



Privacy of Virtual Reality:

Our Future in the Metaverse and Beyond

VR products are increasingly popular, but our research shows they're putting your kids' privacy and personal data at risk. Here are three things you need to know:

0 Not a single VR headset we reviewed has earned our privacy recommendation for kids.

\$ Every developer is monetizing the highly sensitive, intimate data that VR collects—and we don't know how they could use it in the future.

! Some apps and devices have settings you can change to make your kids' experience safer—but some information is always at risk.

We want the industry to do better—to ensure kids can use these technologies safely today and wherever they go in the future. But to get there, we're asking you to:

Consider new forms of legislation on the sensitive personal information that VR devices can access, including:

- ✓ Prohibiting use of sensitive VR data for commercial purposes.
- ✓ Prohibiting the sale of VR data for profit.
- ✓ Prohibiting use of anonymized VR data without consent.
- ✓ Enforcing false or misleading VR privacy practices.

Now is the time to set the standards that will make the future of VR safer for everyone—especially kids. To see all of the findings from our full review of the most popular VR headsets, visit commonsense.org/privacy-of-virtual-reality.