August 12, 2021

Andy Jassy  
President and CEO  
Amazon.com Inc.  
410 Terry Ave. North  
Seattle, WA 98109

Dear Mr. Jassy:

We write regarding concerns about Amazon’s recent expansion and promotion of Amazon One, a palm print recognition system, and to request information about the actions Amazon is taking to protect user data privacy and security.

Amazon One appears to be a biometric data recognition system that allows consumers to pay for their purchases in grocery stores, book stores, and other retail settings using their palm print. Consumers can enroll in the program at any location with an Amazon One device by scanning one or both palms and entering their phone and credit card information. Amazon One devices are currently in use in more than 50 retail locations throughout the United States, including in Minnesota. Locations with the technology currently include Amazon Go stores, Whole Foods locations, and other Amazon stores.

Recent reports indicate that Amazon is incentivizing consumers to share their biometric information with Amazon One by offering a $10 promotional credit for Amazon.com products. Amazon has also announced that they have plans to expand Amazon One, which may include introducing the technology in other Amazon stores as well as selling it to third-party stores. Amazon’s expansion of biometric data collection through Amazon One raises serious questions about Amazon’s plans for this data and its respect for user privacy, including about how Amazon may use the data for advertising and tracking purposes.

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1 Amazon One – How it works  https://one.amazon.com/how-it-works/  (Last visited August 4, 2021).
Offering products from home devices to health services, Amazon possesses a tremendous
amount of user data on the activities of hundreds of millions of Americans.7 Our concerns about
user privacy are heightened by evidence that Amazon shared voice data with third-party
contractors and allegations that Amazon has violated biometric privacy laws.8,9,10 We are also
concerned that Amazon may use data from Amazon One, including data from third-party
customers that may purchase and use Amazon One devices, to further cement its competitive
power and suppress competition across various markets.

Amazon One users may experience harms if their data is not kept secure. In contrast with
biometric systems like Apple’s Face ID and Touch ID or Samsung Pass, which store biometric
information on a user’s device, Amazon One reportedly uploads biometric information to the
cloud, raising unique security risks.11 Like many companies, Amazon has been affected by hacks
and vulnerabilities that have exposed sensitive information, such as user emails.12 Amazon’s
various home device systems have leaked information or been hacked, as highlighted in a recent
letter to the Federal Trade Commission (FTC) from 48 advocacy organizations.13 Company
whistleblowers earlier this year also raised concerns about Amazon’s security practices.14 Data
security is particularly important when it comes to immutable customer data, like palm prints.

In light of these issues, we respectfully ask that you provide written answers to the following
questions by August 26, 2021:

1. Does Amazon have plans to expand Amazon One to additional Whole Foods, Amazon
Go, and other Amazon store locations, and if so, on what timetable?
2. How many third-party customers has Amazon sold (or licensed) Amazon One to? What
privacy protections are in place for those third parties and their customers?
3. How many users have signed up for Amazon One?

4. Please describe all the ways you use data collected through Amazon One, including from third-party customers. Do you plan to use data collected through Amazon One devices to personalize advertisements, offers, or product recommendations to users?

5. Is Amazon One user data, including the Amazon One ID, ever paired with biometric data from facial recognition systems?

6. What information do you provide to consumers about how their data is being used? How will you ensure users understand and consent to Amazon One’s data collection, storage, and use practices when they link their Amazon One and Amazon account information?

7. What actions have you taken to ensure the security of user data collected through Amazon One?

Ensuring the security of user data and protecting consumer privacy are of the utmost concern. We look forward to your prompt responses.

Sincerely,

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Amy Klobuchar                Bill Cassidy, M.D.                                    Jon Ossoff
United States Senator   United States Senator    United States Senator