

SHAPPING YOUR SELLING STRATEGY IN METAVERSE


KEY **LEGAL** ISSUES TO CONSIDER


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NFT  **Karli Kloss - Parka Jacket**



Voucher for Physical Item & Digital Asset

	Parka Jacket	x1	US\$ 3000.00	
	<small>Sold by: The Fabricant</small>			
	<small>Made by: Karli Kloss</small>			<small>0.000748 ETH</small>

Buy

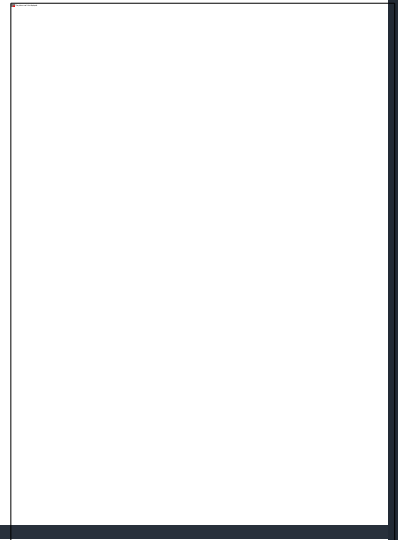
- Is e-commerce in Metaverse so different under a legal point of view in relation to online and/or physical shopping ?



COMMERCIAL ISSUES

- Do I have the right to sell on Metaverse?
 - D2A
 - Franchise
 - Resellers

NFTs & IPR



NFTs & Regulations

financial regulations

gambling



Location of the Store

- What is Land in Metaverse
- What rights do you acquire when 'building' your shop in the virtual world
- Territoriality

Data protection challenges

- More type of personal data is collected
 - *(biometric, behavioral)*
- *Data minimization – consent mechanisms*
- More technology is involved in data collection (HCI)
 - *privacy by design and by default*
 - Interoperability
 - Territoriality
- Blockchain & Right to delete

- **Defining the data collected**
- **Transparency**
- **Consent Mechanisms**
- **Data Rights**
- **Age verification**
- **Omni Channels data sharing**



- THANK YOU

- See You

- @ METAVERSE

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