



Deepfake

Deepfake technology is used to impersonate the likeness of a person through artificial intelligence (AI) which can be fraud.

This technology preys on our human tendency to trust familiar faces by realistically replicating their voice, mannerisms, and vocabulary to trick us into granting access, revealing information, and spreading disinformation among others.

How to spot a deepfake:

- Abnormal Blinking
- Out of Sync Audio
- Flickering Facial Features (ex. Hair)
- Unusual Lighting Effect on Accessories (ex. Jewelry, Teeth)

How to stay safe:

- **Stop, Pause, and Think** before doing anything
- **Verify information** with trusted sources
- **Safeguard access** to personal information