

Ethical Metaverse Principles

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The **Ethical Metaverse Principles** are a subset of a Responsible Metaverse Strategy. **Ethical Metaverse Principles** may include:

Immersive worlds should:

1. **Benefit humans, society and the environment**

Be built for the benefit of humans, society and the environment's well-being.

Metaverse systems should not cause harm or come at a cost to these groups

2. **Human, safety & environment-centred design**

Be designed with human-centred-design, safety-by-design and environment-by design principles at their core.

Metaverse systems should respect human rights, diversity, safety, and the autonomy of individuals, as well as the protection of the environment

3. **Do not discriminate**

Not discriminate against any person or virtual representation of any person.

Metaverse systems should demonstrate fairness towards individuals, communities, and groups or representations of these.

4. **Accessibility**

Be accessible to diverse groups and be inclusive in design and operation.

Metaverse systems should be designed and deployed in a way that allows access and inclusiveness to all people or representations of those people.

5. **Safe and reliable**

Be safe and reliable.

Metaverse systems should reliably operate in accordance with their intended purpose and be safe to use.

6. **Security and privacy**

Be secure and protect people's (or their representation) privacy.

Metaverse systems should be designed and deployed to be highly secure and protect privacy.

7. Adhere to laws and societal norms

Adhere to relevant laws, regulations, and policies as well as societal norms.

Metaverse systems should be designed and deployed to meet relevant regulations, laws, requirements as well as aligning with societal norms.

8. Contestability

Have processes for contestability if any harm is caused.

Metaverse systems should include a process for contestability such as when a system significantly impacts a person, community, group or environment, there should be a timely process to allow the challenge of the use or outcomes of the system.

9. Transparency

Be transparent.

Metaverse systems should be designed and deployed to ensure their transparency. This may include transparency regarding what is human and what is automated or AI-driven. There should be transparency and responsible disclosure so people can understand when they are being significantly impacted by an automated system and can find out when an automated system is engaging with them.

10. Explainability

Be explainable.

Metaverse systems should be designed and deployed so that their operation is able to be explained to other parties, including those who may contest a decision, action or outcome made by the system.

11. Accountability

Be accountable for any harm or negative outcome caused.

Metaverse platform providers and related parties should be held accountable for any harms or unintended consequences caused. People responsible for the different phases of the metaverse system lifecycle should be identifiable and accountable for the outcomes of the systems, and human oversight of systems should be enabled.

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