

# Virtual Worlds, Regulatory Reality

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# Centre for IT & IP Law (CiTIP)



- More than 85 staff members working on IT/IP law
- Involved in +50 national, EU,... projects
- Core research group of imec
- Education: LLM IT & IP Law + courses at KU Leuven
- Research clusters

Data  
protection/privacy

eHealth & pharma

Ethics and Law

IP

Media &  
telecommunication

(Cyber)Security

AI and Data

# Virtual Worlds and Web 4.0 should embed EU values as core dimensions, not consider them peripheral add-ons

- Regulatory applicability (how do existing frameworks apply to VW?)
- By-design approach
- Research and innovation questions
- Policy recommendations
- Adoption guidelines and policies

# Mass content creation

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AI-driven virtual production and rendering

Mass production by users

Transparency, explainability and human oversight

IP protection, rights management

Content moderation and user safety

# Mass data collection

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Volumetric media and avatar presence

IoT brings real world data into virtual space

Sensitive data (biometric, behavior, emotions, ...)

Privacy and personal data protection

Data governance

Identity, autonomy and agency (how to control your digital representations)

Safety, security and consumer protection

# Thank you

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