

ALABAMA SECURITIES COMMISSION

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**The Alabama Securities Commission Issues Advisory
Concerning Investment Scams in the Metaverse**

Montgomery, Alabama (August 31, 2022) – The Alabama Securities Commission (ASC) is issuing an advisory concerning investment scams in the “METAVERSE”. With advances in technology including more enhanced digital experiences that blur the line between the physical and digital worlds, the future has arrived in the form of the metaverse. A series of virtual worlds, the metaverse is the latest technology that for some people offers new ways to interact and collaborate, while others see it as new means to perpetrate financial scams and investment fraud. This alert highlights some current metaverse investment scams and discusses ways that investors can protect themselves.

“The metaverse provides brands with new commercial opportunities, and investors are now being exposed to the latest high-tech products,” said ASC Director Joseph Borg. “However, bad actors are now leveraging interest in these opportunities and products. Virtual reality can leave you virtually broke.”

The metaverse offers the opportunity to experience fully immersive virtual worlds that may seem very much like the physical world we wake up to everyday, as well as fantastical worlds built on alternate realities. Nevertheless, people should know that the rules that apply to investments in the physical world also apply to investments in virtual worlds.

The full advisory can be found [here](#).

The ASC cautions investors to thoroughly research any investment opportunity. Call the ASC at 1-800-222-1253 and ask for the registration department to check out persons offering investment opportunities, investment advice for a fee and any products they offer. Contact the ASC to report suspected fraud, inappropriate securities business practices, or to obtain consumer information. Free investor education and fraud prevention materials are available at www.asc.alabama.gov.

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For further information contact 1-800-222-1253 and ask for Public Affairs.

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