

AI in UK shops

A number of shops in the UK are using facial recognition to scan for people who they think might be known shoplifters

Everyone going into the shop is scanned. The images are compared with a database of people who are thought to be shoplifters

Shops say it helps them avoid losing money

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The shops using the tech include big names, but the technology has problems

Sainsbury's to trial facial recognition to catch shoplifters

[BBC News report September 2025](#)

Sainsbury's ejects man misidentified as offender

[BBC News report February 2026](#)

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The problems include people banned from shops despite not having stolen anything

A man falsely accused of shoplifting after being added to a facial recognition watchlist has warned it "could happen to anyone".

Byron Long, 66, was told to leave a B&M store at Cardiff Bay Retail Park and accused of stealing £75 worth of goods on a previous visit - until a review of CCTV footage showed he had paid for his shopping and not stolen anything.

[BBC News report November 2025](#)

High street chain apologises over facial recognition ban

By Katie Saatchi and David Quinn, BBC Rip Off Britain

Retailer Home Bargains has apologised to a woman from Manchester who was banned from entering its branches after being falsely identified as a toilet roll thief by facial recognition software.

Regular customer Danielle Horan told the BBC's Rip Off Britain programme she was shocked when she was ordered to leave the chain's branch in Salford in May 2025 by staff who told her she had been identified by facial recognition technology as a person of interest.

[BBC Rip Off
Britain](#)

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[This BBC report](#) goes into more depth and deals with all sides of the argument



The debate: Are facial recognition cameras in shops a step too far?

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