



# Virtual Reality

data processed in virtual reality and  
the privacy risks inherent therein

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# Do androids dream of electric sheep?

What do androids really dream of?



# A case for dreaming of Electric Sheep

Processing Biometric Data provides enhanced privacy safeguards

No Biometric Data



Biometric Data



# How is an Electric Sheep defined

## Definition of Biometric Data under the GDPR

Definitions (§ 4 GDPR)

So far so good...

Third Element



Allows /confirms  
unique ID

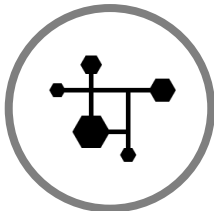


First Element

Personal Data



Second Element



Specific technical  
processing



Physical



Physiological



Behavioural

Fourth Element?

**Sensitive Data** (§ 9 GDPR)  
Purpose of uniquely identifying a  
natural person.



# Maybe Androids are sleeping with something else

## Data with a different purpose than “uniquely identifying” is Biometric Data?

**#1: Identity Hurdle** - Companies selling you immersive experiences will likely already know who you are:

You log-in through your social media account.

You pay immersive experiences with your credit card.

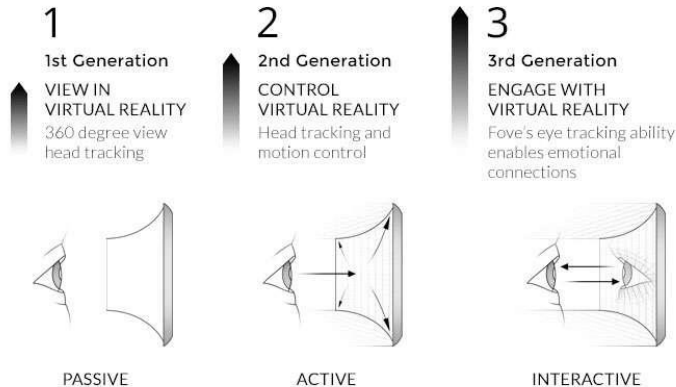


# Maybe Androids are sleeping with something else

## Data with a different purpose than “uniquely identifying” is Biometric Data?

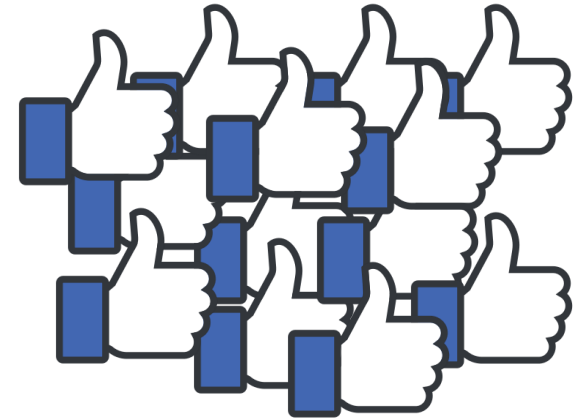
### #2 Function hurdle

A lot of purpose for processing biological data is actually necessary for virtual reality to work.



### #3 Goldmine hurdle

The real purpose is to understand the stimuli caused by a biological reaction to know what you think and what you like.



# Biometric psychography

## So electric sheep might not be in the dream...

### Definition of Biometric Psychography:

- Biological data
- Stimuli of biological reaction
- To determine users' preferences, likes, and dislikes.



### Problems is that adroids really dream of very complex dreams:

People would be very surprised to see what one can infer with their stimuli.

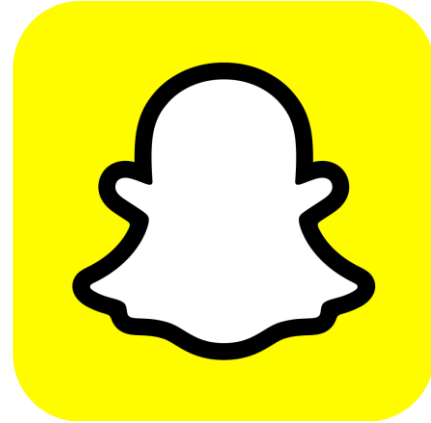


## What do companies say?

**Companies: Nop, no electric sheeps in android dreams.**

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

There is no electric sheep in dreams of Androids.... or in reality. Sheeps don't exist as well.



Androids don't dream of electric sheep. They only dream of wool...



## EU Commission....

Wait a minute, Androids **MUST** dream of something!



AI Act introduces additional elements:

- 'emotion recognition system'
- 'biometric categorisation system'

### **Problem:**

- Wrong instrument.
- Biometric data defined as GDPR.

### **Conclusion:**

Future uncertain as to how these concepts will be developed through litigation, decisions from authorities and technological progress.