence (AI) and law enforcement to spy on users.

In a statement released on Thursday, Ring said a thorough review revealed that integrating Flock Safety would require much more time and resources than expected. The integration had not been launched, and no Ring customer videos were shared with Flock Safety.

Despite this, the statement did not address the "Search Party" feature, which has sparked controversy. Flock Safety faces criticism for its products being used by US Immigration and Customs Enforcement (ICE) and the Border Patrol. It remains uncertain whether ending this partnership will affect Ring's "Search Party," which is already operational.

Ring was also under fire for a 30-second advertisement aired during the recent Super Bowl. The ad, seen by nearly 125 million viewers, featured a fictional family using the "Search Party" to find their lost dog through connected outdoor cameras, with the company's founder and CEO, Jamie Siminoff, narrating.

Critics quickly highlighted that the "Search Party" could also be used to track people. Massachusetts Senator Ed Markey condemned the ad on social media, labelling it as "mass surveillance." In response, a Ring spokesperson stated that the "Search Party" feature is designed only for tracking dogs, asserting that it does not process human biometrics at this time.

Vocabulary List:

1. **Integration** /,ɪn.tɪ'greɪ.jən/ (noun): The process of combining different systems or components to work together.
2. **Controversy** /kɒn.trə'vɜːr.si/ (noun): A dispute or argument that may arise from differing opinions on a particular issue.
3. **Automated** /'ɔː.tə.meɪ.tɪd/ (adjective): Operated by largely automatic equipment or systems.
4. **Criticism** /'krɪtɪsɪzəm/ (noun): The expression of disapproval based on perceived faults or mistakes.
5. **Surveillance** /sɜːr'veɪ.ləns/ (noun): Close observation especially of a suspected spy or criminal.
6. **Resources** /'riː.sɔːr.sɪz/ (noun): Assets materials or sources used for a specific purpose.

Vocabulary quizzes



Multiple Choice (Select the Correct answer for each question.)

1. Which term refers to the general increase in prices and fall in the purchasing value of money?
Option: Recession
Option: Inflation
Option: Deflation
Option: Stagnation
2. What are taxes imposed on imported goods called?
Option: Duties
Option: Subsidies
Option: Tariffs
Option: Levies
3. What are official rules that control how a business can operate?
Option: Guidelines
Option: Regulations
Option: Policies
Option: Standards
4. What is the term for an economic rebound after a recession?
Option: Depression
Option: Recovery
Option: Recession
Option: Stagnation
5. Which word describes a public dispute or disagreement?
Option: Consensus
Option: Controversy
Option: Agreement
Option: Dispute
6. What term is used for false or misleading information spread regardless of intent?
Option: Disinformation
Option: Misinformation
Option: Fiction
Option: Rumor
7. What is the monitoring of behavior and activities referred to as?
Option: Observation
Option: Surveillance
Option: Scrutiny



Option: Inspection

8. What term describes the act of traveling through an unfamiliar area to learn about it?

Option: Investigation

Option: Exploration

Option: Discovery

Option: Survey

9. What is the process of combining one thing with another known as?

Option: Separation

Option: Integration

Option: Collaboration

Option: Segregation

10. Which term refers to an increase in the market value of goods and services?

Option: Decline

Option: Recession

Option: Growth

Option: Stagnation

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. After several years of turmoil the nation is finally witnessing _____ stability.

12. The project is under intense _____ from regulatory bodies.

13. The company faced serious _____ regarding its accounting practices.

14. The stock market showed signs of _____ due to irregular trading activities.

15. Witness _____ revealed critical information during the trial.

16. Some social media platforms have been criticized for offering _____ content that encourages users to stay longer.

17. The investigation revealed a coordinated _____ of facts about the incident.

18. The new policy faced widespread _____ from various stakeholders.

19. She became a _____ figure in the fight for environmental justice.



20. The organization is committed to providing _____ for educational outreach programs.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. Regulation helps ensure that businesses operate fairly and ethically.
22. Community engagement is essential for understanding local issues.
23. The integration of technology in education has transformed traditional learning methods.
24. Exploration of new markets is critical for business expansion.
25. High inflation rates can erode purchasing power for consumers.
26. The proposed law sparked controversy among various political groups.
27. Misinformation can spread quickly especially on social media platforms.
28. Surveillance technology has raised concerns about privacy and civil liberties.
29. Neglecting routine maintenance can lead to costly repairs down the line.
30. Tariffs can significantly affect international trade relationships.

Answer

Multiple Choice: 1. Inflation 2. Tariffs 3. Regulations 4. Recovery 5. Controversy 6. Misinformation
7. Surveillance 8. Exploration 9. Integration 10. Growth

Gap-Fill: 11. economic 12. scrutiny 13. allegations 14. manipulation 15. testimony 16. addictive 17. cover-up
18. criticism 19. prominent 20. resources

Matching sentence: 1. regulation 2. engagement 3. integration 4. exploration 5. inflation 6. controversy
7. misinformation 8. surveillance 9. neglecting 10. tariffs

CATEGORY

- 1. Business - LEVEL4

POST TAG

- 1. ESL learning
- 2. esl news
- 3. Level 4
- 4. ring cuts



5. Super Bowl ad
6. surveillance firm

Tags

1. ESL learning
2. esl news
3. Level 4
4. ring cuts
5. Super Bowl ad
6. surveillance firm

Date Created

2026/02/14

Author

aimeeyoung99

ESL-NEWS.COM