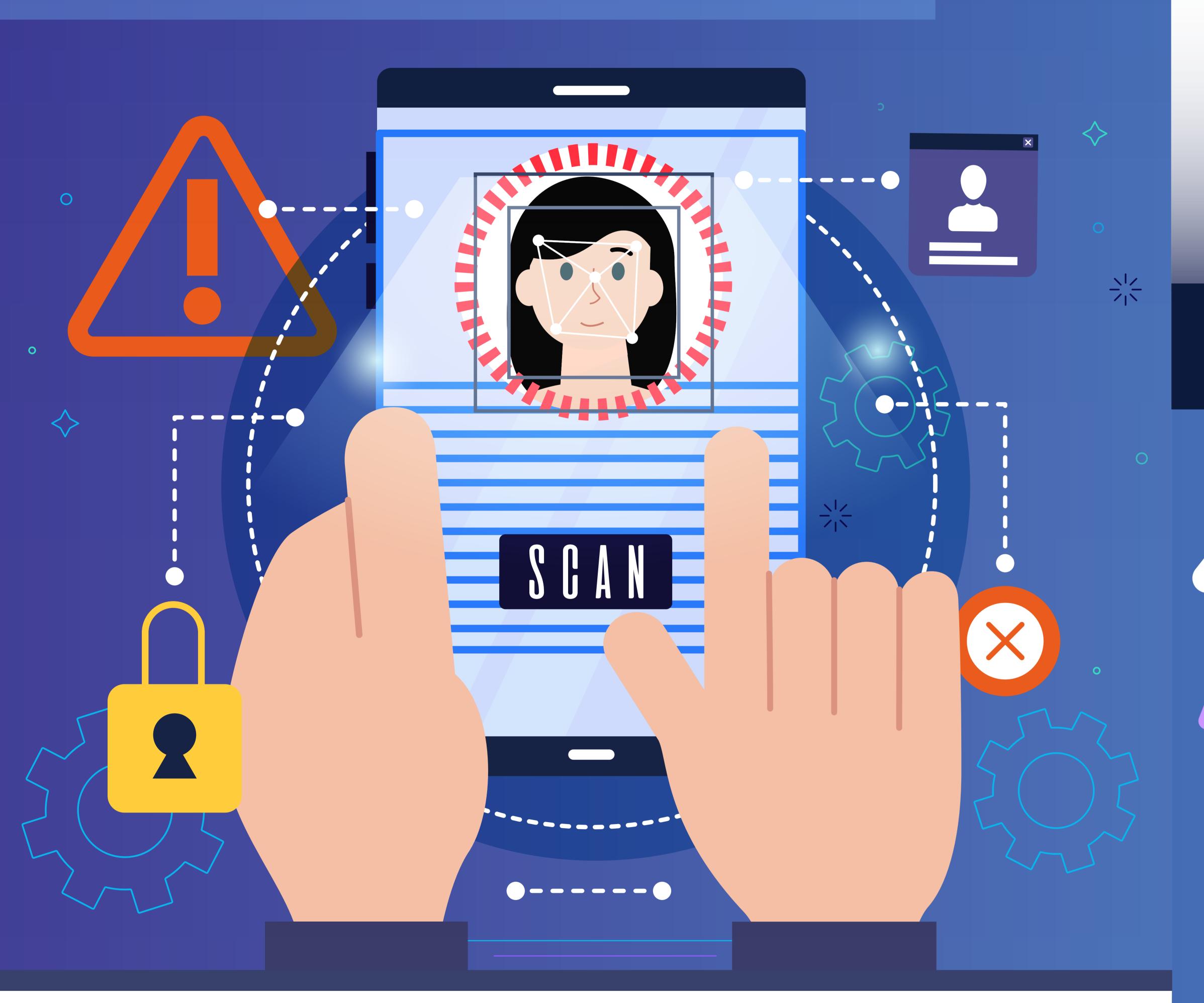
## Deepfake

## Risks and Countermeasures



For details, please visit CyberDefender or HKCERT website at:









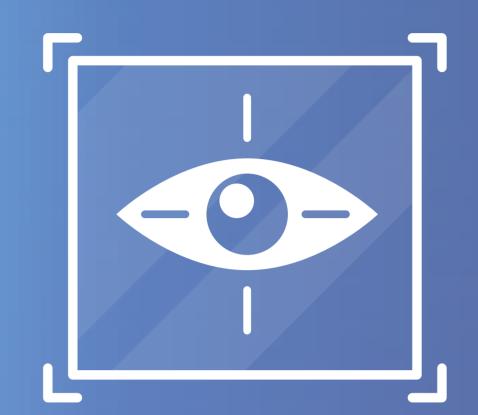
"Deepfake", a blend word of "deep learning" and "fake", refers to the use of artificial intelligence (AI) technology to synthesise a person's face or voice into any specific image, video or audio, thereby creating seemingly realistic











Identify flaws: Pay close attention to whether images, videos or audio contain unnatural movements, inconsistencies or irregularities.



Assess sources: Assess the credibility of the media that published the content.



Fact-check: Maintain a healthy level of scepticism towards the received content and verify its authenticity through reliable channels.



## Protect personal information:

Avoid disclosing personal information to others easily to prevent it from being exploited for generating Deepfake content.



Blackmail: Creating false content that will have a negative impact on the victim, threatening to release such content to extort money from the victim.

Cyberbullying: Producing malicious content that offends or\_ harasses the victim and disseminating it online.

Disinformation: Fabricating fake news to intentionally mislead the public or influence public opinion.





counterfeit content.







