

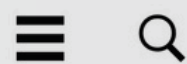


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BBC

AI Brad Pitt dupes French woman out of €830,000

15 January 2025



Scammed by a "Deepfake"



A French woman scammed nearly of €1million
by Brad Pitt deepfake



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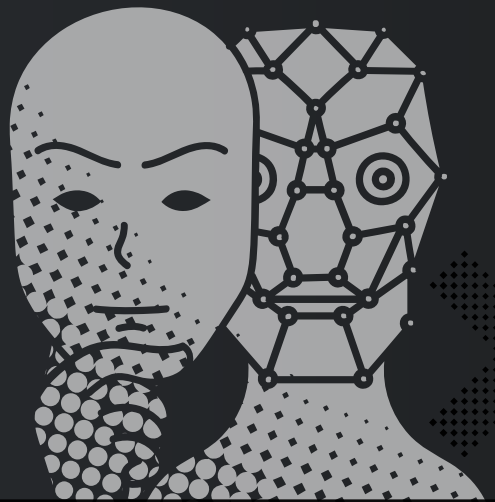


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What are Deepfakes?

Deepfakes are synthetic media created using AI algorithms. They can manipulate existing videos and images to make people appear to say or do things they never did.

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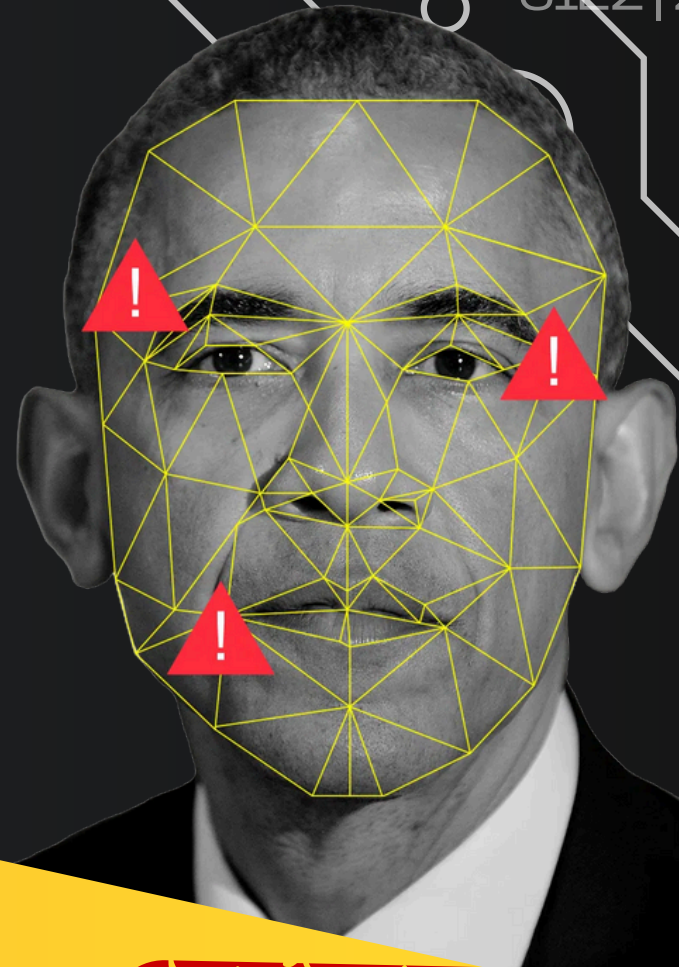
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Types of: **Deepfakes** and Associated Scams

SCAM

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Types of Deepfakes

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Face Swaps:

Exchanging one person's face with another's in a video or image.

1

Voice Cloning:

Creating synthetic voice recordings that mimic a person's speech patterns.

2

Body Swaps:

Manipulating the body movements of a person in a video.

3

Text-based Deepfakes:

Generating realistic text content that mimics a particular writing style.

4



Types of Scams

Video & Image Deepfakes:

These involve creating synthetic images or manipulating videos to superimpose someone's likeness onto another person's body or to make them appear to say or do things they never did.

Financial and Identity Fraud:

Deepfakes can be used to impersonate CEOs or other executives, tricking employees into transferring funds and to create fake IDs and passports

Extortion and blackmail:

Individuals can be targeted with manipulated videos or non-consensual explicit images to extort money or cause reputational damage.

Fake News and Propaganda

Deepfakes can be used to spread false information or manipulate public opinion. Manipulated images can be used to spread misinformation or create false narratives.



Types of Scams

Audio Deepfakes:

These involve manipulating audio recordings to make someone sound like they are saying something they didn't.

Voice cloning:

Scammers can use deepfakes to impersonate loved ones or authority figures to trick victims into sending money or divulging sensitive information.

Phishing attacks:

Deepfakes can be used to create realistic-sounding voice messages for phishing attacks.

Impersonation:

Deepfakes can be used to impersonate public figures or celebrities for various malicious purposes.



Statistics

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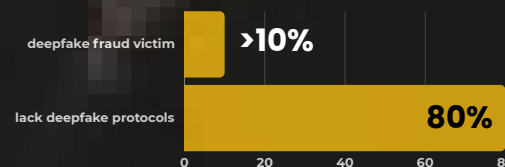
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CEO Impersonation on the Rise:

400 companies
/per day

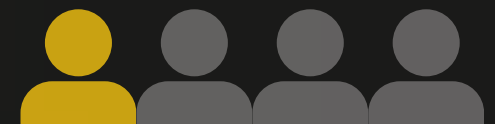
CEO fraud, where scammers use deepfakes to impersonate executives, **targets at least 400 companies per day.**

Lack of Business Preparedness



More than 10% of companies have dealt with attempted or successful deepfake fraud, yet **80% lack protocols to handle such attacks.**

Limited Awareness in Business:



About 1 in 4 company heads have little or no familiarity with deepfake technology

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Local Examples

Deepfake scams are surging in South Africa, with criminals using AI to manipulate videos and audio for fraud. These deceptive tactics, often involving impersonating trusted figures, are causing significant financial losses. Here are some examples....

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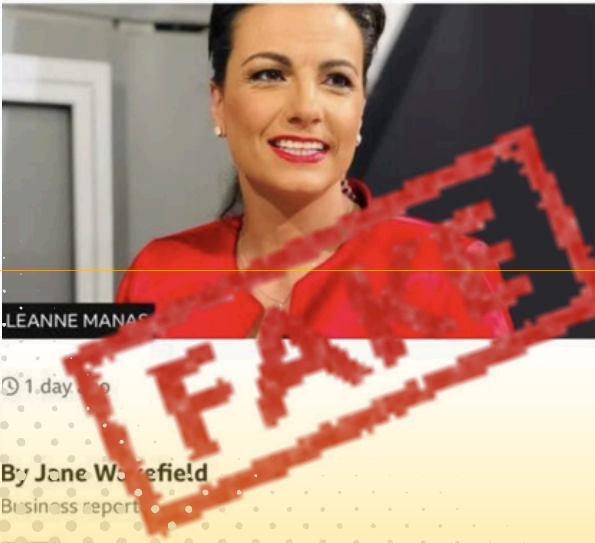
Deepfake Examples

NATIONAL / 21 JULY 2024

Leanne Manas speaks out about battling deepfake scams and identity theft

By Lyse Comins

South African Reserve Bank sues Leanne Manas for what she said on live TV





Deepfake Examples

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SECURITY | 3.03.2024

Deepfake scammers use top South African doctor's likeness

By Bradley Prior

Free Reads

SA's Top Crypto Firm Is On High Alert After AI Deepfake Scam Targets Staff

By Henry Nzekwe | August 12, 2024

Elderly couple forced to sell house after being duped by Elon Musk AI clone

Consumer ninja Wendy Knowler says scores of South Africans are falling victim to AI-powered clones and deepfakes.

Dr Patrice Motsepe targeted in deepfake investment scam



By Staff Writer, ITWeb
Johannesburg, 15 Jan 2025



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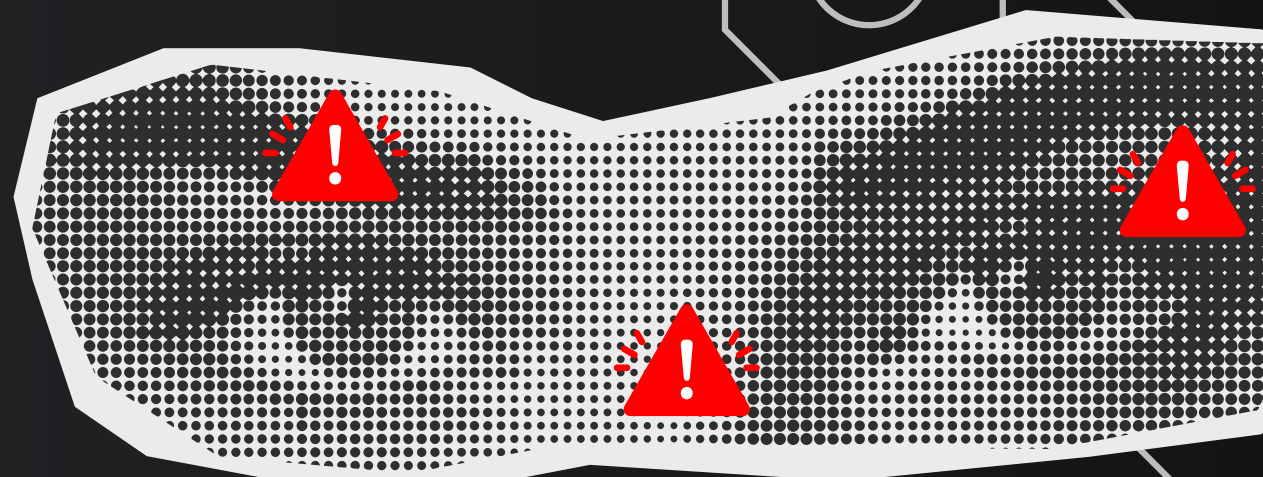


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How to: Spot a Deepfake

Some deepfakes are easier to spot than others; there can be signs like; unnatural lip movements, pixelation, glitches, odd body language and distorted body parts (e.g. hands)

Test your deepfake detection skills:

<https://detectfakes.kellogg.northwestern.edu/>

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Eyeglasses appear distorted and fused to his cheek, eye area and the shadow

Crucifix is only hanging by one half of the chain, the other half is missing

Spotting a Fake

An image of Pope Francis in a luxury puffer jacket went viral last year and was actually an Ai-generated deepfake. Above are some items that provies the photo isn't real.

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Let's help you unlock your organisation's

UNLIMITED Treasure of potential

We are your trusted partners in navigating the AI revolution.
Let our team of experts help your organisation harness the power of AI, today!

Training and Workshops: Educate employees about deepfakes through regular training, hands-on workshops, and scenario-based simulations to enhance their ability to identify and respond to potential cybersecurity attacks related to deepfakes.

Deepfake Detection Tools: Implement AI-powered tools, strong multi-factor authentication, and conduct regular security audits to enhance defenses against deepfake attacks and other cybersecurity threats.

Collaboration and Information Sharing: Collaborate and stay informed about the latest advancements in deepfake technology and detection techniques to effectively combat cybersecurity threats related to deepfakes.



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