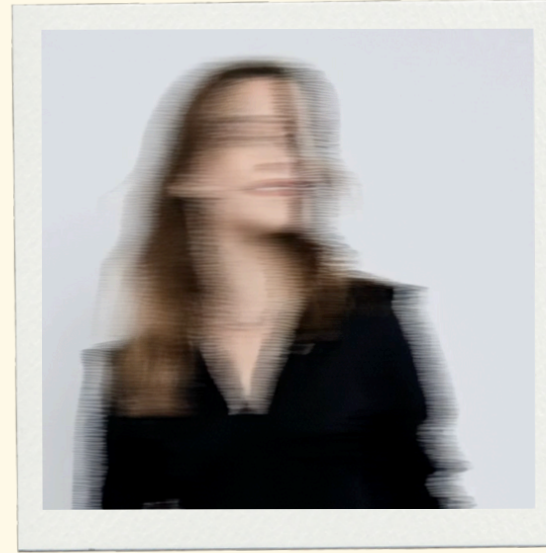


KELSEY FARISH



Reframing Reality



From the augmented classroom to
the question of identity — a lawyer's thoughts
re: how we own, edit, and experience reality





The Ethics of a Shared World: Legal Aspects

Imagine a classroom where every student sees
the same blackboard — but not the same thing.

Law has always dealt with
competing versions of the truth.
AI just makes that literal.

What we're trying to do:

DEFINE REALITY

- Evidence
 - Authenticity
 - Provenance
 - Flexibility
- re: Creative Expression

Viewer

PROTECT AUTONOMY

- Consent*
 - Control
 - Structured terms
 - Privacy
- Balanced with transparency

Viewed

BALANCE POWER

- Data
- Influence
- Infrastructure
- Profits

Vendor



How we're trying to get there:

OBJECTIVES

- ▶ Education
- ▶ Engagement
- ▶ Impact
- ▶ Standardisation

BY WAY OF...

- ▶ Avatars
- ▶ VR Tours
- ▶ Overlays
- ▶ Immersive Storytelling

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LEGAL AREAS

- ▶ Patents
- ▶ Copyrights
- ▶ Education Regulations
- ▶ Confidentiality
- ▶ Image (Persona) Rights
- ▶ Liability & Warranties
- ▶ Privacy
- ▶ Data Protection
- ▶ Licensing
- ▶ Freedom of Expression
- ▶ Safeguarding
- ▶ Consumer Protection
- ▶ IT Security

INSTRUMENTS

- ▶ Statute
- ▶ Case Law
- ▶ Contracts
- ▶ Industry Codes
- ▶ Advocacy Groups

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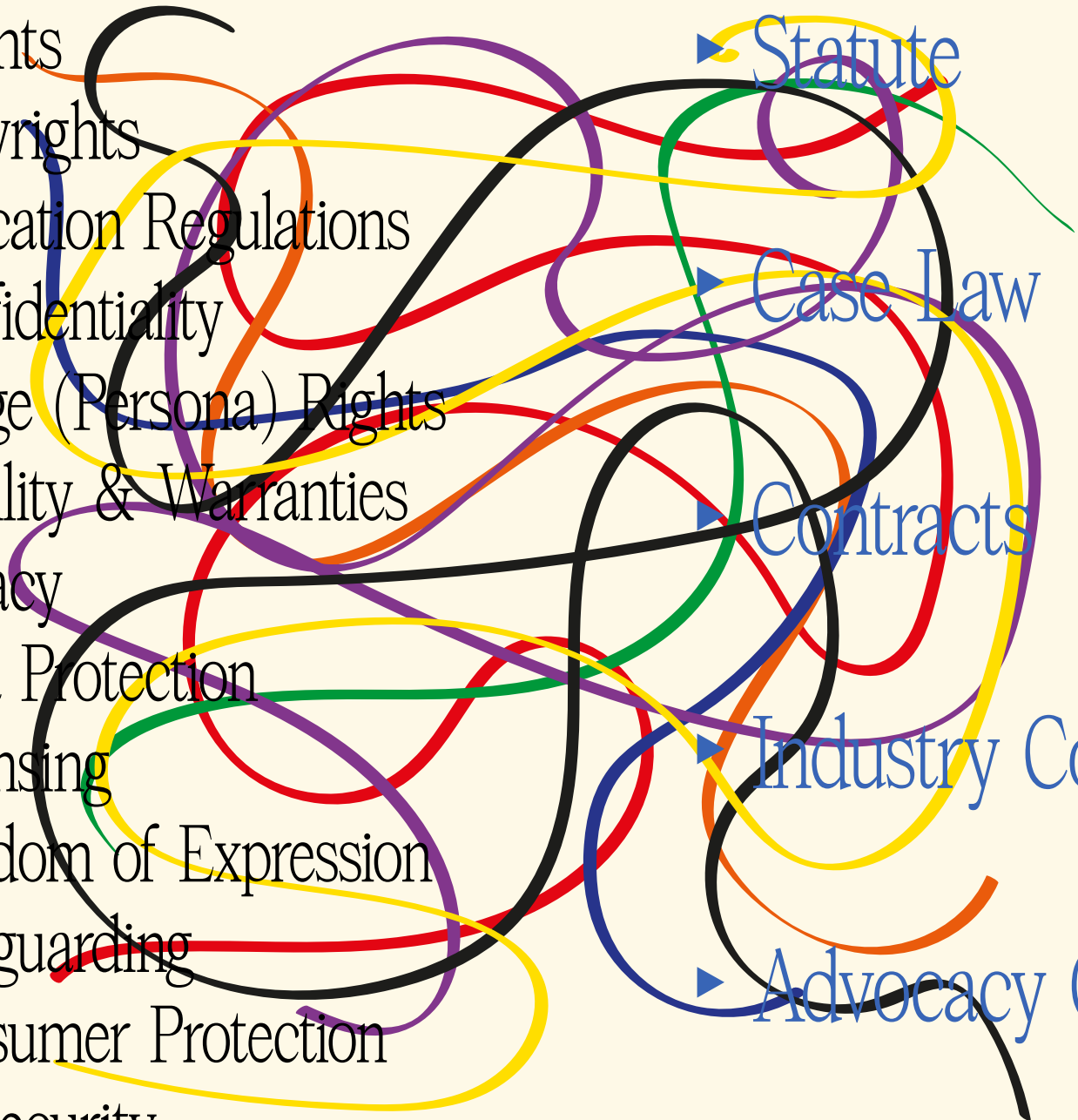
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SPOTLIGHT ON IDENTITY



When we talk about identity, we often reach for words like SELF & CHARACTER. But identity has always had a theatrical edge — if “persona” literally means *mask*,

the real question is, who’s wearing it now?

Today, our faces, bodies, and voices can perform without us — and those performances can live forever, under someone else’s control.

- * deepfakes
- * virtual influencers
- * digital twins (replicas and clones)



Theme

Legal Question

Classroom Implication

<i>Digital likeness</i>	Who owns your avatar or recorded gestures?	Can a university reuse student data for training?
<i>Consent</i>	Can students meaningfully opt out?	What happens to assessment fairness?
<i>Bias and representation</i>	Who curates the augmented overlays?	Are some perspectives or bodies filtered out?
<i>Data and surveillance</i>	Is gaze or emotion tracking lawful?	Blurs education, analytics, and monitoring



X The *voice* of Grok

SPRING 2025 // The most intimate — and arguably the most dangerous — characteristic to be digitally replicated is the voice. Because the voice is both signal and soul. It's the only part of us that can cross a room without our body. It carries emotion, breath, memory. A voice can calm you or command you. And yet, in legal terms, it's just data: a waveform, a set of frequencies. As an asset tied to identity, the voice isn't capable of copyright: only a recording of it is.

And once recorded, it can be modelled, cloned, repurposed. A person's timbre, their pauses, the grain of their laughter — all flattened into something portable, tradeable, reproducible. This case — Grok — matters. Because the law gives us principles and the contract sets the boundaries. But culture decides what's acceptable, what's desirable, and what's lucrative. And it's in that gap, between consent and control, where every human replica lives.

Contract

- Tech MSA + Statement of Work
- xAI is not a Hollywood ProdCo.
- Scope of licence –
simplicity can bring elegant clarity



Regulations



- Online Safety Act
- EU AI Act • GDPR
transparency / accountability
- Editorial Guidelines / Ofcom
- Cal. Civ. Code § 3344

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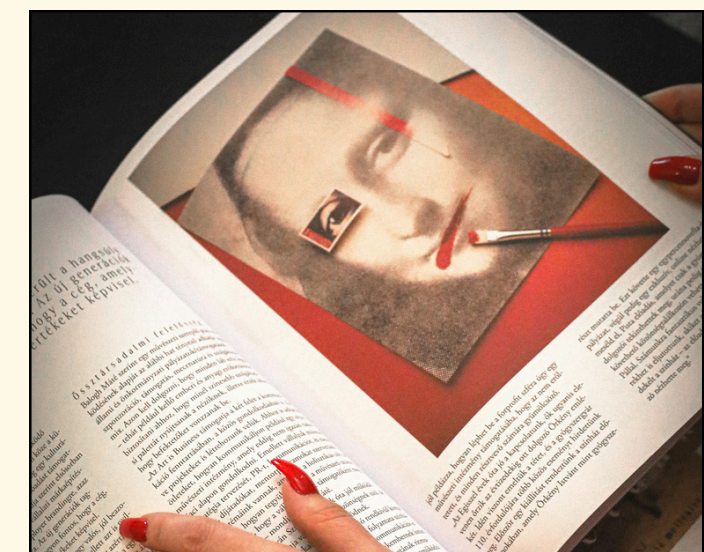


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Platform Risks

- Terms of Service / Use
- “Treating users like adults”
- Large organisation
- Elon’s ... controversies



Industry & Social

- Non-Union / SAG-AFTRA
- Consumer wellbeing
- Climate crisis
- Media literacy / trust
- Bias / representation
- Chatbot adoption
- Industry implications
- Ethics / reputation



Principles for Law in *shared* worlds

- Transparency: Students must know when tech mediates their learning
- Consent as dialogue: Ability to withdraw or challenge use of their data
- Accountability: Shared between schools, universities, vendors, and platforms
- Inclusion: Design for neurodiversity and sensory limits

Connect



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