



Ring Severs Ties with Surveillance Firm After Super Bowl Ad Backlash

Description

Ring, the doorbell camera manufacturer owned by Amazon, has terminated its partnership with Flock Safety, a company that provides automated licence plate reading services. This decision follows rising public concern in the United States about how these technologies could lead to surveillance by artificial intelligence (AI) and law enforcement.

In a statement released on Thursday, Ring explained that a review revealed that integrating Flock Safety would require more time and resources than initially expected. The company clarified that because the integration was never implemented, no videos from Ring users were shared with Flock Safety.

Despite this, Ring's statement did not address the contentious "Search Party" feature, which has faced criticism for its potential misuse. While Flock Safety is under scrutiny for its technology supporting agencies like ICE and US Border Patrol, it remains uncertain how ending the partnership will influence Ring's existing features.

The controversy intensified after Ring aired a Super Bowl advertisement featuring its "Search Party" feature. The ad depicted a fictional family using a network of Ring cameras to locate their lost dog. While this feature, promoted by Ring's CEO Jamie Siminoff, is meant for pets, critics argue that it can easily be adapted for tracking people.

Privacy advocates, including the Electronic Frontier Foundation, have expressed concerns that Ring's technology, which already features facial recognition, could lead to broader surveillance capabilities. Massachusetts Senator Ed Markey condemned the ad on social media, highlighting the lack of consent for using such data.

In response to the backlash, a Ring spokesperson asserted that the "Search Party" feature is intended for pets and does not currently process human identities.

Vocabulary List:

1. **Integration** /,ɪn.tɪ'greɪ.ʃən/ (noun): The act of combining two or more things to create a cohesive system.
2. **Surveillance** /sər'veɪ.ləns/ (noun): The monitoring of behavior and activities often used for security purposes.
3. **Contentious** /kən'ten.ʃəs/ (adjective): Causing or likely to cause an argument; controversial.
4. **Advocates** /'æd.və.kɪts/ (noun): People who publicly recommend or support a particular cause or policy.
5. **Criticism** /'krɪt.ɪ.sɪ.zəm/ (noun): The expression of disapproval based on perceived mistakes or faults.
6. **Clarified** /'klær.ɪ.faɪd/ (verb): Made a statement or situation less confused and more comprehensible.



Vocabulary quizzes

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

1. Which term refers to the use of goods and services by individuals or households?
Option: Reliance
Option: Consumption
Option: Investment
Option: Geopolitical
2. Which term relates to the geographical factors influencing international relations and foreign policy?
Option: Stabilising
Option: Integration
Option: Geopolitical
Option: Surveillance
3. Which term describes something that is likely to cause an argument or be disputed?
Option: Contentious
Option: Advocates
Option: Criticism
Option: Clarified
4. Which term refers to the things done successfully typically by effort or skill?
Option: Departure
Option: Achievements
Option: Concerns
Option: Amicable
5. Which term signifies a major disturbance or problem that interrupts normal events?
Option: Venture
Option: Grounding
Option: Disruption
Option: Software
6. Which term is used to describe something or someone famous or well-known typically for some bad quality or deed?
Option: Rectified
Option: Incident
Option: Component
Option: Notorious
7. Which term refers to proposed explanations based on limited evidence and used as a starting point for



further investigation?

- Option: Disruptive
- Option: Elusive
- Option: Manipulates
- Option: Hypotheses

8. Which term means to give special importance or prominence to something in speaking or writing?

- Option: Scrutinizing
- Option: Emphasised
- Option: Reliance
- Option: Investment

9. Which term means to correct or make right an error fault or problem?

- Option: Component
- Option: Scrutinizing
- Option: Notorious
- Option: Rectified

10. Which term describes something that is difficult to find catch or achieve?

- Option: Disruptive
- Option: Elusive
- Option: Manipulates
- Option: Incident

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

11. _____ is the monitoring or observation of a person group or place for the purpose of gathering information.

12. _____ refers to the process of combining different elements into a harmonious whole.

13. The company faced intense _____ from regulators regarding its business practices.

14. Long-term financial _____ is crucial for securing future growth and stability.

15. The sudden _____ of the CEO surprised many employees.



16. The organization _____ for the rights of marginalized communities.
17. Constructive _____ can help individuals and organizations improve.
18. A strong educational _____ can make a significant difference in a person's life.
19. The data analysis software _____ large datasets efficiently.
20. Diplomatic efforts are essential for _____ regions facing political unrest.

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

21. Successful businesses often require long-term financial commitments for growth and stability.
22. The company's operations are heavily dependent on a few key suppliers demonstrating a significant level of trust and .
23. The merger aimed at combining the diverse strengths of the two companies to create a more cohesive and efficient entity through .
24. The team's collective efforts resulted in several notable successes and noteworthy over the past year.
25. The auditor spent days meticulously examining the financial records and every transaction for accuracy.
26. Despite the initial disagreements the parties reached an agreement that was mutually beneficial.
27. The ambitious young entrepreneur decided to embark on a new in the tech industry.
28. The innovative technology had the potential to be highly in the market causing significant changes in traditional practices.
29. Each individual part plays a crucial role as a of the larger system contributing to its overall function.
30. The CEO addressed the confusion and the company's stance on sustainability during the press conference.

Answer

- Multiple Choice:** 1. Consumption 2. Geopolitical 3. Contentious 4. Achievements 5. Disruption 6. Notorious 7. Hypotheses



8. Emphasised 9. Rectified 10. Elusive

Gap-Fill: 11. Surveillance 12. Integration 13. Scrutiny 14. Investment 15. Departure 16. Advocates 17. Criticism 18. Grounding 19. Manipulates 20. Stabilising

Matching sentence: 1. Investment 2. Reliance 3. Integration 4. Achievements 5. Scrutinizing 6. Amicable 7. Venture 8. Disruptive 9. Component 10. Clarified

CATEGORY

1. Business - LEVEL5

POST TAG

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

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