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Facebook building a Huge Database – Facebook In Your Face: New Facial Recognition Feature Raises a Few Eyebrows

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Oh, Facebook, here we go again.

The social media giant is facing a new wave of concerns over privacy protection after launching its latest feature, which allows users to identify their friends automatically in photos without their permission.

The photo tagging tool, called Tag Suggestions, was put into place in December, but it was listed as unavailable until recently.

Here's how it works: When a user uploads new photos to his or her Facebook profile, the new feature then scans them with facial recognition software to match the people in the photos with other photos in which they might have been previously tagged.

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