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February 11, 2026

Andrew Jassy
Chief Executive Officer
Amazon.com, Inc.
410 Terry Avenue N.
Seattle, WA 98109

Dear Mr. Jassy,

The American people have sent a clear message in response to Amazon's Super Bowl commercial seeking to promote the image recognition technology embedded in its Ring doorbells: Get this creepy technology away from our homes. As many viewers quickly and correctly realized, this technology could easily be used to surveil and identify humans. In fact, last year Amazon rolled out facial recognition technology (FRT) in its Ring doorbells, creating serious privacy and civil liberties risks. Since 2019, I have repeatedly raised concerns about these dangers, including in a letter last October in which I urged Amazon to pause the rollout of its FRT, which is known as "Familiar Faces." Now that the public has demonstrated its overwhelming opposition to the image recognition technology that enables "Familiar Faces," I once again call on Amazon to immediately discontinue this dangerous FRT feature.

Amazon apparently intended its Super Bowl commercial to demonstrate that its new technologies could identify lost pets. Instead, Amazon inadvertently revealed the serious privacy and civil liberties risks attendant to these types of Artificial Intelligence-enabled image recognition technologies. Amazon's commercial explains that if you lose a pet, you can report it in the Ring doorbell app, which will then automatically activate Ring cameras in your neighborhood to search for the pet using AI capabilities. But what legitimately troubled viewers of the ad is that the technology underpinning this "Search Party" app can just as easily search for and identify individual humans. And notably unmentioned in Amazon's commercial is that it rolled out FRT in its Ring doorbells last year. It's not hard to imagine the ways that Amazon — or law enforcement — could abuse this feature.

Unfortunately, Amazon has consistently failed to prioritize public privacy with its Ring doorbells,¹ especially in rolling out FRT last year. As I explained in my October letter asking

¹ Press Release, Senator Edward J. Markey, Senator Markey's Probe into Amazon Ring Reveals New Privacy Problems (July 13, 2022), <https://www.markey.senate.gov/news/press-releases/senator-markeys-probe-into-amazon-ring-reveals-new-privacy-problems>; Letter from U.S. Senator Edward J. Markey to Jeffrey Bezos, Chief Executive

Amazon to pause that rollout,² this technology represents a significant expansion of Ring's privacy risks, including allowing Ring doorbells to collect biometric information on anyone in their video range — without the individual's consent and often without their knowledge. Amazon's response to my letter confirmed these privacy gaps.³ Specifically, Amazon:

- Revealed that Ring's privacy protections apply only to device owners who may "opt in" to the Familiar Faces feature, while providing no comparable consent mechanism for individuals unknowingly subjected to facial recognition, leaving members of the public with no right to consent to a facial scan and no control over their biometric data;
- Disclosed that Ring device owners may retain biometric data, including face scans, indefinitely;
- Required individuals seeking deletion of their biometric data to request removal from each individual Ring device owner, forcing people to make separate deletion requests for every home they visit; and
- Reported that the number of law enforcement agencies on its Neighbors Public Safety Service has grown from 2,161 in 2022 to 2,723 today — an increase of nearly 600 agencies in three years.

Given these glaring privacy failures, Ring's FRT feature would significantly expand the reach of surveillance into American communities.

The massive backlash to Ring's Super Bowl advertisement confirmed the public's opposition to Ring's constant monitoring and invasive image recognition algorithms. Social media posts with thousands of engagements describe the feature as "dystopian" and raise alarms about the expansion of mass surveillance into residential neighborhoods.⁴ Users said they would never purchase a Ring doorbell or indicated that they would remove their Ring doorbell from their home. Because Amazon has chosen to subject the general public — not merely its customers — to its biometric data collection scheme, the company bears a heightened responsibility to address these public concerns.

Given this public opposition and the technology's serious risks to privacy and civil liberties, I once again urge Amazon to immediately discontinue these dangerous features.

Officer, Amazon (Sept. 5, 2019) <https://www.markey.senate.gov/news/press-releases/senator-markey-calls-for-answers-about-amazon-camera-doorbell-companys-partnerships-with-police-departments>.

² Letter from U.S. Senator Edward J. Markey to Andrew Jassy, Chief Executive Officer, Amazon (Oct. 31, 2025) https://www.markey.senate.gov/imo/media/doc/letter_to_ring_on_frt.pdf.

³ Letter from Andrew Jassy, Chief Executive Officer, Amazon to U.S. Senator Edward J. Markey (Nov. 21, 2025) https://www.markey.senate.gov/imo/media/doc/amazon_markey_response_ring_frt_november_2025.pdf.

⁴ David Moye, *Social Media Users Vow Never To Buy Ring Cameras After Viewing 'Creepy,' 'Dystopian' Super Bowl Ad*, Huffpost (Feb. 9, 2026), https://www.huffpost.com/entry/ring-super-bowl-ad-search-party_n_698a78f4e4b09f934ad34210/amp.

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February 11, 2026
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Thank you in advance for your attention to this important issue.

Sincerely,

Edward J. Markey

Edward J. Markey
United States Senator