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| Project | **Human Factor for Immersive Content Working Group**  < <https://sagroups.ieee.org/3079/> **>** |
| Title | **PAR proposal on ‘Standard for a Framework for Privacy Protection through Identifiability Management in Avatar Interaction’** |
| DCN | **3079-23-0065-01-0003** |
| Date Submitted | **Oct. 19, 2023** |
| Source(s) | **Jun Young Kwak,** [**weekendmeta@gmail.com**](mailto:weekendmeta@gmail.com) **(HSU)**  **HyunDuck Shin,** [**henry@hansung.ac.kr**](mailto:henry@hansung.ac.kr) **(HSU)**  **Seung Wook Lee** [**tajinet@etri.re.kr**](mailto:tajinet@etri.re.kr) **(ETRI)**  **Beom-Ryeol Lee, lbr@etri.re.kr(ETRI),** |
| Re: | IEEE 3079 Session #28 Plenary Meeting in Tokyo, Japan |
| Abstract | This document is a description of a new PAR to propose a framework for Privacy Protection through Identifiability Management in Avatar Interaction. |
| Purpose | This document is submitted to propose a new PAR. |
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**PAR for a New IEEE Standard**

# Section 1

1.1 Project Number: P3079.3.2 (Project Proposal)

1.2 Document Type: Standard

1.3 Life Cycle: Full Use.

# Section 2

2.1 Project Title: Standard for a Framework for Privacy Protection through Identifiability Management in Avatar Interaction

# Section 3

**3.1 Working Group: Human Factor for Immersive Contents Working Group (C/SAB/3079\_WG)**

**3.1.1 Contact Information for Working Group Cahir:**

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**3.2 Society and Committee:** C/SAB

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None

**3.2.3 Contact Information for Standards Representative:**

None

# Section 4

**4.1 Sponsor Balloting Information: *Individual or Entity***

Individual

**4.2 Expected Date of Submission of Draft to the IEEE-SA for Initial Standards Committee Ballot:**

**Month: Jan. Year: 2025**

**4.3 Projected Completion Date for Submittal to RevCom**

**Month: Jan. Year: 2026**

# Section 5

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

20

**5.2 Scope of the proposed standard:**

This standard aims at data management for the protection of identifiable personal information based on avatar interaction in metaverse environments.

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's privacy and autonomy by preventing another user from identifying actual user through 'avatar ', the avatar of user.

**5.3 Is the completion of this standard dependent on the completion of another standard?** No

**5.4 Purpose:**

The purpose of this standard is to provide a privacy-managing method for protecting personal information arising from avatar-based interactions in the metaverse. An avatar is a virtual representation of user and reflects his behavior patterns, inclinations, preferences, opinions, emotions, etc. This standard proposes principles and methods to prevent another user from identifying the actual user through the avatar, thereby protecting user's personal information.

**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 can identify user through user's avatar, it can lead to leakage of user's personal information, infringing on user'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:

metaverse platform providers and operators, users who use avatars, government that makes and supervises data protection-related laws and regulations, etc.