Deepfakes

Deepfakes are the new emerging threat to organizations and employees. Keep your guard up by understanding the risks and how to avoid them.

Potential Risks of Deepfakes

Organizations can suffer severe reputational harm if deepfakes are used to create misinformation that tarnishes their image.

Deepfakes can be exploited for financial gain through scams, fraud, or by tricking employees into divulging sensitive information.

Deepfakes can also be used to manipulate public opinion, influence elections, and incite social unrest by creating seemingly authentic content that supports a particular agenda.

Identifying Deepfakes

Look for odd or mismatched facial expressions that don't align with the content. Deepfakes may struggle to replicate emotions or synchronize facial movements with the audio.

Pay attention to the eyes of individuals in the content. Deepfakes may exhibit irregular blinking patterns or unnatural eye movements.

Observe lip movements and the accompanying audio. Deepfakes may have discrepancies with mouth movements not aligning with the spoken words.

Watch for visual oddities, distortions or blurriness. Deepfakes may include strange pixelation patterns, imperfect edges around faces or background inconsistencies.

Protecting Your Organization

Using multi-factor authentication (MFA) makes it harder for bad actors to gain access to sensitive systems and data.

Verify the authenticity of content by cross-referencing with trusted sources before making decisions based on the information.

Monitor online platforms and social media for signs of manipulated content that could harm the organization.

Leverage deep fake detection tools that use machine learning algorithms to identify manipulated content.

TIP: **Crisis Communications Planning Counts**

Organizations that have a well-defined plan in place to minimize and mitigate the impact of deepfakes will be better suited to face this emerging threat. If your organization doesn't have one, talk to your manager about establishing one.

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