there’s no debate that the metaverse is already here but is the metaverse safe for users at Accenture we have the answers our recent research shows that across geographies and generations more than 70 percent of our consumer respondents agreed that privacy Safety and Security are the most important factors for trusted and satisfying experiences in the metaverse that’s why we believe businesses operating in the metaverse must earn and maintain Trust building in privacy Safety and Security from the start in fact 96 of consumer respondents say they prioritize trust when using the metaverse companies need to ensure a responsible metaverse one that provides a safe secure and engaging experience for all users and also adds Innovation and value for businesses as well learn how to reimagine your own customers experiences in a trusted and responsible metaverse we provide you a roadmap here