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New UK and Ireland campaign launches to fight the mass-market sale of camera-equipped smart glasses

Stop Smart Glasses launches the first UK and Ireland-wide database showing where Meta smart glasses are sold — and gives the public 5 ways to fight back.

STOP SMART GLASSES. WE DON'T CONSENT TO THIS.

A new UK and Ireland-wide privacy campaign has launched calling for an immediate ban on the mass-market sale and promotion of camera-equipped smart glasses.

Stop Smart Glasses maps UK and Ireland-wide stockists and gives people the tools to take action locally, nationally and politically.

From today, people can:

1. Find local stockists by postcode or town in the UK and Ireland and ask them to stop selling camera-equipped smart glasses
2. Contact national retailers and ask them to stop stocking and promoting them
3. Write to their MP and demand government action
4. Ask premises including schools, gyms, pubs, restaurants, workplaces and leisure centres to ban camera-equipped eyewear
5. Sign a UK Parliament petition calling for an immediate ban on the sale and promotion of smart glasses with recording capability

The database shows where they're sold. The campaign gives people the tools to act.

Stop Smart Glasses was created by Liz Hunter, a London-based tech founder and copywriter, after discovering the UK Parliament petition launched by teacher and campaigner Guy Holder, co-founder of Set@16. Already deeply concerned about smart glasses and alarmed at the lack of collective action, Hunter was inspired to turn that petition and her concern into a wider public campaign.

Hunter and Holder are now working together: Holder's petition is the primary CTA of StopSmartGlasses.com and main route for political action, while the website also enables the public to take the fight to local stockists, national retailers, premises and MPs.

Together, they are building support for a simple message: We don't consent to this.

Public concern is already clear. A YouGov poll in March 2026 found that 49% of British adults support a ban on smart glasses in public spaces, compared with 30% who oppose one.

Yet camera-equipped smart glasses are already being sold across the country without any meaningful public debate about whether we want them to become part of everyday life.

Stop Smart Glasses is demanding that this debate take place and, whilst we wait for that to happen, the sale and distribution of these products should be immediately stopped.

Smart glasses are destroying our right to privacy

Camera-equipped glasses allow people to film those around them without holding up a phone or conventional camera. For everyone around the wearer, that makes it harder to know whether they are being recorded. The LED warning light can also be obscured with cheap stickers sold online. Liz Hunter, creator of Stop Smart Glasses, said:

> *"The wearer chooses to put a camera on their face. Everyone else is forced to live with that choice. The wearer gets the technology. The company gets the profit. Everyone else loses control over when they're recorded and what happens to the footage.*
>
> *That's a transfer of power dressed up as progress, and it's an absolute disgrace. The price of innovation shouldn't be your right to privacy."*

Ireland's Data Protection Commission has raised concerns about whether people filmed by Meta's smart glasses are given adequate notice. Following regulatory engagement, Meta more than doubled the size of the glasses' privacy LED and introduced a blinking recording pattern.

But should knowing whether someone is recording you really depend on noticing a light on their glasses?

A new threat to women, girls and children

The consequences of face-worn cameras are particularly serious for children, women and girls, and vulnerable people and communities who already have greater reason to fear harassment, stalking, or violent hate crimes.

Hunter said:

> *As a parent, I am appalled that a stranger wearing these glasses now has the power to record my child without either of us knowing or consenting.*
>
> *"The possibilities are nightmarish. Children and young girls need our protection from predators, not technology that makes it easier for them to be filmed without their knowledge. You don't know where that footage goes, who it is shared with, what story is attached to it, or whether it is manipulated or used to create sexualised deepfakes. The second that image or video is captured, you have lost control of it.*
>
> *"This cannot be allowed to continue. We should be making the world safer, not creating new opportunities for women and children to be exploited. I refuse to say goodbye to my peace of mind in public. And so should you."*

Guy Holder said:

> *"Smart glasses represent the latest attempt by BigTech companies to destroy long fought for rights. Their impact is already being seen and it is obviously terrible.*
>
> *"We cannot be distracted by debates on how we might better regulate the use of data and social media. We must focus on the devices. The devices are the problem.*
>
> *"They are an outrage, threatening and harming our most vulnerable, including women and children. We do not need them and we do not want them. We live in a democracy and we have the power to ban them."*

The law hasn't caught up. The public was never asked.

In June 2026, the UK Government said it had no plans for specific legislation governing the use of camera-enabled smart glasses for filming in public spaces, pointing instead to existing offences covering harmful conduct.

Stop Smart Glasses argues that this existing legislation is clearly not enough to prevent serious harm being caused, that such harm is already occurring, and that we do not accept a world where we simply wait for more harm. We must act.

Article 8 of the Human Rights Act protects our right to respect for private and family life. Stop Smart Glasses believes face-worn cameras pose a fundamental threat to that right. They also raise serious questions around data protection, UK GDPR and equality law.

Hunter said:

> *"The law hasn't caught up. The public was never asked. Tech companies shouldn't get to decide where society draws the line.*
>
> *"We didn't vote for this. We weren't consulted about it. There has been no proper public debate. Yet cameras worn on faces are already being sold on our high streets.*
>
> *"We allowed social media to race ahead of regulation, with tragic results. Now it's happening again. We do not want another damaged generation to be the evidence."*

Meta is trying to open the floodgates

Meta is the campaign's immediate target, but the problem is bigger than one company or one pair of glasses. Apple, Google, Samsung and others are developing or planning AI-enabled glasses and wearable devices.

The campaign supports the use of smart glasses as assistive technology for disabled people. The proposed ban targets their mass-market sale and promotion as an everyday consumer product, allowing for appropriate exemptions for assistive use.

"Accessibility and privacy must not be pitted against each other. We are more than capable of protecting both." — Hunter.

From the High Street to Parliament

Stop Smart Glasses has built what it believes to be the first UK and Ireland-wide database showing where Meta smart glasses are sold.

Every location in the searchable database has been checked against retailer information. People can search by UK postcode or Irish town or city, find nearby stockists and contact them directly asking them to stop.

The campaign connects that local action with pressure on national retailers, premises and MPs, alongside support for Holder's parliamentary petition.

Local action. National pressure. Political change.

Built to go global

Stop Smart Glasses begins in the UK and Ireland, but its website is purposefully open source so campaigners in other countries can copy and adapt it.

Hunter said:

> *"Smart glasses are a global problem. I've built this so people elsewhere don't have to start from scratch. Take it, adapt it and fight this where you live."*

STOP SMART GLASSES. Find where they're sold. Ask them to stop.

— Ends —

About Stop Smart Glasses

Stop Smart Glasses is an independent UK and Ireland privacy campaign calling for an immediate ban on the mass-market sale and promotion of camera-equipped smart glasses.

It has created the first UK and Ireland-wide database showing where Meta smart glasses are sold and gives people tools to contact local stockists, national retailers, MPs and premises and support Guy Holder's UK Parliament petition.

The campaign supports the use of smart glasses as assistive technology for disabled people.

About Liz Hunter

Liz Hunter is a tech founder currently building nuala, a workplace benefit for women designed to help close gender gaps in pay, careers and AI. She is also a senior creative copywriter with 25 years' experience across advertising, marketing and technology. Her work was Highly Commended in the 'AI for Impact' category at the 2025 Women in Marketing Awards.

Stop Smart Glasses was independently conceived, built and deployed by Hunter within one week using Claude Code, a Custom GPT and Google Gemini.

About Guy Holder

Guy Holder is a teacher and a campaigner for protecting children from the harmful impacts of technology. He is Head of PSHE and a Business and Economics teacher with over 22+ years experience in education. Guy is a co-founder of Set@16, an organisation dedicated to making 16 years old the societal norm for exposure to smartphones, social media and GenAI. He started the UK petition to stop the sale and promotion of smart glasses.

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Notes to editors

On 23 June 2026, the UK Government said it had no current plans to introduce specific legislation governing the use of camera-enabled smart glasses for filming in public spaces and pointed to existing offences that may apply to harmful conduct.

The campaign's call for a ban is a campaign position. Stop Smart Glasses does not claim that camera-equipped smart glasses are currently categorically prohibited by law.

Stop Smart Glasses is independent and is not affiliated with, endorsed by or associated with Meta or Ray-Ban.

The campaign maintains a public evidence library covering government and regulatory material, legal analysis, reporting and evidence relating to smart glasses, privacy, safeguarding and recording without consent. Further evidence and resources: stopsmartglasses.com/resources