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| Project | **Human Factor for Immersive Content Working Group**< <https://sagroups.ieee.org/3079/> **>**  |
| Title | **Protection of Identifiable Personal Information Based on Avatar Interaction** |
| DCN | **3079-23-0045-01-0000** |
| Date Submitted | **Oct 16, 2023** |
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| Re: | IEEE 3079 Session #28 Plenary Meeting in Tokyo, Japan  |
| Abstract | This document describes the proposal on Protection of Identifiable Personal Information Based on Avatar Interaction |
| Purpose | To start discussion on purpose of the IEEE P3079.3.2 standard |
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1.1 Project Number: P3079.3.2 (Project Proposal)

1.2 Document Type: -

1.3 Life Cycle: -

2.1 Project Title: Standardization Framework for the Protection of Identifiable Personal Information Based on Avatar Interaction

3.1 Working Group:

3.1.1 Contact Information for Working Group Chair:

3.1.2 Contact Information for Working Group Vice Chair:

3.2 Society and Committee:

3.2.1 Contact Information for Standards Committee Chair:

3.2.2 Contact Information for Standards Committee Vice Chair:

3.2.3 Contact

4.1 Type of Ballot:

4.2 Expected Date of submission of draft to the IEEE SA for Initial Standards Committee Ballot:

4.3 Projected Completion Date for Submittal to RevCom:

5.1 Approximate number of people expected to be actively involved in the development of this project: 20

5.2 Scope of Proposed Standard:

This standard aims at data management for the protection of identifiable personal information based on avatar interaction in metaverse environments. "Identifiable personal information" refers to all data that is directly associated with User A, or all data that can infer User A through the behavior or patterns of 'Avatar A', the avatar of User A.

This standard proposes principles and methods for all types of identifiable personal information that arise from interaction through avatars. This includes avatar physical characteristics, behavior patterns, inclinations, preferences, opinions, emotions, and includes guidelines on how to collect, store, process, share, and delete this information.

This scope focuses on guaranteeing User A's privacy and autonomy by preventing another User B from identifying actual User A through 'Avatar A', the avatar of User A.

5.3 Is the completion of this standard dependent on the completion of another standard? -

5.4 Purpose:

The purpose of this standard is to protect personal information arising from avatar-based interactions in the metaverse. An avatar is a virtual representative of User A (for example, 'Avatar A', the avatar of User A) and reflects their behavior patterns, inclinations, preferences, opinions, emotions, etc. This standard proposes principles and methods to prevent another User B from identifying the actual User A through the avatar 'Avatar A', thereby protecting User A's personal information.

For instance, this standard includes methods to anonymize or minimize the behavioral information of avatars, methods to collect and process information through user consent, etc. The goal of this standard is to guarantee User A's privacy and autonomy and promote ethical and responsible use of data.

5.5 Need for the Project:

The metaverse environment has a large amount of data created and shared by users' avatars, so the management and control of this data is important. In particular, interaction through avatars reflects the user's inclinations, preferences, behavior patterns, etc., dealing with identifiable personal information. However, there is currently no clear standard on how to protect this data.

If another User B can identify User A through User A's avatar 'Avatar A', it can lead to leakage of User A's personal information, infringing on User A's privacy and constraining their autonomy. Therefore, a standardized framework is needed to protect identifiable personal information from interaction through avatars.

5.6 Stakeholders of the Standard:

The main stakeholders of this standard are metaverse platform providers and operators, users who use avatars, government agencies and civic groups that make and supervise data protection-related laws and regulations, etc.