DEEPFAKES

A new threat on the horizon

Deepfakes are videos created by Artificial Intelligence that show people performing fake actions. They use deep learning algorithms to blend images and videos into fake content.

What do they cause?

In the companies

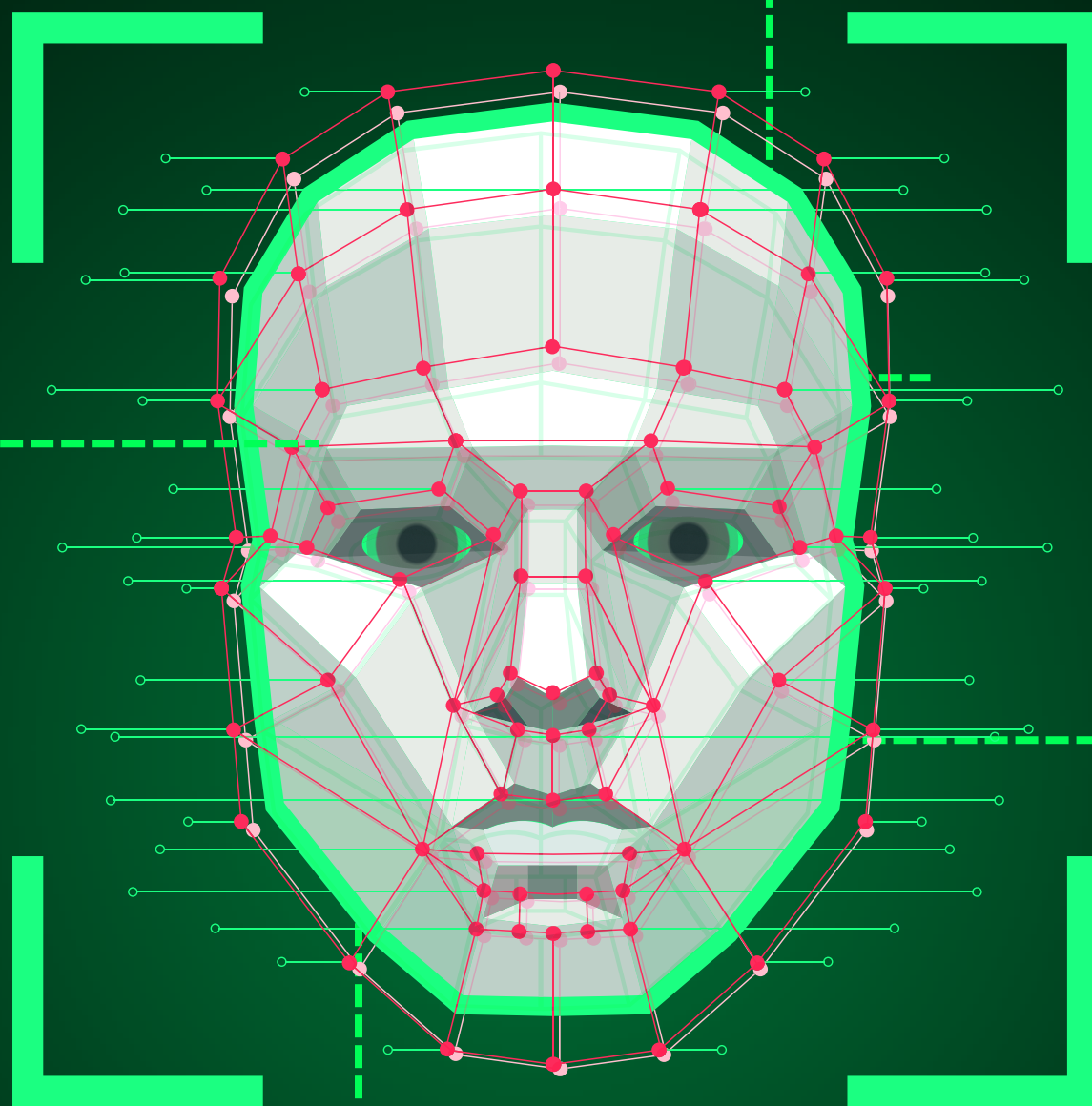- Reputational damage
- Social engineering attacks
- Financial fraud or extortion

How do I protect myself?

It is crucial to be aware of how you feel. Take a moment to reflect and analyze before you act.

Observe details such as eye blinking, clip length and voice clarity.

Maintain a critical attitude towards multimedia content and question the veracity of videos or images that appear suspicious.

Stay informed about the latest cyber manipulation technologies.

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