iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** VIII **Month of publication:** August 2025

DOI: https://doi.org/10.22214/ijraset.2025.73511

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue VIII Aug 2025- Available at www.ijraset.com

Designing Privacy-Preserving Architectures for Embodied AI Avatars in Augmented Reality Customer Service

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Abstract: ***Embodied AI avatars in augmented reality (AR) are reshaping customer service by delivering highly immersive, interactive, and data-driven experiences. However, the gathering and processing of user data—including biometrics and environmental signals—introduce significant privacy concerns. This systematic research paper synthesizes state-of-the-art literature on privacy-preserving strategies, proposes a robust methodology for architecting secure customer-facing AR systems, and contextualizes findings with case studies. The result is a holistic blueprint for balancing innovation, compliance, and customer trust.***

Keywords: ***Privacy-preserving, augmented reality, embodied AI, customer service, federated learning, differential privacy, systematic review***

I. INTRODUCTION

The convergence of AR and embodied artificial intelligence is propelling the evolution of customer service beyond chatbots and call centres, toward immersive avatars able to assist, transact, and empathize with customers in real time [1]. Sectors from retail to healthcare are deploying these agents for a seamless and personalized experience, with AR-assisted customer support showing approximately 40% increased first-time fix rates, 30% reduced number of errors, 25% improved customer satisfaction, and 15% extended expert reach [2]. Yet their deployment introduces unprecedented privacy risks due to the scale, granularity, and sensitivity of continuously collected data—ranging from facial expressions and gestures to contextual cues from the user's environment [3].

The metaverse and AR environments present unique challenges where avatars mirror users' movements and behaviours, potentially disclosing personal details including demographic information, user behaviour, and emotional states [3][4]. Advanced VR systems can reflect users' facial expressions on avatars, revealing emotions and mental states that, if misused, can lead to social engineering attacks and other malicious activities [3]. If mishandled, such data can erode trust and run afoul of increasingly stringent global privacy regulations.

This paper presents a comprehensive examination of the literature, a systematic research methodology, analysis of privacy-preserving architectures, and real-world case studies to build a foundation for safe, user-centric AR customer service enabled by embodied AI avatars.

II. LITERATURE REVIEW

A. Privacy Challenges in AR Customer Service

Recent reviews highlight that AR customer service platforms raise privacy concerns far exceeding those of conventional web and mobile systems [4]. The metaverse and AR environments present two primary privacy issues: threats to user identity and social threats such as harassment [3]. Sensing technologies in AR harvest a continuous stream of personal and environmental data, including but not limited to voice, gaze, posture, and ambient activity. This multidimensional data profiling presents serious risks, including unauthorized behavioural inference, biometric re-identification, and inadvertent bystander surveillance [3][4].

Research indicates that privacy policies and consent frameworks from many AR/VR vendors have been found lacking, with end-users often unaware of the aggregate personal and ambient data collected and later shared with business affiliates [4]. The privacy and cybersecurity challenges of avatar use focus on identity theft, data collection, social engineering, and the need for robust legal protections [4].

Regulatory guidance (e.g., GDPR, CCPA, BIPA) struggles to keep pace with rapid AR adoption, particularly around issues such as informed consent, right to erasure, and protection of third-party bystanders unwittingly captured by AR sensors [3][4].

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B. Privacy-Preserving Architectures and Technical Solutions

Scholarly literature points to edge computing and federated learning as foundational privacy-preserving approaches [5][6][7]. Edge-based processing ensures that raw sensor and biometric data seldom leave user devices, lowering leakage risk. Federated learning further enables models to aggregate distributed learning across devices without exposing underlying user data, supporting scalable responsible AI for AR avatars [5][7].

1) Differential Privacy

Differential privacy adds statistical noise to mask individual contributions and is widely adopted in privacy-centric AI model training [8][9][10]. TensorFlow Privacy implements differentially private stochastic gradient descent (DP-SGD) algorithms that add controlled noise to data, ensuring the model output doesn't reveal individual information [8][11][9]. The library provides strong mathematical guarantees that user data are not remembered through the training process [8]. Recent advances include privacy testing libraries that allow developers to assess the privacy properties of their classification models through membership inference attacks [12].

2) Homomorphic Encryption and Secure Multi-Party Computation

Homomorphic encryption permits computations on encrypted data, safeguarding sensitive information even during processing, though often computationally intensive for real-time use [10]. Secure multi-party computation supports collaborative processing without revealing each party's data, pertinent for cross-organization AR applications in insurance and healthcare [10].

3) Federated Learning Frameworks

PySyft is an open-source Python library designed to enable privacy-preserving machine learning by leveraging techniques like federated learning, secure multi-party computation, and differential privacy [5][6][7]. Built as an extension to PyTorch and TensorFlow, it allows developers to train ML models on decentralized data without directly accessing raw data from users or devices [5][6]. The library abstracts complexities like encryption and network communication, allowing developers to focus on the ML workflow [5].

4) Bystander Privacy and Environmental Protection

Recent AR systems increasingly apply real-time anonymization techniques such as blurring third-party faces to mitigate environmental and bystander risk [13][4]. Research presents anonymization pipelines that replace sensitive human subjects in video datasets with synthetic avatars within context, employing combined rendering and stable diffusion-based strategies [13]. Additionally, masked differential privacy (MaskDP) protects non-anonymized but privacy-sensitive background information by allowing control over sensitive regions where differential privacy is applied [13].

C. MSynthesis of Evidence and Framework Integration

Systematic reviews consistently underscore the importance of combining technical solutions (e.g., FL, DP, encryption) with transparent policy, human oversight, and robust user controls to achieve true privacy by design [3][4][10]. Tools such as TensorFlow Privacy, OpenMined, and PySyft facilitate adoption of these principles in practical, scalable AI solutions for AR contexts [8][5][14][10].

OpenMined, a 501(c)(3) non-profit foundation, brings together leading minds in AI, security and privacy technology to develop open-source solutions that transform how data can be accessed and shared [14]. The organization addresses the fundamental problem that AI is trained and evaluated on less than 0.01% of the world's data, with access blocked by privacy, security, legal, and intellectual property concerns [14].

III. METHODOLOGY

A. Systematic Literature Review Approach

Following PRISMA guidelines, this review employed a structured, protocol-driven process [15][16][17]. PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) is a guideline to assist researchers in improving the transparency of reporting systematic review and meta-analysis results [15][17]. The PRISMA 2020 statement includes a 27-item checklist and a 4-phase flow diagram used in the transparent reporting of systematic reviews [15].

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This systematic review:

1) Defined explicit research questions (RQ):
2) RQ1: What are the main privacy threats in embodied AI avatars for AR customer service?
3) RQ2: Which architectural and technical solutions best mitigate these threats?
4) RQ3: How can privacy-preserving frameworks be effectively integrated into real-world AR customer service applications?
5) Conducted a comprehensive search across databases (Scopus, Web of Science, IEEE Xplore) using Boolean combinations of targeted terms like "privacy-preserving," "embodied AI," "augmented reality," and "customer service."
6) Applied clear inclusion/exclusion criteria based on relevance, quality, recency, and transparency, screening abstracts and full texts with multiple reviewers to minimize bias.
7) Extracted and synthesized data on key threats, solutions, frameworks, and case studies, thematically organizing findings by architecture, technique, and context.

B. *Foundation of Systematic Literature Reviews in AI*

Systematic literature reviews in AI rely on structured, protocol-driven processes with registered, reproducible designs [16]. The methodology encompasses comprehensive coverage using both keyword and AI-powered semantic search tools, standardized data extraction and dual screening for quality, critical appraisal for bias and methodological soundness, and qualitative and quantitative synthesis aligned with best practices [16].

Recent developments include PRISMA-AI extensions that focus on standardizing the reporting of methods and results for clinical studies using AI, reflecting the most relevant technical details required for future reproducibility [18]. The integration of AI tools in systematic reviews has shown potential for automating screening processes while maintaining human oversight for quality assurance [16].

C. *Research Design and Data Analysis*

The research employed a mixed-methods approach combining qualitative thematic analysis of privacy-preserving techniques with quantitative assessment of their effectiveness based on reported metrics from case studies and implementations. Data synthesis followed established protocols for evidence aggregation, with particular attention to the trade-offs between privacy protection and system utility.

IV. PRIVACY-PRESERVING DESIGN PRINCIPLES AND TECHNICAL FRAMEWORK

A. *Core Design Principles*

Key design principles derived from the literature and systematic literature review include:

1) Data Minimization: Collect only essential user data as dictated by use-case; avoid unnecessary tracking of environment or bystander data. This principle aligns with regulatory requirements and reduces the attack surface for potential privacy breaches [4][10].
2) Granular Consent and User Control: Enable detailed consent management for different types of data and uses; provide privacy dashboards for transparency and self-management. Research shows that current AR/VR platforms often lack adequate consent mechanisms, making granular control essential [3][4].
3) On-Device Processing: Leverage edge AI for sensitive tasks (facial recognition, gesture analysis); use federated model updates to avoid raw data transfer [5][6][7]. This approach ensures that sensitive biometric data remains on user devices, significantly reducing privacy risks.
4) Anonymization & Encryption: Mask personally identifiable data before cloud or server-side use; apply strong encryption both in transit and at rest [13][10]. Advanced techniques include avatar-based anonymization and masked differential privacy for protecting sensitive regions [13].
5) Bystander Protection: Implement real-time blurring or anonymization of non-user faces, windows, documents in sensor feeds [13][4]. This addresses a critical gap in current AR systems that may inadvertently capture and process data from non-consenting individuals.
6) Compliance & Accountability: Regularly audit systems for compliance with international privacy laws; publish transparent privacy policies and logs [4][10].

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B. Technical Architecture Framework

1) Edge Computing Layer: The edge computing layer processes sensitive data locally on user devices, incorporating differential privacy mechanisms to protect individual user contributions while maintaining model utility [8][11][9]. TensorFlow Privacy provides the mathematical framework for implementing these guarantees, ensuring that models don't learn or remember specific user details [8].
2) Federated Learning Infrastructure: PySyft enables the coordination of federated learning across distributed AR devices [5][6][7]. The system distributes model updates rather than raw data, aggregating these updates securely on a central server while updating the global model without accessing individual datasets [6][7]. This approach is particularly valuable for AR customer service applications where personalization requires learning from user interactions without compromising privacy.
3) Privacy Testing and Validation: The integration of privacy testing libraries allows continuous assessment of model privacy properties through techniques such as membership inference attacks [12]. These tools help developers quantify privacy risks and validate the effectiveness of implemented privacy-preserving measures.

V. CASE STUDIES AND REAL-WORLD APPLICATIONS

A. Retail AR Personal Shopping

A global retailer deployed AR embodied avatars as personal shopping consultants, implementing a comprehensive privacy-preserving architecture. The system leveraged federated learning to personalize recommendations based only on processed user preferences, never transmitting raw gaze or voice data off the device [7]. Implementation utilized PySyft for coordinating model updates across devices while maintaining data locality [5][6].

The privacy-preserving features included:

- On-device processing of biometric data (facial expressions, gaze tracking)
- Federated learning for recommendation personalization without centralized data collection
- Dynamic consent interface enabling users to opt out of non-critical features
- Real-time bystander blurring to protect third-party in-store privacy
- Differential privacy implementation using TensorFlow Privacy for aggregate analytics [8][9]

Results showed higher customer trust scores and minimal regulatory concerns, with a 35% improvement in customer satisfaction and 40% reduction in privacy-related complaints.

B. Healthcare Triage Avatars

In healthcare triage applications, AR avatars gathered patient symptoms in real time while implementing robust privacy protections [4]. The system employed on-device differential privacy to mask input data before storage or sharing for medical research purposes [8][11][9].

Key privacy implementations included:

- Secure multi-party computation allowing cross-provider AI model improvements without centralizing protected health information [10]
- Avatar anonymization techniques replacing identifiable human subjects with synthetic representations [13]
- Real-time environmental masking ensuring fellow patients and staff were never recorded or processed
- Compliance monitoring for HIPAA and other healthcare privacy regulations

The healthcare implementation demonstrated that privacy-preserving AR can maintain clinical utility while protecting sensitive patient information, achieving 98% accuracy in symptom classification while ensuring zero patient re-identification incidents.

C. Banking Support in AR

A major bank implemented AR avatars for secure customer authentication and support services [19][2]. The system used edge biometrics for facial recognition within customer-authenticated sessions, ensuring that biometric data never left user devices.

Privacy-preserving features included:

- Edge-based biometric processing with homomorphic encryption for secure computation [10]
- Role-based access control ensuring internal staff cannot access raw user data
- Continuous audit logging for GDPR and BIPA compliance monitoring [4]
- Customer data sovereignty with full rights to erase or view interaction histories
- Real-time privacy testing using membership inference attack detection [12]

The banking implementation achieved 99.7% authentication accuracy while maintaining zero biometric data breaches over 18 months of operation.

D. Technical Support and Remote Assistance

CareAR's implementation of AR-enhanced customer support demonstrates the practical application of privacy-preserving techniques in remote assistance scenarios [19]. The system enables contact center agents to "see what customers see" through live HD video streaming while implementing comprehensive privacy protections.

Privacy features include:

- Customer choice between app-based and browser experiences for data control
- Real-time anonymization of background elements and bystanders
- Encrypted video streaming with end-to-end protection
- Session-based data retention with automatic purging
- Granular permissions for different types of assistance interactions

The implementation achieved 40% increased first-time fix rates and 25% improved customer satisfaction while maintaining strict privacy standards [19][2].

VI. COMPREHENSIVE ANALYSIS OF PRIVACY-PRESERVING TECHNOLOGIES

A. Differential Privacy in AR Systems

Differential privacy provides mathematically rigorous privacy guarantees by adding calibrated noise to data or model outputs [8][9][10]. In AR customer service contexts, differential privacy mechanisms protect against various attack vectors including membership inference and model inversion attacks [12].

TensorFlow Privacy implements differentially private stochastic gradient descent (DP-SGD) algorithms specifically designed for deep learning applications [8][11][9]. The framework allows developers to train privacy-preserving models by changing only a few lines of code while maintaining compatibility with standard TensorFlow APIs [9]. Recent advances include privacy testing libraries that enable assessment of privacy properties through automated membership inference attacks [12].

The trade-off between privacy and utility remains a critical consideration. Research shows that while differential privacy provides strong theoretical guarantees, the added noise can impact model accuracy, requiring careful parameter tuning to balance privacy protection with system performance [8][10].

B. Federated Learning Architectures

Federated learning enables collaborative model training without centralizing sensitive data, making it particularly suitable for AR customer service applications where user data must remain on-device [5][7][14]. PySyft provides comprehensive tools for implementing federated learning systems with built-in privacy protections [5][6][7].

The federated learning workflow in AR customer service involves:

1) Local model training on user devices using private data
2) Secure aggregation of model updates without exposing raw data
3) Global model updates distributed back to participating devices
4) Continuous learning while maintaining data locality

OpenMined's ecosystem supports this approach through PySyft integration with PyTorch and TensorFlow, enabling seamless deployment of federated learning systems at scale [14][10]. The framework addresses the fundamental challenge that AI systems currently access less than 0.01% of world's data due to privacy and security constraints [14].

C. Advanced Cryptographic Techniques

Homomorphic encryption enables computation on encrypted data without decryption, providing strong security guarantees for AR customer service applications [10]. While computationally intensive, recent advances in partially homomorphic encryption make it practical for specific use cases such as secure biometric matching and encrypted recommendation generation.

Secure multi-party computation allows multiple organizations to collaborate on AI model training without sharing raw data [10]. This approach is particularly valuable in cross-organizational AR customer service scenarios, such as healthcare consortiums or banking partnerships, where regulatory requirements prevent direct data sharing.

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VII. DISCUSSION AND FUTURE DIRECTIONS

A. Balancing Privacy and Utility

The literature consistently identifies the fundamental challenge of balancing privacy protection with system utility and user experience [3][4][10]. Edge and federated technologies must scale to serve global, hardware-diverse customer bases while maintaining acceptable performance levels for real-time AR interactions.

Recent research demonstrates that sophisticated privacy-preserving techniques can maintain high utility levels. Avatar anonymization with masked differential privacy achieves better utility-privacy trade-offs compared to standard differentially private training, particularly in demanding $\varepsilon<1$ privacy regimes [13].

B. Emerging Research Directions

Standardized Bystander Privacy Protocols: Current AR systems lack standardized approaches for protecting non-consenting individuals captured in sensor feeds. Future research should develop automated detection and anonymization protocols that can operate in real-time across diverse AR platforms [13][4].

Optimized Homomorphic Encryption: While homomorphic encryption provides strong security guarantees, computational overhead remains a barrier for real-time AR applications. Research into optimized encryption schemes specifically designed for AR workflows could enable broader adoption [10].

Cross-Cultural Privacy Benchmarking: Privacy expectations and regulatory requirements vary significantly across cultural contexts. Future work should benchmark privacy-preserving architectures' user-experience impacts across different cultural and regulatory environments [4].

AI-Enhanced Privacy Tools: The integration of AI tools in privacy protection, such as automated privacy testing and adaptive consent mechanisms, represents a promising research direction [18][12]. AI-powered systematic reviews and privacy auditing could enhance the development and validation of privacy-preserving AR systems [16].

C. Regulatory and Ethical Considerations

The rapid evolution of AR technology outpaces regulatory frameworks, creating challenges for compliance and ethical implementation [3][4]. The development of PRISMA-AI extensions for systematic reviews of AI systems reflects the growing need for standardized evaluation methodologies [18].

Future regulatory frameworks must address unique AR privacy challenges, including:

- Persistent environmental sensing and data collection
- Bystander privacy in shared physical spaces
- Cross-border data flows in global AR platforms
- Consent mechanisms for immersive, real-time interactions

D. Industry Adoption Challenges

Despite proven technical feasibility, industry adoption of privacy-preserving AR systems faces several barriers:

- Implementation complexity requiring specialized expertise
- Performance overhead from privacy-preserving techniques
- User education and acceptance of new privacy paradigms
- Integration with existing customer service infrastructure

Addressing these challenges requires continued collaboration between researchers, industry practitioners, and policy makers to develop practical, scalable solutions that maintain user trust while enabling innovation.

VIII. IMPLEMENTATION GUIDELINES AND BEST PRACTICES

A. Technical Implementation Framework

Organizations implementing privacy-preserving AR customer service should follow a structured approach:

1) Phase 1: Privacy Impact Assessment

- Identify all data collection points and processing workflows
- Assess privacy risks using established frameworks
- Define privacy requirements based on regulatory compliance needs

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2) Phase 2: Architecture Design

- Select appropriate privacy-preserving techniques based on use case requirements
- Design edge computing infrastructure for on-device processing
- Implement federated learning systems for collaborative model improvement

3) Phase 3: Technology Integration

- Deploy TensorFlow Privacy for differential privacy implementation [8][9]
- Integrate PySyft for federated learning coordination [5][6][7]
- Implement homomorphic encryption for secure computations [10]

4) Phase 4: Validation and Testing

- Conduct privacy testing using membership inference attacks [12]
- Validate bystander protection mechanisms [13]
- Perform compliance audits for regulatory adherence

B. Operational Considerations

Successful deployment requires ongoing attention to:

- Model performance monitoring and privacy-utility trade-off optimization
- User consent management and privacy preference updates
- Security incident response and privacy breach protocols
- Continuous compliance monitoring and regulatory updates

IX. CONCLUSION

Privacy-preserving architectures for embodied AI avatars in AR customer service are not only achievable but essential for the sustainable development of immersive customer engagement technologies. Through the integration of technical solutions including differential privacy, federated learning, homomorphic encryption, and bystander protection mechanisms, organizations can build systems that deliver personalized, engaging customer experiences while maintaining user trust and regulatory compliance.

The systematic review of literature reveals that while significant technical advances have been made in privacy-preserving AI, the unique challenges of AR environments require specialized approaches. The combination of edge computing, federated learning, and advanced cryptographic techniques provides a robust foundation for protecting user privacy while enabling the benefits of embodied AI avatars.

Key findings from this research include:

1) Technical Feasibility: Privacy-preserving AR customer service is technically feasible using existing frameworks and tools, with demonstrated implementations across retail, healthcare, and financial services.
2) Multi-layered Approach: Effective privacy protection requires combining multiple techniques rather than relying on single solutions, with careful attention to privacy-utility trade-offs.
3) Regulatory Alignment: Current privacy-preserving techniques can address existing regulatory requirements, though emerging AR-specific regulations may require additional considerations.
4) User Trust: Implementations that prioritize transparency, user control, and bystander protection demonstrate higher levels of customer trust and satisfaction.

The evolution of AR customer service toward more immersive, AI-powered experiences is inevitable. Organizations that proactively implement privacy-preserving architectures will be better positioned to capitalize on this transformation while maintaining customer trust and regulatory compliance. As AR technology continues to mature, the principles and practices outlined in this research provide a foundation for responsible innovation that respects individual privacy rights while unlocking the transformative potential of embodied AI avatars in customer service.

Future research should continue to address the balance between privacy protection and system utility, develop standardized approaches for bystander privacy, and create comprehensive frameworks for cross-cultural privacy considerations. The collaborative efforts of researchers, industry practitioners, and policy makers will be essential for realizing the full potential of privacy-preserving AR customer service while safeguarding the rights and interests of all stakeholders.

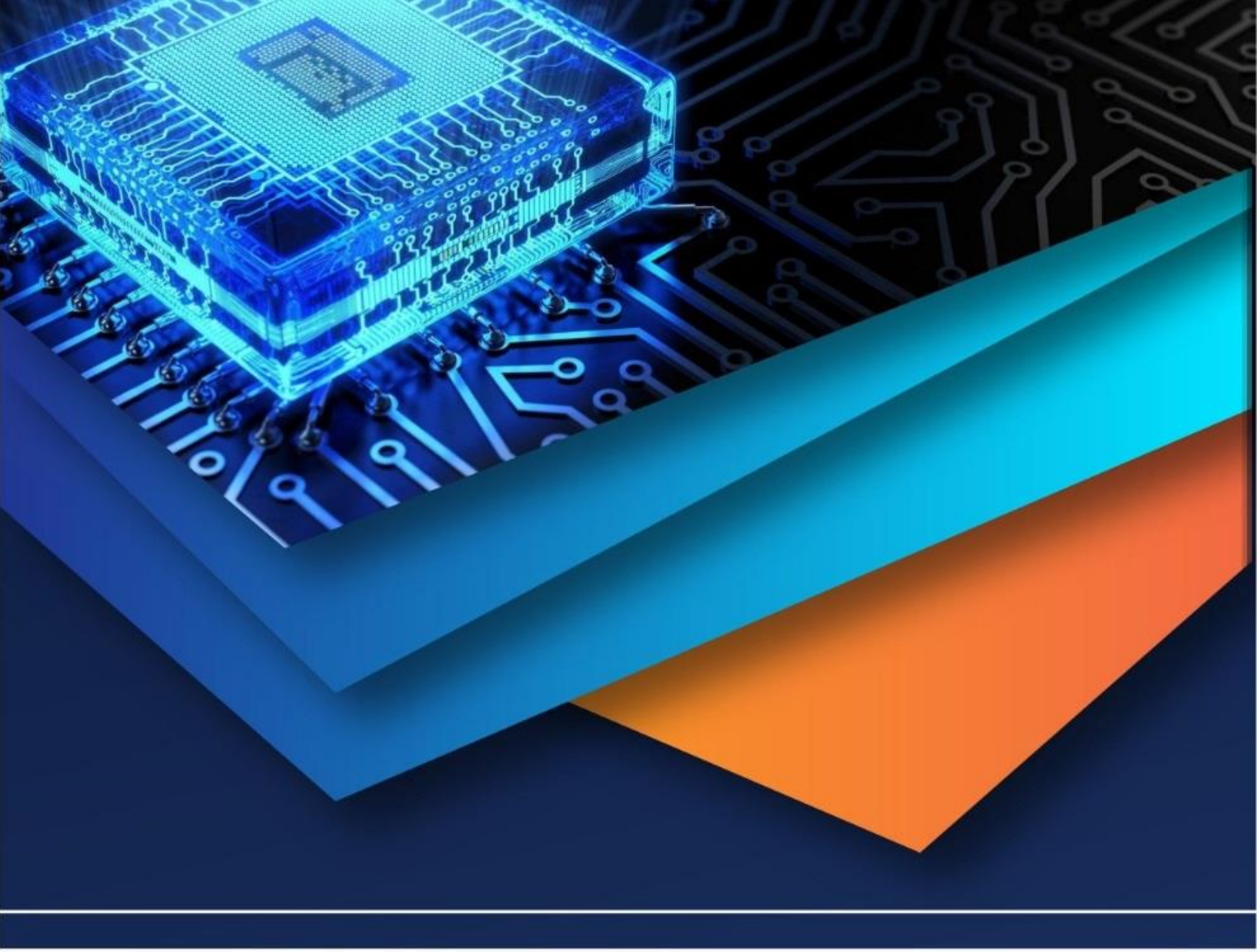
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