Norwegian Centre for Research-based Innovation

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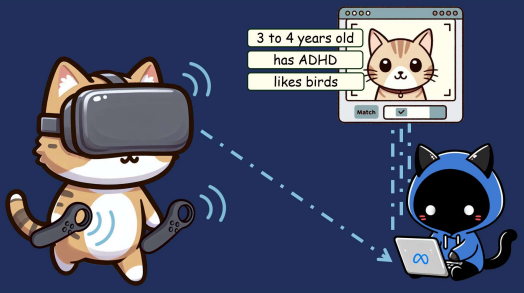
Balancing Privacy and User Experience in Virtual Reality

VR relies on an increasing number of sensors. This enables personalization and intuitive interaction, but it also raises **new privacy risks** (identifiability, profiling...)



Motivation

» Approaches to enhance privacy in VR (e.g. pseudonymization of motion or gaze data) exist, but their impact on immersive experiences has not yet been evaluated with QoE-relevant measures like presence, cybersickness or trust.

» **how can we increase privacy in VR training environments, without degrading the user experience?**

What we do

» **Controlled lab experiment** in a VR training app (e.g. healthcare or emergency response), with **different anonymization levels** applied to the VR motion data **as conditions**

» Subjective and objective data, collected **during** and **after tasks**

Interested in integrating this in your own VR use case?

Do you have a VR application which you would like to try this with? Reach out to me with the QR code on the left!

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