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Just Give Me Some Truth

Facebook purchases face recognition software company

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(<http://alternatenewsmedia2012.files.wordpress.com/2012/06/bd6189097f11384108b912be98282d86.jpg>)

Image Credit: Examiner

Facebook (<http://www.examiner.com/topic/facebook>)'s purchase of [Orwellian](http://www.examiner.com/topic/orwellian/articles) (<http://www.examiner.com/topic/orwellian/articles>), Israeli software company, Face.com and its face recognition software is now complete.

Breaking the official news Monday, [Face.com](http://face.com/blog/facebook-acquires-face-com/) announced (<http://face.com/blog/facebook-acquires-face-com/>)the acquisition but left any details about the sale or how much the deal may have been worth a secret.

The company's purchase, however, serves as little more than a mere formality. Facebook had already been using the three year old company's "[photo-finder](http://face.com/about.php) (<http://face.com/about.php>)" software and many users may already be aware of the "photo tagging" application it developed that allows people to associate a portion of almost any image on Facebook to almost any user.

As hundreds of millions of unsuspecting Facebook users happily share their favorite pictures with each other around the world, little do many of them realize their pictures and, more specifically, their faces are being tracked, traced and data-based.

News agencies around the world have well-documented the marriage of [technology](http://www.examiner.com/topic/technology) (<http://www.examiner.com/topic/technology>) and [government](http://www.examiner.com/government) (<http://www.examiner.com/government>), and with that comes the reality of agencies' abilities to now [watch your every move](http://allfacebook.com/facebook-government-surveillance_b20670) (http://allfacebook.com/facebook-government-surveillance_b20670), thanks in large part to cell phones and social media sites like Twitter and Facebook.

With the admitted ability to scan billions of faces per month, this [globalist and government integrated, venture capitalist funded](http://www.rhodium.co.il/) (<http://www.rhodium.co.il/>) organization's software is now being fully integrated into the Facebook system of tracking and monitoring its users for [corporations and governments](https://www.facebook.com/RhodiumVC?sk=app_144097532333662) (https://www.facebook.com/RhodiumVC?sk=app_144097532333662).

A 2010 [FOI request \(https://www.eff.org/foia/social-network-monitoring\)](https://www.eff.org/foia/social-network-monitoring) revealed the government had already been using social media to track and monitor the population for quite some time and now it's simply becoming easier and easier to keep track of where everyone is and what they look like.

Now, with situations like hundreds of millions willingly offering up their info, pictures, status updates and more on Facebook and sites like it every day, most people are doing all the work for them. All governments and corporations have to do now is [utilize the open technology into their own systems \(http://developers.face.com/\)](http://developers.face.com/) and voila, it's as easy as that.

About the purchase, Facebook stated, "this transaction simply brings a world-class team and a long-time technology vendor in house."

The deal comes about two months after Facebook's acquisition of another photo-sharing service, Instagram. It also comes a little over two years after the media finally admitted these institutions were even [utilizing social media networks for monitoring the public \(http://www.msnbc.msn.com/id/35890739/ns/technology_and_science-security/t/your-new-facebook-friend-may-be-fbi/#.T9_RaJH4Jqx\)](http://www.msnbc.msn.com/id/35890739/ns/technology_and_science-security/t/your-new-facebook-friend-may-be-fbi/#.T9_RaJH4Jqx) in the first place.

It was around the same time that Obama announced his own internet surveillance squad, "[The Ministry of Truth \(http://www.scribd.com/jaykiz9124/d/85432051-Obama-s-War-on-the-Internet-The-Ministry-of-Truth\)](http://www.scribd.com/jaykiz9124/d/85432051-Obama-s-War-on-the-Internet-The-Ministry-of-Truth)."

- [examiner.com \(http://www.examiner.com/article/facebook-purchases-face-recognition-software-company\)](http://www.examiner.com/article/facebook-purchases-face-recognition-software-company)

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