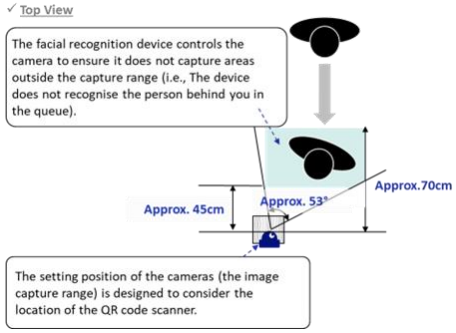
Capturing Facial Images at the Entrance Gates of the Expo Site Using a Face Recognition System

Japan Association for the 2025 World Exposition has introduced a face recognition system at the entrance gates of the Expo site.
The facial recognition system is a mechanism that captures facial images of visitors using cameras installed at the entrance gates and verifies them against facial information pre-registered by visitors. The acquired facial information will be used to authenticate visitors, including Season Pass and Summer Pass holders, through the face recognition system and to prevent unauthorised entry.
The captured facial images will be deleted immediately after the face feature data is extracted. The extracted face feature data will also be deleted immediately after the verification against the visitor's pre-registered facial information. Facial images of visitors who have not pre-registered their facial information will also be captured but will be deleted immediately after the face feature data is extracted.

Implementation Summary	・Facial images are captured by cameras installed at the entrance gates to verify them against facial information pre-registered by the visitors. The acquired facial information will be used to authenticate visitors, including Season Pass and Summer Pass holders, through the face recognition system and to prevent unauthorised entry. ・Visitors can register their facial information on their own using face registration web service provided by Japan Association for the 2025 World Exposition. For more information, please visit the following website: https://ticket.expo2025.or.jp/en/
Image Capture Range	・Face recognition distance: Approx. 1.5m ・Recognition width: Approx. 0.8m to the right of the centre of the camera (only to the right side of the centre) ・Elevation angle: 20° ・Horizontal field of view: 40° 
Data Acquisition Period	From 13 April to 13 October, 2025
Data Acquisition Entity	Japan Association for the 2025 World Exposition
Purpose of Use	Acquired facial information will be used to authenticate visitors including Season Pass and Summer Pass holders, through the face recognition system, and to prevent unauthorised entry. The facial image captured at the entrance gates will be used solely for visitor face recognition and will not be provided to any third parties.
Security Management Measures	Facial images captured by cameras will be deleted immediately after the extraction of the face feature data. In addition, technical security measures such as encryption and access restrictions are implemented during data processing to prevent unauthorised access and data leakage.
Rights of the Data Subjects	The acquired images will be used based on legitimate interests to prevent unauthorised entry by verifying the identity of visitors, including Season Pass and Summer Passes holders. Visitors may exercise their rights, such as the right of access and the right to erasure, in accordance with applicable laws and regulations.
Enquiries	Japan Association for the 2025 World Exposition https://faq.expo2025.or.jp/hc/en-gb/p/contact

Measuring the Number of Entries and Exits of Visitors and Congestion Level Using Cameras at Entrance Gates for Better Site Management of the Expo Site

Japan Association for the 2025 World Exposition has introduced cameras at the entrance gates of the Expo site to acquire the images of people passing through the gates and the area around the gates.
Data on the number of people entering and exiting the site is extracted from the acquired images in order to measure the number of people present at the site at different times of the day and the congestion around the gates, thereby enabling better site management.
Please note that the acquired images will only be used for the purpose of counting the number of entries and exits of people, and the results of the count do not contain any personally identifiable information.

Implementation Summary	■Acquire Image Data Full-body images of people passing through the gates, as well as the area around the gates, are captured by cameras installed at the entrance gates of the Expo site (East Gate and West Gate). ■Generate data on the number of entries and exits to measure the number of people on the site Captured images of people passing through the gates are analysed using image processing technology to detect and count the number of people passing through. Based on this data, the number of people entering and exiting the site is measured and stored to calculate the approximate number of people on the site. (The data on the number of entries and exits, as well as the number of people on the site, does not contain any personally identifiable information.) ■Measure the congestion levels around the entrance gates Captured images of the area around the gates are analysed using image processing technology to detect and count the number of people within the coverage area. The data is then used to determine the presence or absence of congestion, in conjunction with the visitor's dwell time, and to measure the congestion level around the gates. (The data on the number of people within the coverage area does not contain any personally identifiable information.)
Image Capture Range	Near the East Gate and the West Gate of the Expo site (12 cameras at the East Gate and 14 cameras at the West Gate)
Data Acquisition Period	From 4 April to 13 October, 2025
Data Acquisition Entity	Japan Association for the 2025 World Exposition
Purpose of Use	Data extracted from the acquired images is used to measure the number of people on the site at different times of the day and the level of congestion around the gates, thereby enabling better site management. Captured images are used solely for the purpose stated above and will not be provided to any third-parties.
Security Management Measures	The images captured by the cameras are deleted after a storage period of 7 days. Technological security measures are implemented to protect against unauthorised access and malicious software during data processing.
Rights of the Data Subjects	The acquired data will be used to measure the number of people on the site and the level of congestion around the entrance gates, with the aim of developing better site management. The data will be used on the basis of legitimate interest. Visitors may exercise their rights, such as the right of access and the right to erasure, in accordance with applicable laws and regulations.
Enquiries	Japan Association for the 2025 World Exposition https://faq.expo2025.or.jp/hc/en-gb/p/contact