



The Legal Implications And Challenges In Protecting Consumer Rights In The Metaverse An Analysis Of Current UAE Regulations And Future Strategies.

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ABSTRACT

The Metaverse introduces new legal and regulatory issues that deserve our attention. As a virtual environment that combines blockchain, artificial intelligence, IoT, and cryptocurrency, it has the enormous ability to change society. However, this potential is inherently complex and risky, requiring extensive knowledge and adaptation to existing laws and regulations. This article discusses the metaverse's potential to revolutionize business transactions. It highlights the legal challenges of protecting customers in the Metaverse, including the use of NFTs, blockchain technology, and smart contracts. Examines the regulatory environment of UAE law, focusing on contracts between Metaverse users. This article highlights that while these theoretical questions are not new, the scope of virtual universes and their potential social impact can sometimes alter these principles in unpredictable ways. Technologists, practitioners, and regulators must remain sensitive to these changes to develop the right mix of user control, industry practices, and regulatory oversight. In this article, we explore the implications and challenges in protecting consumer rights in the metaverse according to current UAE regulations and future strategies. The article shows that the cooperation between UNCITRAL governments and private sector stakeholders is critical to improving consumer rights in the virtual world.

Keywords: Metaverse, blockchain, banking, NFTs, smart contracts, digital identities, innovation

I. INTRODUCTION

The Metaverse is an immersive virtual co-world that provides employment, education, and entertainment. The simulation of the real world in the virtual environment in metaverses can be fundamentally efficient in replacing the real world.

Metaverse can be defined as a platform that might have a big impact on all forms of commercial transactions. With its ability to facilitate seamless and secure transactions, improve customer communication, and facilitate the goal of net zero carbon. The Metaverse presents a unique opportunity for merchants to enhance their operations and to stay ahead of their competitors by replacing traditional products with NFTs, utilizing blockchain technology for cross-border transactions that are smart contracts and digital accounts, and we believe that by continued investment and commitment, the Metaverse will have the capacity to alter the way business is conducted as we know it and will pave the way for a more rapid adoption of circular economy technologies for a more sustainable future.

The Metaverse resulted in a significant increase as to the importance of digital profiling; moreover, it raised concerns related to consumer protection and privacy, and the absence of official rules concerning digital profiles has eased the creation of deep fakes using artificial intelligence. One of these main challenges is the lack of a clear legal framework, which makes it difficult to determine the legal impact of consumer rights in the metaverse. Therefore, it is important to understand the impact of virtual worlds on consumer rights to develop effective legal strategies. Current regulations in the UAE protect consumer rights in the metaverse. However, the effectiveness of these regulations in addressing legal implications and challenges remains questionable. Existing legislative initiatives aim to address some of the key legal issues arising from the regulatory

environment. By understanding the legal implications and challenges of protecting consumer rights in virtual universes, so we can develop effective legal and regulatory.

II. METHODOLOGY

Regarding the metaverse definitions, the study relied on descriptive methodology. The Federal Consumer Regulations of the United Arab Emirates were examined using the analytical method. The study was based on various sources, including publications published by specialists and articles published in international journals indexed on Scopus and Web of Science. It also used several laws, including the United Arab Emirates' law.

III. THE CONCEPT OF METAVERSE

The metaverse is a general term that encompasses various virtual worlds and the Internet developed by Chinese billionaire Wang Xing. Aspects of the Metaverse are integral to games that build worlds, like Roblox, Minecraft, Horizon's World, and Fortnite, which are played massively on the Internet.¹

The Metaverse is like the Internet, but it is made up of three-dimensional space instead of just a website. It includes social media platforms and other software applications that facilitate the creation of digital avatars and participation in real-time conversations with others. The challenges related to regulating what happens in the Metaverse increase because the number of users who utilize these platforms increases. As a result, experts believe that the increase of meta-users could scientifically impact the economic and political systems in the long run.

The metaverse tomorrow could not resemble the virtual world in Tron, the Matrix Avatar, or Ready Player One, but it can be more powerful than the second Life. Technical advances and cultural evolution can create an environment that is different from the more rapid and more enhanced versions that precede it.

The Metaverse Platform is defined in UAE law as 'A digital platform to list, trade and transfer ownership of virtual assets, conduct related clearing and settlement processes, and store and save information and data through distributed ledger technology or any other similar technology.'

Furthermore, UAE Federal Legislation No. 14 of 2023 on regulating trade through modern technology means came in its first article by defining modern technology means as any technical means used in trade through which modern technology means, whether electronic, digital, biometric, artificial intelligence, or chain technologies. Blocks in blockchains or in technical media, by accessing websites or through smart applications. Through the above-mentioned definition, it appears that the UAE legislator has expanded the definition of electronic means to include blockchain technology and the world of the Internet, as it is modern technical means that use artificial intelligence and blockchain technology.

IV. THE ECONOMICS VALUE OF THE METAVERSE CAPITALIZATION

Recent market studies predict that Metaverse's market value will increase significantly over the next several years. The expected total value of the metaverse market worldwide is \$65.5 billion by 2022 and is expected to grow at a CAGR of 41.6% from 2023 to 2028. The metaverse industry in the US is expected to grow significantly over the coming years, with a projected CAGR of 44.1 percent, which would result in a total of USD 51,435.7 million by the end of 2023. Moreover, the Global Metaverse Market Report of 2023 expects that the market value of Metaverse will grow by over \$175 billion from 2022 to 2027, the report contains 71 data tables and 37 additional tables that support this projection, and institutions can capitalize on this given technology to have a significant advantage.

Dubai has allocated considerable resources to Metaverse and is working to be a center for developing this new technology. With its new metaverse and blockchain, Dubai has become the leading platform for Web 3.0 and NFTs. Recently, one company has initiated the Metaverse in the real world at a celebration event in Dubai on March 19, 2023. This concept has been further expanded. The optimism surrounding the startup ecosystem is another example of Dubai's dedication to the Metaverse field. Trends for 2022 suggest a positive view of startups in Dubai; this is attributed to the fact that there were reforms in the corporate sector, investment capital, and a shift towards the metaverse. All these factors contribute to optimism.²

Although the exact amount of money invested in the Metaverse by Dubai is not known, it is apparent that the city is taking significant steps to become a leading figure in this new technology. With its strategic approach to positioning a supportive startup ecosystem and forward-thinking initiatives, Dubai is well positioned to take advantage of opportunities in the Metaverse field.

Activities in the virtual world involve the utilization of cryptocurrencies, NFTs, or tokens as payment methods, these virtual assets function as a financial link between the virtual and real worlds. Many would consider these

¹ See Jon M. Garon, *Playing in the Virtual Arena: Avatars, Publicity, and Identity Reconceptualized Through Virtual Worlds and Computer Games*, 11 CHAP. L. REV. 465, 468–70 (2008).

² Dubai startups: Golden Visa, metaverse shift, business reform, venture capital point to optimism in 2023. The trends of 2022 paint positivity ... for more details <https://www.arabianbusiness.com/opinion/dubai-startups-golden-visa-metaverse-shift-business-reform-venture-capital-point-to-optimism-in-2023>

assets to have a more significant social and economic impact on the metaverse. For instance, Decentraland employs Polygon Mana, while Sandbox utilizes Sand Crypto. Before enrolling in the Metaverse, users must create a digital wallet that stores cryptocurrencies, NFTs, or other tokens such as mana or sand.

Recently, blockchain technology has been applied to other areas in addition to cryptocurrency. The most common implementation of blockchain technology that is popular among the public is the creation, sale, and exchange of nonfungible tokens (NFTs). The worldwide market for nonfungible tokens is expected to have a compound annual growth rate of 53.1% and an increase from 21.48 billion dollars in 2022 to 32.89 billion dollars in 2023. This increase in popularity is due to the growth of NFTs prevalence in various sectors such as music, art, and games. Ethereum is a blockchain platform that is considered the most popular in NFTs.

According to the most recent statistics, the worldwide transaction value of Ethereum is \$1.6 billion, which is 43.8% of the entire NFT market. This shows that Ethereum is considered the most popular platform for NFTs. The NFTs market is not yet mature but is still developing, and its increase will change. The \$700 million token market that is nonfungible is expected to have a CAGR of -61.9% through 2027. This is an indication that the NFT market may increase in the short term and decrease in the long term. In total, the number of transactions of non-fungible tokens is expected to grow in the future, and Ethereum is expected to have the largest number of transactions. However, the long-term growth of the NFT industry is still unknown.³

V. UAE REGULATIONS OF VIRTUAL ASSETS

It is also important to talk about the regulation of virtual assets following the discussion of the laws of currency and payment systems. Different economies have different methods of regulating virtual assets. Regulations involving cryptocurrency exchanges that require government licenses are known as securities laws. These laws concern the treatment of cryptocurrency as a commodity, as well as the prevention of money laundering. Since Metaverses only exchange crypto currencies, different legal applications may impede its progression.

Understanding the protocol for regulatory transactions regarding non-fungible digital assets is based on the nature of the transaction involved. Some transactions will involve a cryptocurrency that is fungible, such as Bitcoin or Ether (Eth), which is written directly to the distributed ledger. Fungible token transactions are documented by a third party that has access to the ledger. This reduces the cost of changing the distributed ledger. Transactions involving non-fungible tokens occur on the blockchain, and some will be recorded off the blockchain by a trusted participant.

The UAE legislator stated in Article No. 5 of Law No. 50 of 2022, in which it stipulated that the following businesses are considered commercial businesses by virtue of their nature..... Virtual asset business. Moreover, Article 10 of the same law stipulates in the second paragraph that among the virtual businesses stipulated in this article is the provision of services and the conduct of businesses and activities related to virtual assets.

The UAE regulates the trading of NFTs to promote national efforts to facilitate attractive investments, the financial and economic nature of global corporations and institutions that operate in the field of virtual assets to provide services to the state. In addition, safeguard investors of virtual assets from illegal activity.⁴

NFTs, as well as other technologies related to the Web 3, are subject to Cabinet Resolution No. (111) of 2022 regarding the regulation of virtual assets and their providers. The UAE's legislation also enables the government to promote stability and protect the value of global currencies and assets; this is an important component of societal stability or gaming.

The significance of regulatory devotion to contractual obligations and risk-averse management strategies necessitates the participation of only those aspects of the metaverse that are possessed by established industry participants that can guarantee regulatory devotion and safety standards for products.⁵

The UAE legislator prohibits anyone from engaging in any virtual asset activity statement, without the permission of the Securities & Commodities Authority. or local licensing authorities according to the provisions of this resolution.

Furthermore, UAE legislators require a license from the Securities & Commodities Authority in connection with the issuance and/or sale of issuers of virtual assets or participating in their offering services.⁶

³ [https://www.tradeweb.com/newsroom/media-center/news-releases/tradeweb-reports-february-2023-total-trading-volume-of-\\$27.4-trillion-and-record-average-daily-volume-of-\\$1.43-trillion/](https://www.tradeweb.com/newsroom/media-center/news-releases/tradeweb-reports-february-2023-total-trading-volume-of-$27.4-trillion-and-record-average-daily-volume-of-$1.43-trillion/) visited 10-5-2023.

⁴ Article no 2 of Cabinet Resolution No. (111) of 2022 Concerning the Regulation of Virtual Assets and their Service Providers issued 12 December 2022 for more details visit <https://www.sca.gov.ae/assets/d7a86b26/cabinet-resolution-no-111-of-2022-concerning-the-regulation-of-virtual-assets-and-their-service.aspx>

⁵Duenas Blomstrom, "Nobody Gets Fired for Buying IBM." But They Should., FORBES, <https://www.forbes.com/sites/duenablomstrom1>

⁶ Article no 5 of Cabinet Resolution No. (111) of 2022 Concerning the Regulation of Virtual Assets and their Service Providers issued 12 December 2022 for more details visit <https://www.sca.gov.ae/assets/d7a86b26/cabinet-resolution-no-111-of-2022-concerning-the-regulation-of-virtual-assets-and-their-service.aspx>

Additionally, the UAE legislator stated that the Securities & Commodities Authority must check the efficiency of the technical systems used by the Virtual Asset Service provider and its ability to collect investor data. In addition, setting up inspection and control procedures when dealing with virtual asset service providers:

- A. Obligation of Virtual Asset Service Providers to provide their services to serve investors in accordance with these regulations resolutions and disclose all risks associated with these services in a clear, fair, and transparent manner, not in a misleading manner.
- B. Compliance by Virtual Asset Service Providers with Federal Laws and Requirements Combating Money Laundering Crime No. 20 of 2018 to combat terrorism and the financing of illegal organizations, and its Administrative Regulations and Financial Action Requirements Task Force (FATF);
- C. Provide effective mechanisms to engage virtual asset service providers to inform authorities and stakeholders about security risks, security breaches, or any conduct that belongs to the category of electronic crime.

So, depending on the financial transactions that may occur in a game or virtual world, each financial regulator can claim jurisdiction over certain aspects of those financial transactions.

VI. LEGAL CHALLENGES OF CONSUMER PROTECTION IN THE METAVERSE

The rise of metaverse companies and platforms has led to a variety of challenges in existing laws on consumer protection. Collaboration will be the foundation of the metaverse, as the metaverse is because of its multitenant nature.

With numerous companies attempting to take over the virtual world, new rules will need to be established to address the equilibrium between the competitive nature of the virtual realm and the potential for a singular "metaverse".

The Metaverse world is essentially a computer program; it is developed using computer code and encourages the use of smart contracts. Encourages practicality, efficiency, and agility of use in virtual worlds by applying traditional contracts in any action in Metaverse.

As a result, the contract law applies to agreements made between metaverse users. Therefore, knowing and following the rules is important to ensure a safe and enjoyable experience for all users.⁷

However, the problem with contracts in the metaverse is two-fold. The first type of contract controls and regulates the legal relationship between the platform service provider and the users. The agreements of such contracts are found in the terms of use, terms of service, and end-user license agreement. Unfortunately, the contracts under consideration do not contain any minimum clauses that are sufficient to protect customers.

The second type of contractual relationship regulates interactions between platform users. Since the use of the Metaverse is equally open to all private individuals (including companies), such contracts can be C2C, C2B, or B2B. The outcome of application of specific laws (e.g. UAE Consumer Protection Law No. 15, 2020) may be uncertain in actual cases. Contractual relationships between users are unique and must be broken down on a case-by-case basis before any law can apply.

A. TERMS OF SERVICE AND METAVERSE RULES

The policies are primarily governed by the Terms of Service (ToS) or End User License Agreement (EULA) offered by the platform and are the terms of Service of any person or entity wishing to interact in the Metaverse. Understanding the Metaverse Rules and terms of service is critical; as a result, users must read and understand the terms of service.

The terms of service describe the rules and regulations, including guidelines for acceptable behavior and consequences for breaking the rules.

The TOS will not have the capacity to contractually fulfill the positive law requirements associated with data breach notification or financial regulations, but in other areas, the TOS can be written to supplement or ultimately undermine the laws regulating interactions between members of the public.

For example, Ginormaverse will be the copyright owner of the software and visual content created to own and manage the platform. To make the platform interoperable, the companies involved will need to share the platform's copyrights. Other vendors will require that the ToS include information on how to access the respective audio and visual components, as well as the software that runs these components to retain its copyright within the multiverse.

Users must acknowledge that they have read and understood the terms of use before using the platform. Failure to read and understand the terms of service can lead to unintended violations and possible consequences. Furthermore, users must understand that they do not own the virtual properties acquired in the Metaverse.

Violations of the Metaverse rules or terms of service could lead to a number of consequences, such as account suspension or termination. The consequences of violating the rules can be severe, and all users must be alert

⁷ *What Laws Apply in Metaverse?* (n.d.) Retrieved August 20, 2023, from abovethelaw.com/2022/04/what-laws-apply-in-metaverse/

to the potential risks of violating the rules. Furthermore, users must avoid acts that infringe on personal rights or intellectual property.

The UAE legislator has addressed the requirement to include a condition that harms the consumer according to article 25 of Law No. 15 of 2020, amended by Law No. 5 of 2023, which states that "it is prohibited for the provider to include any condition when contracting with the consumer that would harm him, and every condition contained in it shall be null and void." A contract, invoice or otherwise, if it would exempt the provider from any of the obligations stipulated in this law.

The executive regulations issued pursuant to the UAE Prime Minister Resolution No. 66 of 2023 stated in article 34: 'Every condition that would exempt the provider from his responsibility or any of his obligations stipulated in the law and this decision toward the consumer is void, whether these conditions are stated in contract forms or invoices,' documents, or anything else related to the contract with the consumer,.....'

The UAE legislator stipulated in Consumer Protection Law no. 15 of 2020, amended by law no. 5 of 2023, in article no. 3 of the provisions for the application of the law are that 'The provisions of this law apply to all goods and services within the country, including free zones, and the operations related to them that are carried out' by the provider, advertiser or commercial agent, including those carried out through electronic commerce if the provider is registered within the country, and without prejudice to international treaties and agreements to which the country is a party'.

It is stipulated in article no. 25, paragraph 1 of the same law, that 'Providers registered within the country and who work in the field of electronic commerce are obligated to provide consumers and the competent authorities of the country with their names, legal status, addresses, licensing authorities and comprehensive information in Arabic about the good service provided, its specifications, and contract and payment terms.' And guarantee, according to what is specified in the executive regulations of this law. '

Moreover, the UAE Federal Law no. 14 of 2023 on commerce through modern technology means, in its first article, defines the consumer: every natural or legal person who obtains a good or service by contracting with a digital merchant through modern technology means, in exchange for or without compensation, to satisfy his needs or the needs of others.

B. Smart contracts between consumers on the Metaverse platform:

One specific issue with the metaverse that would benefit from the competition created by DAOs and the multiverse is the tendency of companies to promote their own activities over those of their competitors. In the abstract, this method of promoting yourself is effective. For instance, Nike is only supposed to sell shoes that are Nike's branded products in their retail stores. McDonald's does not have to promote Burger King hamburgers, and it can instead have a contract with Pepsi or Coca-Cola to serve soda. The right to own business alone, with no additional goods or services, does not seem to be concerned; any regulatory intervention is considered absurd.

However, this association changes when a store combines merchandise sales with supplier competition to sell on its platform. Again, this is not a new issue on the Internet. Discounters and department stores have historically sold their own brands and compete directly with other retailers who advertise through those chains. It is common for retailers to practice this behavior and have been subject to review by the Federal Trade Commission.

In the other scenario, the metaverse can only act as an intermediary for consumer-to-consumer communication and then the completion of transactions by the direct seller, the contractor of the work, or the services. Therefore, if a defect is found in a product (NTFS), the damage is not due to the metaverse, but between metaverse users.

From a business perspective, the digital platform strategy described above makes perfect sense. It allows you to keep consumers, sellers, and artists as far apart as possible, preventing the accounts between them from being masked, thus protecting the aggregator's income, which can be formed from the percentage they will receive from transactions or advertising sales (In this case, the platform would not benefit from forming permanent, long-term relationships between consumers and service contractors). However, the same tactics call into question the fairness of applying standard methods to their responsibilities. Currently, there are two main ways to determine the secondary liability of digital platforms when consumers' rights are violated: objective and subjective.

The objective secondary liability refers to the legal liability that digital platforms must assume for violations of consumer rights by their users. Digital platforms may be subject to such liability if they do not take appropriate steps to remove or prevent infringing content. For example, the European Union's Digital Single Market Directive requires digital platforms to take appropriate steps to protect copyright infringement.⁸

Several case studies discuss the significant importance of objective secondary liability in protecting consumer rights. For example, in *Google v. Equustek*, the Supreme Court of Canada, ruled that Google must remove search results that point to infringing content. The court said that Google must take reasonable steps to prevent infringement and, accordingly, can be subject to objective secondary liability.

⁸ Trachtman, J. P. (2023). Platforms and global governance: Globalization on steroids. *Journal of International Economic Law*, 26(1), 78-89.

Subjective secondary liability refers to the legal responsibility of digital platforms for violations of consumer rights. If the digital platform actively engages in infringing activities or fails to act knowing the infringing activities, it may bear secondary subjective liability.

The New York Court of First Instance ruled on 5/12/2022 in Case No. 22-cv-384 (JSR) filed by Hermes against Mason, which concluded the facts of plaintiff Mason creating a virtual asset (NTFs) for a handbag of the famous brand Hermes and using it in the world of the metaverse and its resurrection. With misleading advertisements on these virtual assets, it was claimed that this virtual asset has no actual existence in our world and that it trades in a virtual world that does not exist. This is a claim that the court rejected and considered as an attack on the famous brand and a misleading advertisement to the consumer.

Several case studies highlight the importance of subjective secondary liability in protecting consumer rights. For example, in the Facebook-Cambridge Analytica scandal, Facebook was accused of violating consumer privacy by sharing user data with third parties without their consent. Facebook was subject to subjective secondary liability for its active participation in the infringement.

The subjective approach currently forms the basis for the draft EU Directive on Online Platforms, of which Article 20 states: 'A customer may exercise a right if the customer can reasonably believe that the platform operator has an overriding influence over the provider'.

The UAE legislators affirmed the validity of Federal Law No. (15) of 2020 regarding consumer protection on all goods and services within the UAE, including those that are conducted through electronic commerce. Article (3) of the same law states: 'The provisions of this law apply to all goods and services within the country, including free zones, and related operations carried out by the provider, advertiser, or commercial agent, including those that occur via electronic commerce if the provider is registered in the country, and without violation of international treaties and agreements to which the State is a party.

In this context, the protection of the consumer who deals within the electronic commercial store is subject to the provisions of the Federal Consumer Protection Law. Protect the consumer from misleading advertising to protect the consumer from deception and misleading in the e-commerce market.

Furthermore, Article 6 of the Federal Law on Trade Through Modern Technological Means No. 14 of 2023 regarding the protection of consumer rights regarding trade through modern technological means stipulates that 'the consumer shall enjoy the following rights:

- 1- Obtaining goods and services purchased through modern technological means, according to the announced specifications, time value, and specified logistics service costs, according to the digital contract or the announced terms and conditions.
- 2- Displaying the goods or services and their condition in a clear and clear description.
- 3- Obtain safe ways and methods to purchase goods and services through modern technological means and to pay for and perform the value of those goods and services.
- 4- The choice of whether to receive promotional or marketing campaigns through communications, email, or social media platforms. '

The UAE legislator stressed the possibility of the consumer submitting complaints about what was purchased using modern technology means or about any of its parties, whether from the digital merchant or any other person. The UAE legislator also granted the electronic consumer the same rights granted to the natural consumer when stipulated in article 7 of the Electronic Commerce Law that the consumer has the right to return or request a replacement for goods and services purchased through modern technological means in any of the following cases. The goods and services violate the terms and conditions specified in the digital contract or the terms and conditions announced by the digital merchant. '

The UAE legislators also stipulated in article 8 of Law No. 14 of 2023 that the electronic consumer must commit... exercise the necessary diligence in reviewing the specifications of goods and services and the terms and conditions of the announced digital contracting... It also stipulates in Article 10 of the aforementioned law that "Consumer information and data, their description and ownership shall be governed by the legislation related to data protection in force in the country... including data quality, classification, flow preservation, and non-sharing with any party. Another person, unless this, has legal justification or is based on prior consent from the consumer and in accordance with..... standards and requirements regarding the commitment of the digital merchant and all those subject to the provisions of this decree law to achieve data and information protection..... Standards and requirements regarding the protection and security of consumer information and data and not to circulate or make them available except with his consent.

By analyzing these legal texts in the smart contract between users of the Metaverse platform, and since in the smart contract it is possible to follow up on the progress of the contracting process and the regularity of its procedures through the blockchain platform operator (Metaverse) with the data it contains related to the different types of smart contracts, the smart contract can follow up on its preparation and submit the documents related to the contract. By securing the stages of the contract until its completion and following up on the exchange of rights and obligations of the two contracting parties.

Accordingly, the legislator must intervene by placing obligations on the operator of the Metaverse platform to ensure that the platform's commitment to implementing the provisions of the Consumer Protection Law, where, for example, the platform can recover the value of the sold virtual assets. Within the legal period specified according to the provisions of the Consumer Protection Law. Metaverse platforms must ensure that

the methods and means of collecting personal data do not conflict with any legally established provisions and must comply with the systems, controls, and procedures determined by the authorities. Therefore, it is essential that platforms stay abreast of technological advancements and data protection practices to ensure that they effectively meet their legal obligations. Accordingly, the researcher may see that the UAE law has imposed on the operator of participatory financing platforms some legal obligations. It may require placing obligations represented by an applicant for a license to operate metaverse platforms. At present, Metaverse platforms may be asked about violations of consumer rights that occur on their platforms based on tort liability. In accordance with the provisions of the Civil Transactions Law, non-compliance with these platforms should be exercised with the care of a prudent person.

I. VII. CONCLUSION

Several central concepts are apparent in the increasing prevalence of law in the metaverse. First, will government officials modify existing laws and regulations regarding the metaverse, or will they create new rules entirely? Will the current rules of consumer protection be incorporated into the metaverse?

The metaverse is a complex and rapidly evolving virtual environment that presents numerous legal challenges. As this digital platform continues to grow, enforcing consumer protection laws is critical. Therefore, an effective legal framework must be in place to ensure the anonymity of those performing their duties in Metaverse dispute resolution.

Overall, the metaverse has a strong potential to revolutionize the way people interact with each other. However, it is critical to address the associated legal challenges to ensure the protection of consumer rights and the prevention of any real harm.

Safeguarding and protecting consumer rights in the metaverse requires collaboration between UNCITRAL governments and private sector stakeholders to address challenges related to the law's jurisdiction over the metaverse. Collaboration is critical to address which laws will be implemented in the metaverse and how existing governments will maintain their authority over the Internet. It is recommended that the UNCITRAL creates a comprehensive legal system for the metaverse. This legal system consists of the constitution, common law, and judicial structures that enhance democratic and legitimate behavior within the Metaverse platform.

This would guarantee the freedoms and rights of all meta-citizens. It is important to establish fundamental rules to define the reference programs that determine the legal status of electronic assets, such as NFTs or digital content, as meta-users might require the ownership of these assets to be determined by the reference programs.

Accordingly, the national law should be configured to ensure its compatibility with the emerging metaverses and to ensure the effective functioning of these metaverses. It should attempt to provide a more comprehensive framework for the structured and informal nature of social relations and information technology.

Ultimately, the proposed model of e-jurisdiction will address the critical issues associated with the evolution of humanity and virtual reality technology, and this will provide the basis for e-law to regulate the way public relations is conducted in the metaverse.