



MEET THE METAVERSE!

A Reality Check for Insights.

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MEET THE
METaverse!
A Reality Check for Insights.

Session 3

13:30

Session 3: The Participant Focus



13:30

ESOMAR perspectives on privacy & profession.

By **Dr Parves Khan**, Director General & CEO, ESOMAR



14:00

Metaverse and identity.

By **Kerry Frank**, Head of Digital Identity, Snickerdoodle Labs | Oxford Pershing Square Scholar



14:30

Metaverse and the impact for participant engagement.

By **Betty Adamou**, Author, Games & Gamification in Market Research

15:00

Tea (Refreshments & Networking)

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Do we need a new data regulatory regime for the metaverse?

Dr Parves Khan, CEO of ESOMAR

Regulation is NOT the destroyer of innovation!



But we need to ...

DO
WHAT IS
RIGHT,
NOT
WHAT IS
EASY



**Data is the lifeline of
the metaverse**

but it's getting personal!

✓ DETECTED

FEMALE, 25-30 years



Data for

Personalization

Virtual Metaverse



Within 10 years most people will spend 2+ hours a day in VR – shopping, socializing, being entertained...

Augmented Metaverse



Within 10 years this will replace mobile phones as our primary interface with digital content

User data will be gathered in the background while they go about their virtual lives

Data collection on steroids!



Personal Data Collection

Track where you go

Track what you do

Track who you're with

Track where you look

Track how long your gaze lingers

Track your gait

Track your emotions and physiological responses by:

- Monitoring your facial expressions
- Monitoring your vocal inflections
- Monitoring your vital signs
 - Heart rate
 - Respiration rate
 - Blood pressure
 - Pupil dilation
 - Galvanic skin response
 - EEG (earbuds)



Data for

Interoperability



Metaverse is made up of four building blocks

Content & experiences

Content: first-party, developer, and creator content that enriches the experience

Applications: various use cases, e.g. learning, meetings, attending events

Platforms

Access & discovery: platforms that facilitate the distribution and discovery of content and experiences

Creators/3D development platforms: set of tools and platforms for building 3D experiences

Infrastructure & hardware

Devices, OS & accessories: AR, VR, XR devices, on- and off-body sensors to haptics

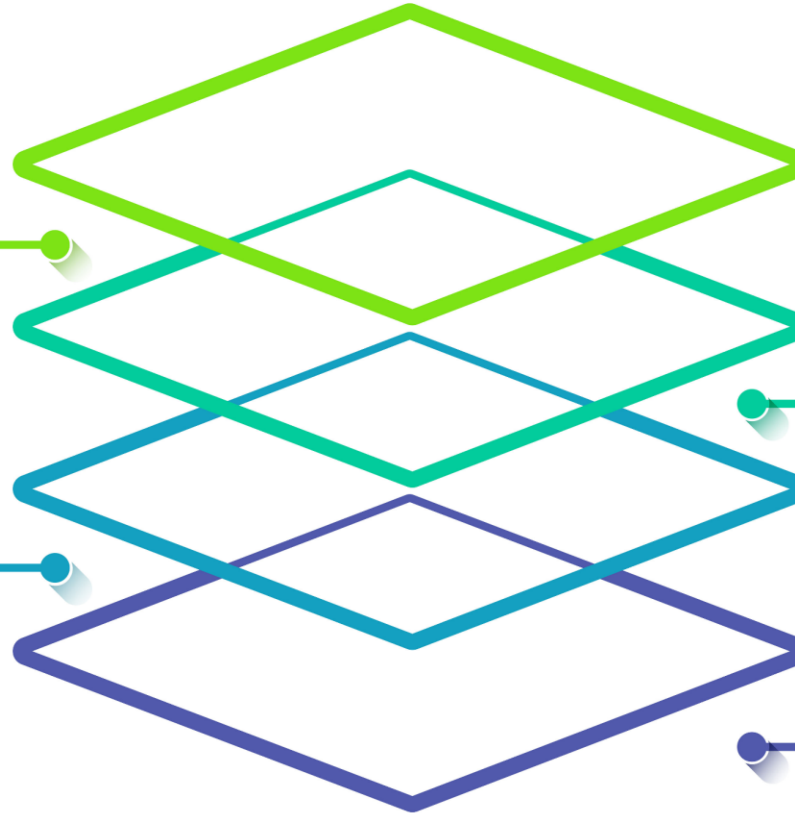
Infrastructure: underlying infrastructure across cloud, semiconductors, and networks that power the metaverse

Enablers

Security, privacy and governance: security, identity, and data governance, privacy and content moderation platforms

Identity: platforms that manage digital identity and avatars

Payments: platforms and tools to enable the metaverse economy



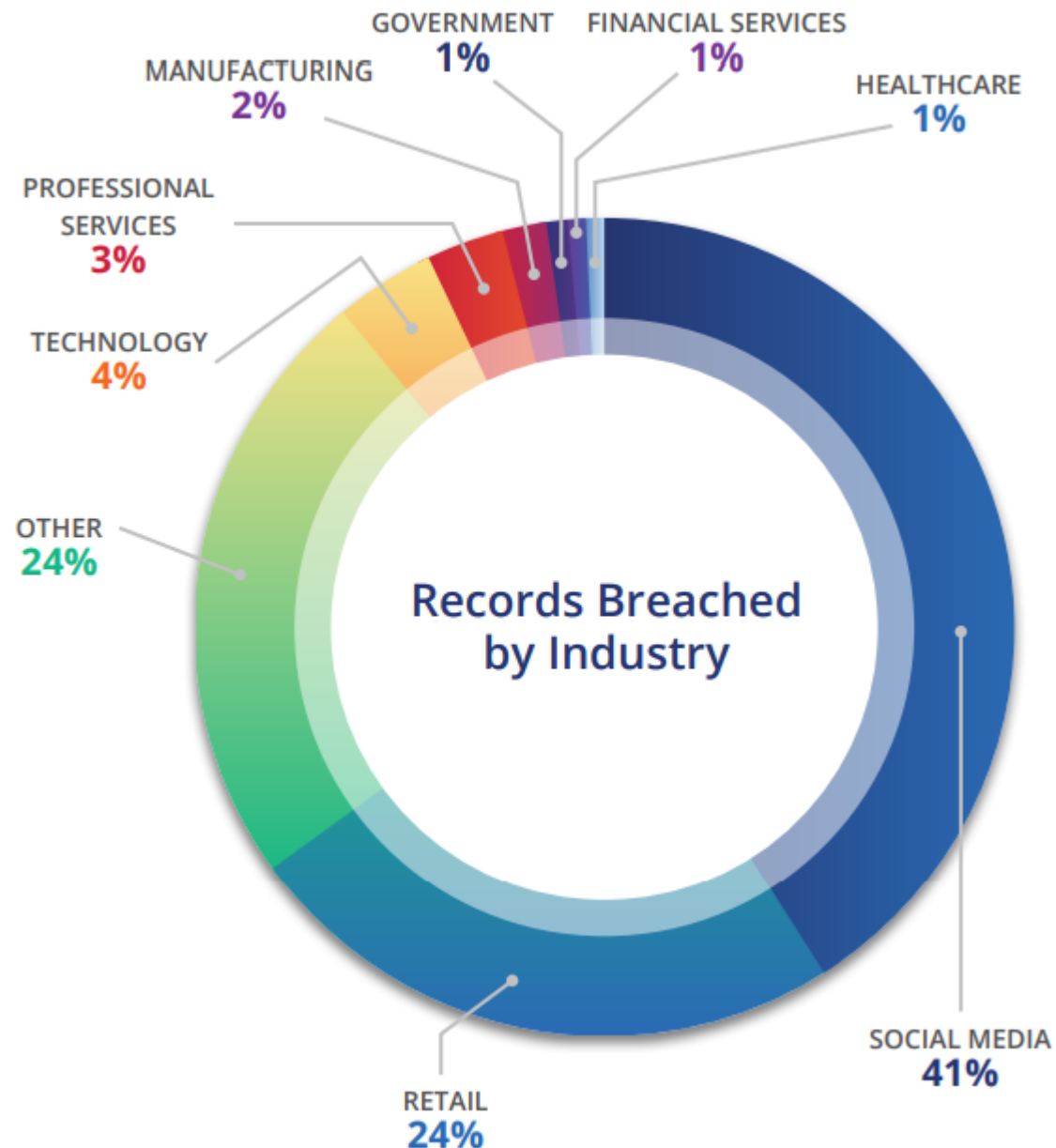
Areas of concern

ESOMAR



A privacy nightmare for businesses



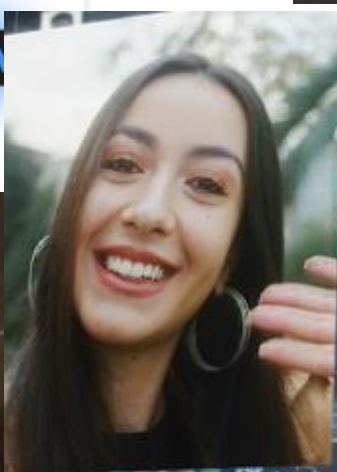
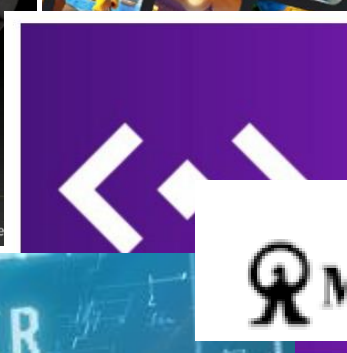
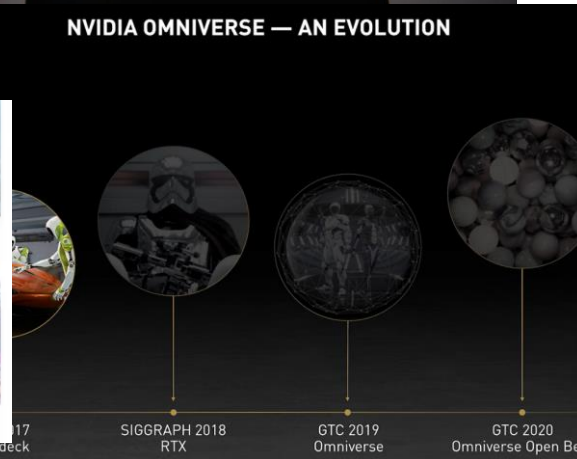
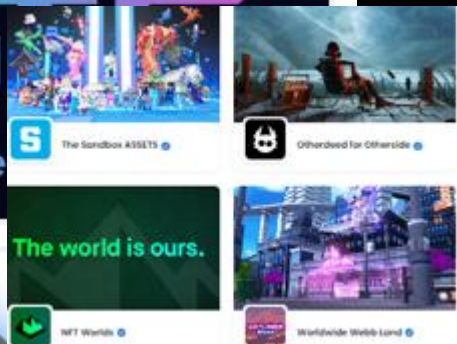


In 2021, Social Media data leaks accounted for 41% of all records breached globally

Over 200,000 cases of non-compliance to GDPR in Europe between May 2018 and February 2019

**Data is used to manipulate and make
money out of end users**





How will we determine which individual right apply?



How and when should users' consent be collected?



Key takeaways

1. **Today's privacy and data protection laws were not created for tomorrow's metaverse.**
2. **Data minimization principles appear to clash with the notion that the metaverse should be a personalized experience.**
3. **Operationalizing transparency and control in the metaverse will stretch notice and consent models to their limit.**
4. **We may need to build a new data regime that is specifically made for this frontier.**



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