TeleTrusT-Konferenz

28.06.2022, Berlin

"Datenschutz und Sicherheit im Metaverse"

Harmen Zell, Meta

Building the Metaverse

01

Building the Metaverse

BUILDING THE METAVERSE

"The metaverse will provide a persistent, synchronous environment where people can be together—a hybrid between the social platforms that we see today, but an environment where you're embodied in it."

"It's going to be accessible across all of our different computing platforms: VR and AR, but also PC, mobile devices and game consoles."

Mark Zuckerberg
President and CEO, Meta

Technology

Portal

Become a leader in **building meaningful human connections** through the best of our technologies.

Quest

Evolve Quest from a gaming console to a **new kind of computer**, with the potential to transform the way 1 billion people **play, work and communicate.**
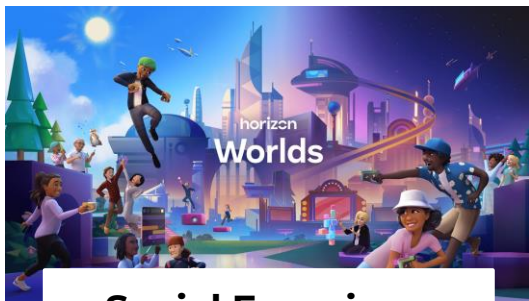
Augmented Reality
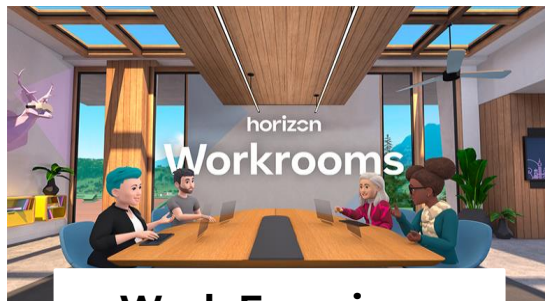Spark AR is the world's **most used** augmented reality platform.

Smart Glasses
In partnership with Ray-Ban, we recently launched our **first generation of smart glasses,** our initial step toward AR glasses.
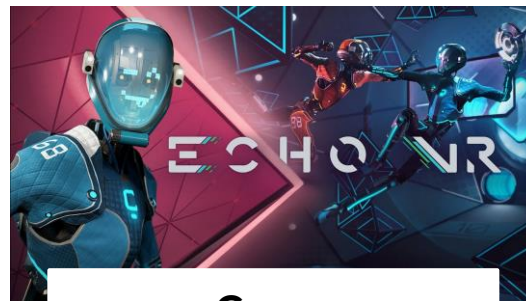
VR Social Experiences
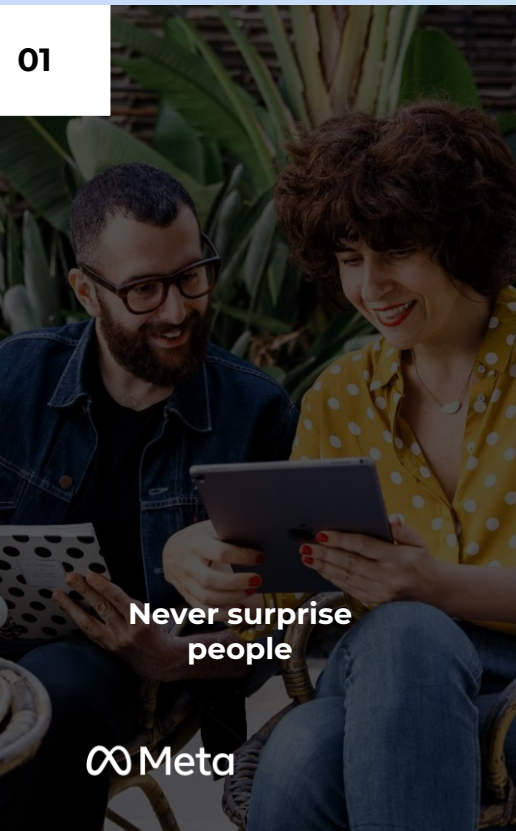

Social Experience

Work Experience

Games

Responsible Innovation Principles

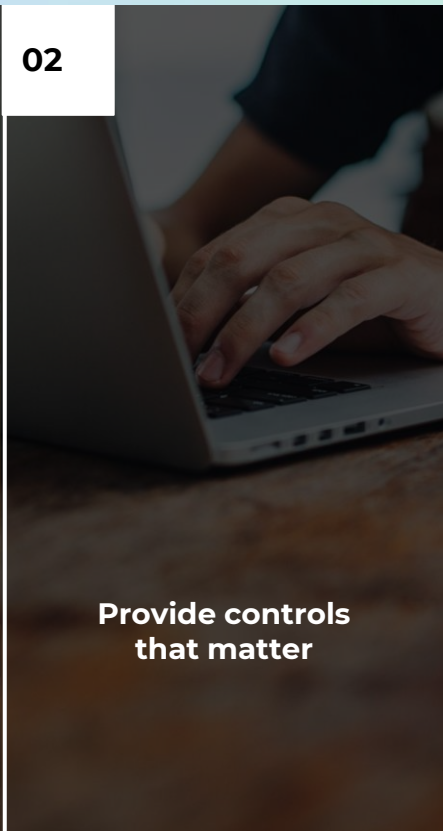Taking time to learn from the past and lay the foundation for the future
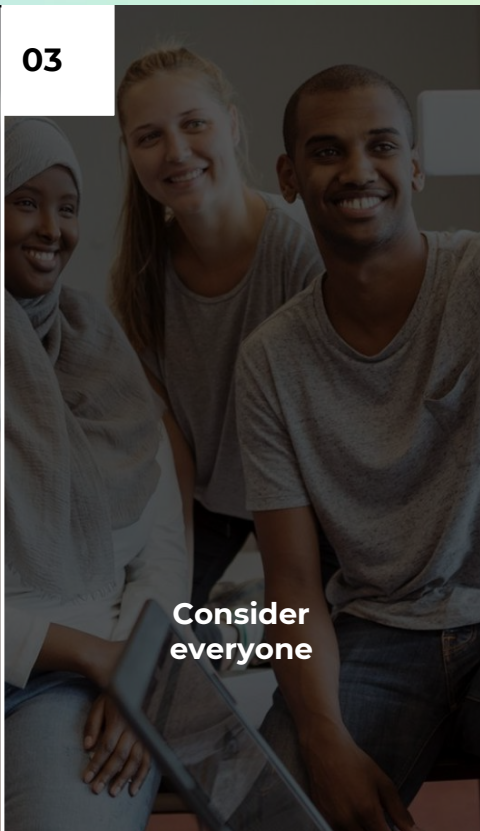
01

Never surprise people
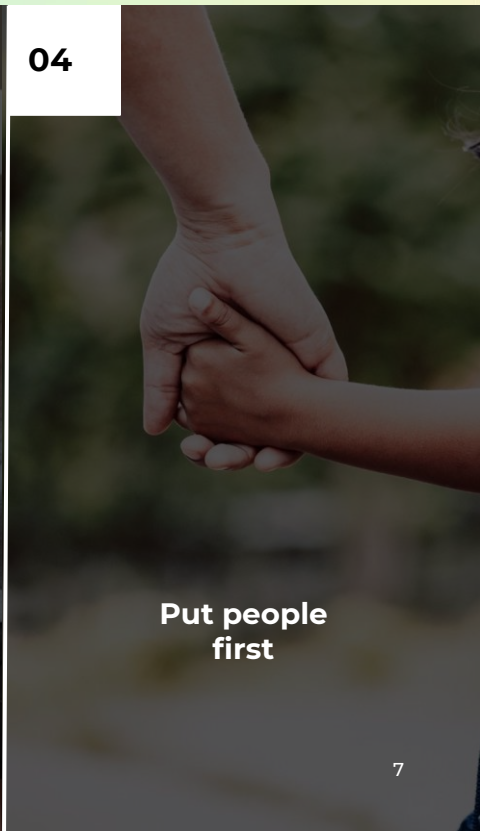
02

Provide controls that matter

03

Consider everyone

04

Put people first

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Policy Focus Areas

**Economic Opportunity
and Interoperability**

Privacy

Safety and Integrity

Equity and Inclusion
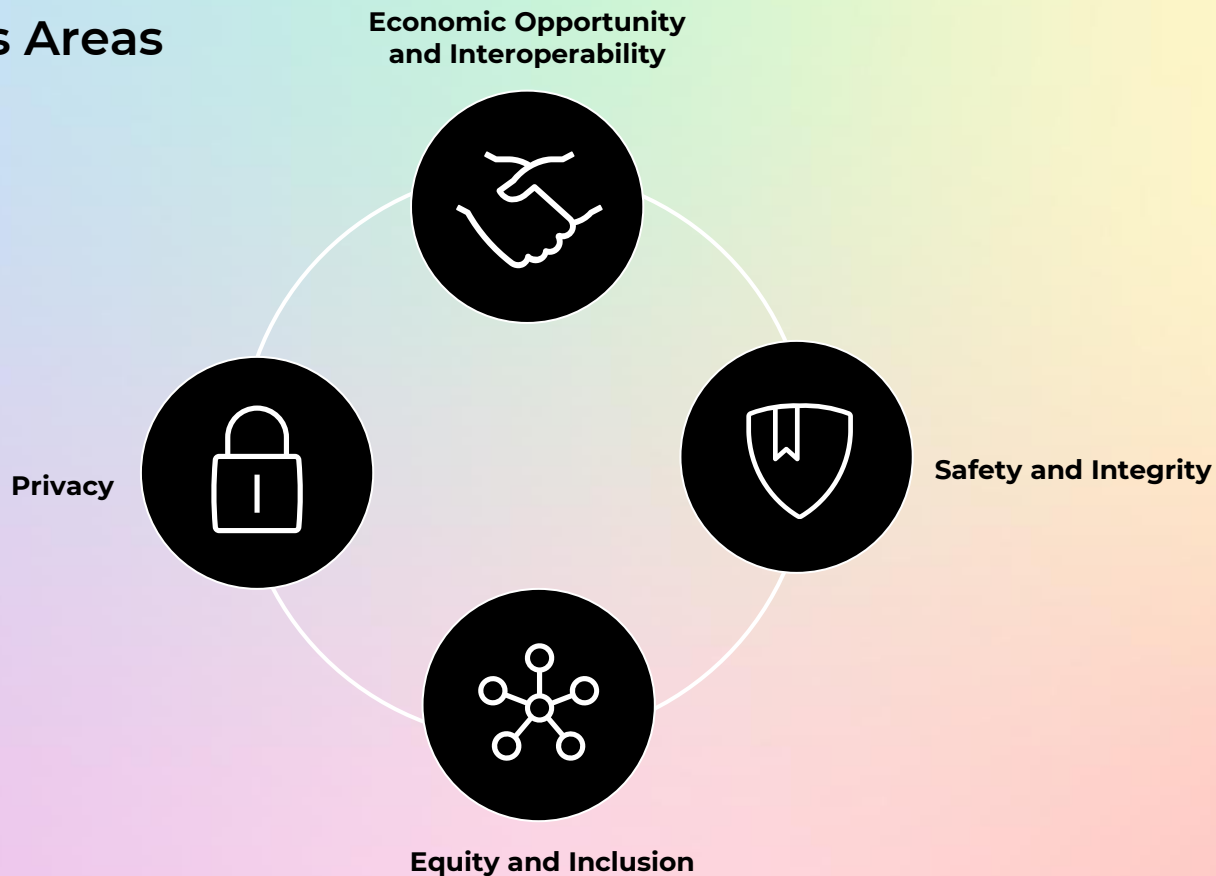
What It Will Take

→ **Standards development**

→ **Industrywide collaboration**

→ **Public conversations**

→ **Investment**

$50M

$50 million investment in global research and program partners to ensure these products are developed responsibly

$150M

$10 million Creator Fund to encourage more people to come build with us as we continue to roll out Horizon in beta

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02

Metaverse Vision: AR & VR

AR and VR

Virtual Reality

Augmented Reality

03

A Global Conversation

Simulation footage

"The defining quality of the metaverse will be **presence** —the feeling of really being there with people—and FRL has been focused on building products that deliver presence across digital spaces for years."

Andrew Bosworth
VP, Reality Labs

"Facebook is neither going to build, own or run the metaverse on its own."

Nick Clegg
VP, Global Affairs and Communications

04
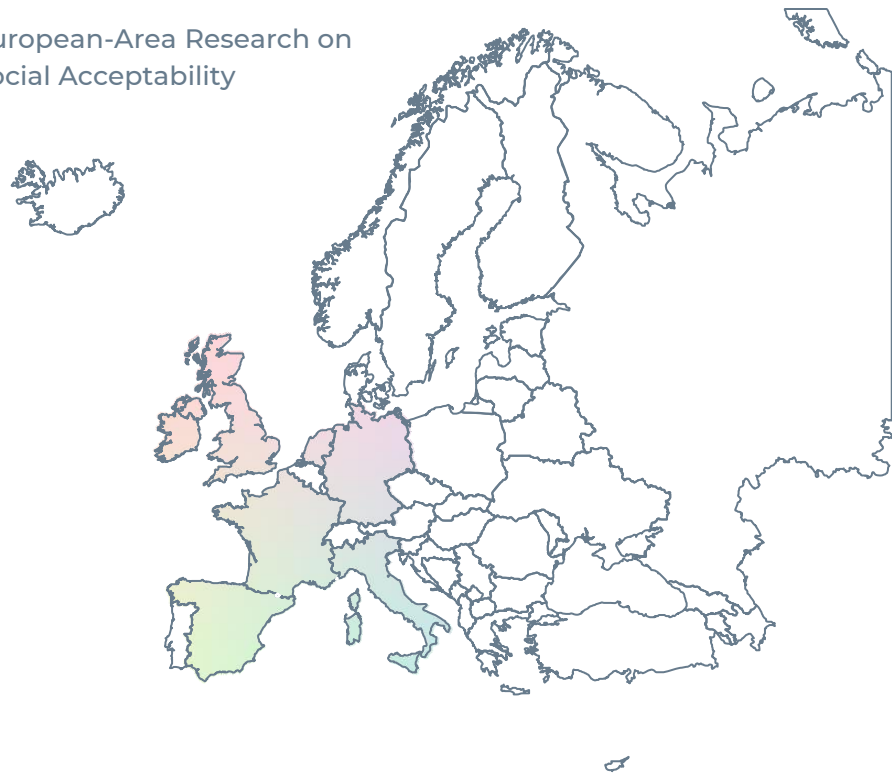
Programs & Research Investments

Research areas during the coming year:

European-Area Research on
Social Acceptability

➔ **Privacy**

➔ **AR and VR data**

➔ **Safety**

➔ **Well-being and youth controls**

➔ **Ethics and responsible design**

➔ **Economic opportunity**

➔ **Equity and inclusion**

➔ **Ethics**

➔ **Interoperability and open standards**

05

Next Steps

Working across the industry on standards for the Metaverse:

xra.org

https://initiatives.weforum.org/defining-and-building-the-metaverse

https://metaverse-standards.org/

Privacy

- Privacy in the context of XR applications and devices
  - XR devices need to localize within your space => sensor data
  - XR devices process the environment, they have unique privacy considerations both for the user and for bystanders
  - XR devices can use sensitive information to render and interact with effects (e.g. eye tracking, hand tracking)
- What we need to do:
  - establish best practices for data collection, storage, and processing that are consistent with regulatory obligations but also societal and ethical norms around the world

Cybersecurity

- Cybersecurity in the context of XR:
  - Identity and access management pose important challenges
  - Especially where information is used for access control => question about realistic avatars
- What we need to do:
  - Establish approaches for multifactor authentication in XR
  - Develop guidelines that both safeguard cybersecurity as well as privacy.

Interoperability

- Interoperability in the context of XR:
  - The Metaverse needs to be cross-platform, working across partners and platforms seamlessly to be accessible to as many people as possible
  - There are currently no shared standards for building or connecting the virtual worlds that are supposed to populate the Metaverse.
- What we need to do:
  - Develop interoperability standards will for
    - User persona
    - End-user hardware and software
    - In-world assets: i) physical/virtual ii) economic iii) content

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There is much to do - let's do it together

"Nur 4 Prozent können erklären, was mit dem Begriff Metaversum gemeint ist"

Quelle: https://www.bitkom.org/Presse/Presseinformation/75-Prozent-noch-nie-Metaversum-gehoert

Thank you

Meta