

## Getting the Right Fit: Biometric Privacy and the Apparel Industry

In recent years, apparel and retail businesses have increasingly sought to provide customers with options to interact with the brand's merchandise and services in virtual environments. This includes everything from virtual try-on to virtual stores in the metaverse. Depending on their specific nature, these services could potentially trigger biometric privacy laws, generating risk for businesses. Careful and thoughtful consideration of key biometric privacy principles can help mitigate risk in this area.

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