

# PRIVACY STATEMENT

## A Space for the Metaverse – Virtual World and the transition to Web 4.0

Contract No. LC-03118336

This Privacy Statement describes the objectives of the on 'A Space for the Metaverse – Virtual World and the transition to Web 4.0' and the key aspects related to the protection of personal data gathered during its activities. The Privacy Statement corresponds to PPMI's general data protection policy, which can be found [here](#).

### 1. Introduction of the study objectives

A Space for the Metaverse – Virtual World and the transition to Web 4.0 is a multi-method initiative that explores the technological and policy-based aspects of the virtual worlds and the possible development of Web 4.0. The study is commissioned by the Directorate-General for Communications Networks, Content and Technology (DG CNECT). PPMI ([www.ppmi.lt](http://www.ppmi.lt)) is implementing this study in partnership with TNO ([www.tno.nl](http://www.tno.nl)).

This project will contribute to enhancing the European Commission's understanding of the potential challenges and opportunities associated with the phenomenon of virtual worlds and Web 4.0. As part of the project, we are also exploring possible avenues for virtual worlds and Web 4.0 governance. To inform the project, the research team is performing data-gathering activities using a variety of tools, such as desk research, workshops, online surveys, and interviews. The objective of the interviews, workshops and surveys is to gather insights that will help better understand the way experts and practitioners from various fields envision the evolution of virtual worlds and Web 4.0.

### 2. What information do we collect and how do we do it?

Personal data gathered for the project includes the participant's name, surname, e-mail address, and affiliation. PPMI may use it to contact the participants for possible consultation related to the project themes or invitations to participate in the follow-up project activities, such as workshops and events.

Moreover, with the participant's consent, some of the gathered responses, such as those in the survey, may be published. Similarly, interview quotes may be published if the interviewees give their consent. Overall, no personal information will be revealed in the project outputs unless the respondent gives their consent.

The interviews will be conducted in person or via the teleconferencing software MS Teams or another videoconferencing software preferred by the interviewee. If explicitly agreed by the respondent, for purposes of making notes, interviews will be recorded and/or transcribed. The recordings and/or transcriptions will be stored on the internal servers owned by PPMI and TNO, or a secure Cloud platform and used by the research team to prepare interview notes. The notes will be prepared using MS Word software and shared with experts working on the project via a secured internal server or the Cloud platform.

Furthermore, workshops may be recorded for the purpose of minute-taking and potential post-event dissemination. The audience or non-speaker participants will not be photographed individually. They may, however, appear in panoramic captures of the whole event/audience. Participants who do not wish to be part of the above recording, publishing, and follow-up activities can object to processing. If you wish to object to the processing of your personal data, please send an e-mail to [dataprotection@ppmi.lt](mailto:dataprotection@ppmi.lt).

All the data gathering activities conducted in the framework of this project comply with the requirements of *Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data.*

### **3. Who has access to your information and to whom is it disclosed?**

All the collected personal data will be treated confidentially. The raw data that includes personal information such as names and email addresses will be stored on the internal servers of PPMI protected by passwords that are only known to researchers conducting the project. The anonymised data might be stored in an online repository after the end of the and be made available for use by third parties.

PPMI does not transmit any personal data to other parties. Access to any personal data collected in the context of this project is only granted through a password to a defined number of users. These users are members of the unit supervising the project inside DG CNECT as well as the project team (including TNO) executing the project contract. No personal data is transmitted to parties that are outside the recipients of this contract. The only exception is upon the choice of the respondent to share their e-mail address with the relevant officers of the European Commission for the purposes of receiving the final output and other affiliated updates of the project. The provision of personal data to this end is not mandatory. The process of transferring personal information (e-mail address) to the European Commission with the consent of the participant/respondent/interviewee will be in compliance with the requirements of the above-mentioned EU Regulation 2018/1725.

### **4. How do we protect and safeguard your information?**

All collected data from the interviews, surveys and online workshops will be stored on a server or a secure Cloud platform in PPMI. The server is equipped with mirror backup system to prevent any unauthorised disclosure or access, accidental or unlawful destruction or accidental loss, or alteration, and to prevent all other unlawful forms of processing. The server facilities are looked after by IT professionals to avoid malfunctioning of the hardware and keep the data on the server safe from viruses and other malicious software which could compromise the security of data.

### **5. How long do we keep your data?**

PPMI and TNO only keep your personal data for the time necessary to fulfil the purpose of data collection or further processing in the scope of the project. Any personal data collected by PPMI during the course of the project will be anonymised after the project is finalised, but no later than December 2026.

### **6. How can you exercise your rights related to the data processing?**

In case you want to verify what data is stored on your behalf by PPMI, have it modified, corrected, deleted, restrict processing or object to data processing, please contact PPMI by using the following contact information and by explicitly specifying your request:

PPMI Group, UAB (PPMI)  
Gedimino pr. 50, LT-01110 Vilnius, Lithuania  
E-mail: [dataprotection@ppmi.lt](mailto:dataprotection@ppmi.lt)