

Retailers: What to Consider as You Offer Virtual Try-On Features

Online shopping and the use of virtual try-on technology continue to grow in popularity. Retailers today have a number of options when considering how to bring virtual try-ons to consumers. These range from licensing third-party technology to integrate virtual try-on within their own e-commerce channels to partnering with an online shopping network that offers the feature as an add-on. Regardless of how a retailer makes virtual try-ons available to consumers, use of virtual try-on technology introduces important privacy considerations. And if the feature collects data about consumers' hands or faces, state biometric laws may come into play. Miriam Farhi, Andrew Grant, and Bipasana Joshee share some privacy best practices for retailers considering virtual try-ons in their article for [Retail TouchPoints](#).

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