



# DEEPPFAKES

One minute you're a social media star dancing to the latest social media app dance craze, then you're a celebrity delivering lines in your favorite blockbuster movie. Yes, it may be funny and entertaining but is it safe?

## WHAT IS DEEPPFAKE?

A DEEPPFAKE IS A DIGITAL FORGERY CREATED USING ARTIFICIAL INTELLIGENCE OR AI. IT CAN "CREATE ENTIRELY NEW CONTENT OR MANIPULATE EXISTING CONTENT, INCLUDING IMAGES, VIDEO, AUDIO, AND TEXT." USING AN ALGORITHM, THE INDIVIDUAL IN THE ORIGINAL VIDEO IS REPLACED WITH SOMEONE ELSE.

## WHAT ARE THE DANGERS OF DEEPPFAKE?

Deepfake and face-swapping applications may be going through and collecting your personal data.

This is why we strongly encourage everyone to go through the application's privacy notice, review the device permissions, and decide whether or not to agree to it and proceed with downloading and using the app.



Malicious individuals may even use deepfake videos for black mailing, scamming, and even identity theft



Remember that any identifiable image of an individual, whether in photo or video format, is considered as personal information.

## HOW TO PROTECT YOURSELF ONLINE

- Read the app's privacy notice and policies. Is the application asking for too much information? Will it require access to other applications downloaded in my mobile device? Decide on whether you will download and use the app after considering these questions.



- Be mindful of what you post or share online. It may be entertaining or harmless, but once you upload that face-altered photo or video, you may be exposing yourself to data privacy risks



### INFORMATION SOURCES

1. Smith, Hannah, and Katherine Mansted. What's a Deep Fake? Australian Strategic Policy Institute, 2020, pp. 05-10, Weaponised Deep Fakes: National Security and Democracy, www.jstor.org/stable/resrep25129.6. Accessed 13 Sept. 2021.
2. https://www.merriam-webster.com/words-at-play/deepfake-slang-definition-examples, 2019)
3. National Privacy Commission Advisory Opinion No. 2020-008

