

Can AI generate trust?

Stats, stakes, and strategies for managing deepfake fraud

Deepfakes are on the rise. Not to be confused with synthetic data, which is AI-generated for a legitimate use case and clearly labeled, deepfakes are specifically designed to deceive. Along with legal and ethical concerns, deepfakes pose a significant threat to organizational trust and hold the potential to wreak havoc on financial markets all over the world. In addition, a recent poll conducted by Deloitte of thousands of business leaders across dozens of industries suggests there is a growing lack of trust in organizations' ability to guard against growing deepfake fraud.¹



The rise of deepfakes¹

Over half of business leaders expect an increase in the frequency and scale of deepfake attacks on the financial industry in the next 12 months

1 in 4 companies polled say their organization experienced deepfake fraud in the last 12 months



The fall of trust¹

Less than half of respondents say they are confident in their organization's ability to manage deepfake fraud

1 in 5 do not trust their organization's ability to effectively respond to deepfake threats

1 in 10 say their organization has taken no actions against deepfake threats



Corporate strategies¹

1 in 3 organizations are likely to increase employee education about new threats after experiencing one attack

1 in 4 companies identify new policies and procedures as their primary approach to managing deepfake risk after experiencing more than one attack

Trust increases 2.5x when an organization takes action to mitigate deepfake fraud

Steps to help combat deepfake fraud²



Integrate deepfake detection software



Utilize and encourage labels that identify deepfake content



Develop a clear incident response plan (e.g., wargaming)



Optimize processes to respond more quickly and efficiently



Establish deepfake awareness and training programs across all levels of the organization



Regularly conduct thorough deepfake fraud risk assessments and include human reviews



Implement the appropriate guardrails and processes to protect the organization against emerging threats



Actively collaborate with validated and specialized third-party organizations to identify and mitigate risk



Maintain accountability and transparency in review and decision-making processes

National strategies

17 US state lawmakers enacted new laws and regulations aimed at criminalizing deepfakes with the intent to defraud or harass individuals (CA SB942, FL s.836.13, GA SB337, HI SB2687, IA HB1133, IL HB2123, LA act 457, MN HF1370, MS SB2577, NM HB182, NY SB.S1042A, OR SB1571, SD s.22-21-4, TN HB 2091, TX SB1361, VA code 18.2-386.2, WA HB1999)³



The Federal Election Commission (FEC) is actively contemplating changes to better address the challenges posed by AI technologies like deepfakes⁴

The Department of Labor announced a set of AI principles to guide employers and AI developers in the ethical deployment of AI technologies in the workplace⁵

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FOOTNOTES

- Deloitte, *Generative AI and the Fight for Trust*, Dbriefs webcast, May 2024.
- Deloitte, *Trustworthy & Secure AI Regulatory Dashboard*, June 2024.
- US state government legislation:
 - CA.gov, CA SB942, 2024
 - FLsenate.gov, FL s.836.13, 2023
 - GA.gov, GA SB337, 2020
 - Hawaii.gov, HI SB2687, 2024
 - IN.gov, IN HB1133, 2024
 - IL.gov, IL HB2123, 2023
 - LA.gov, LA act 457, 2023
 - MN.gov, MN HF1370, 2023
 - MS.gov, MS SB2577, 2024
 - NHlegis.gov, NM HB182, 2024
 - NYSenate.gov, NY SB.S1042A, 2023
 - OregonLegislature.gov, OR SB1571, 2024
 - SDlegislature.gov, SD s.22-21-4, 2023
 - TN.gov, TN HB 2091, 2024
 - TX.gov, TX SB1361, 2023
 - Virginia.gov, VA code 18.2-386.2, 2019
 - WA.gov, WA HB1999, 2024
- Federal Election Commission, "FEC makes public draft documents regarding artificial intelligence in campaign ads," press release, September 2024.
- US Department of Labor, *Artificial intelligence and worker well-being: Principles for developers and employers*, May 2024.

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