

ENGLISH FOR YOUR WORK AND LIFE

Business Spotlight

Business Spotlight

**TO WORK OR
NOT TO WORK?**

Sabine Rückert
and others share
their thoughts

**10
PREDICTIONS
FOR 2025**

What the new year
means for you

Face value

Video tracking — who's watching you?
Who's protecting you?

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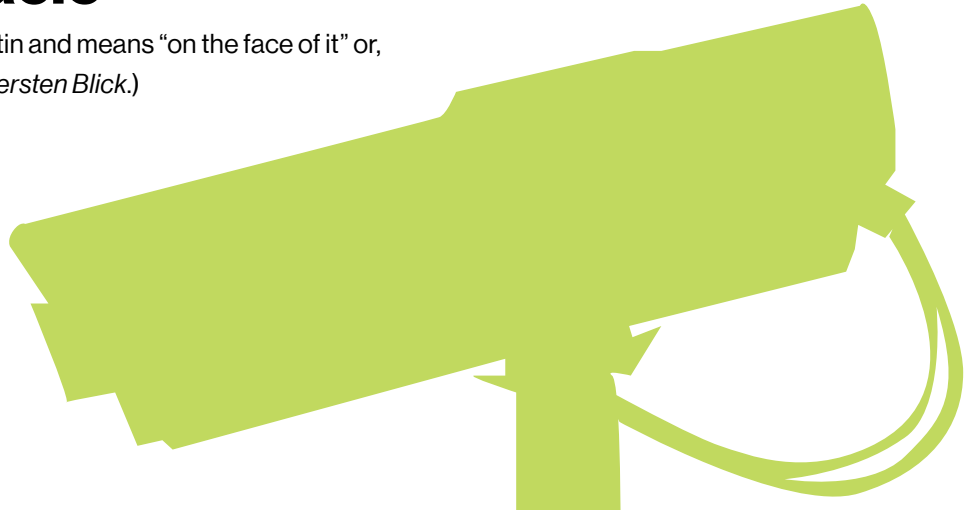
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Prima facie

(Don't worry. It's Latin and means "on the face of it" or, in German, *auf den ersten Blick*.)



Several phrases used in English (including the Latin one above) occur to me as I write this. The expression “saving face”, for example, in German means *sein Gesicht wahren*. But in this issue, we are talking about saving your face in the literal sense. To take something at “face value” means *etwas für bare Münze nehmen*. But how valuable is your face to someone who’s tracking you?

For some people, on the face of it, there’s no question: video tracking and facial-recognition technology (FRT) are not seen as good things, but as an invasion of personal privacy. Others say the technology helps catch criminals and is there to protect us. For this topic, however, you have to look deeper. We explore what can happen when you post a picture of your face online, and what can happen when someone else does. What are governments and regulatory agencies doing to protect you?

Finally, as 2024 is coming to an end, we have some predictions for 2025. And I’d like to take this opportunity to wish you all peace and joy for the coming year. On the face of it, the world is a mess. But if you look deeper, there is hope and goodness — and, in the end, they always win.

JUDITH GILBERT, EDITOR-IN-CHIEF
judith.gilbert@zeit-sprachen.de

occur to sb. ▶ jmdm. einfallen

issue [ˈɪʃuː] ▶ hier: Ausgabe

literal [ˈlɪtərəl*] ▶ wörtlich

on the face of it

▶ auf den ersten Blick

facial-recognition technology

▶ Gesichtserkennungstechnologie

invasion ▶ Eingriff

personal privacy

▶ Privatsphäre

topic ▶ Thema

regulatory agency

▶ Aufsichtsbehörde

prediction ▶ Vorhersage

mess: be a ~ ▶ chaotisch sein, sich im Chaos befinden

* This symbol marks standard US pronunciation.

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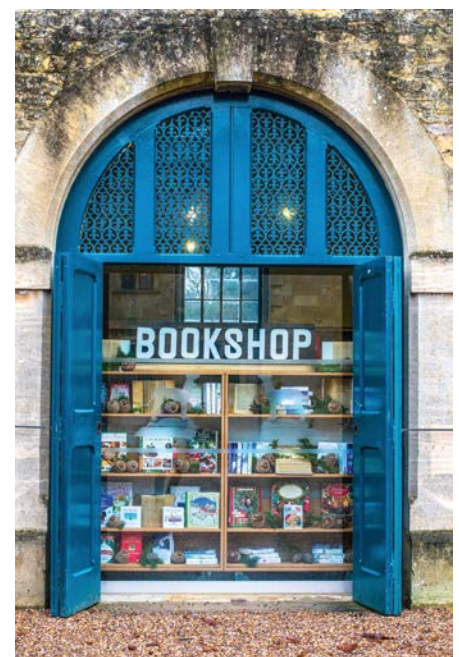
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Local bookshops are
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We explain why

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- ➔ Articles use the style, spelling, punctuation and pronunciation of British English unless otherwise marked.
- ➔ Articles that use American style, spelling, punctuation and pronunciation are marked "US".

E EASY **M MEDIUM** **A ADVANCED**

Approximately at CEF level A2 Approximately at CEF levels B1-B2 Approximately at CEF levels C1-C2

CEF: European Framework of Reference for Languages

ifml.: informal word or phrase; vulg.: vulgar word or phrase; UK: chiefly British usage; US: chiefly North American usage