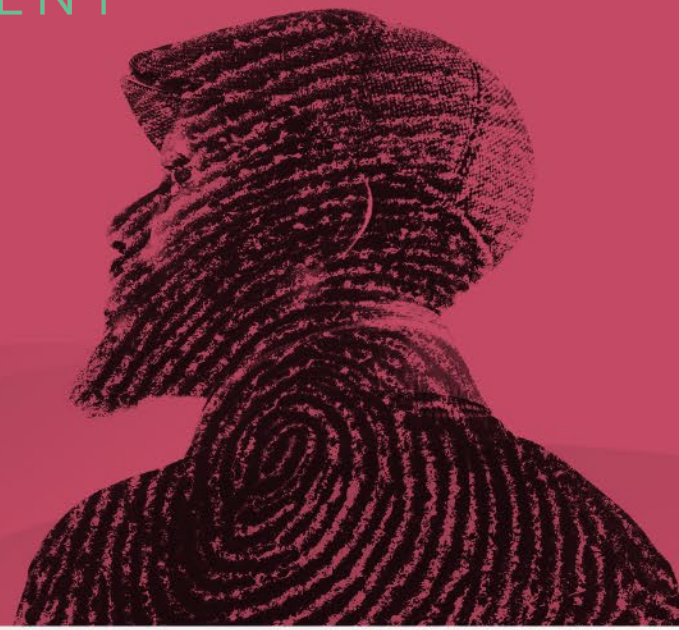
RSAC Sandbox

RSAConference2020

HUMAN ELEMENT



SESSION ID: **SBX1-W5**

Losing Our Reality: How Deepfakes Threaten Businesses and Global Markets

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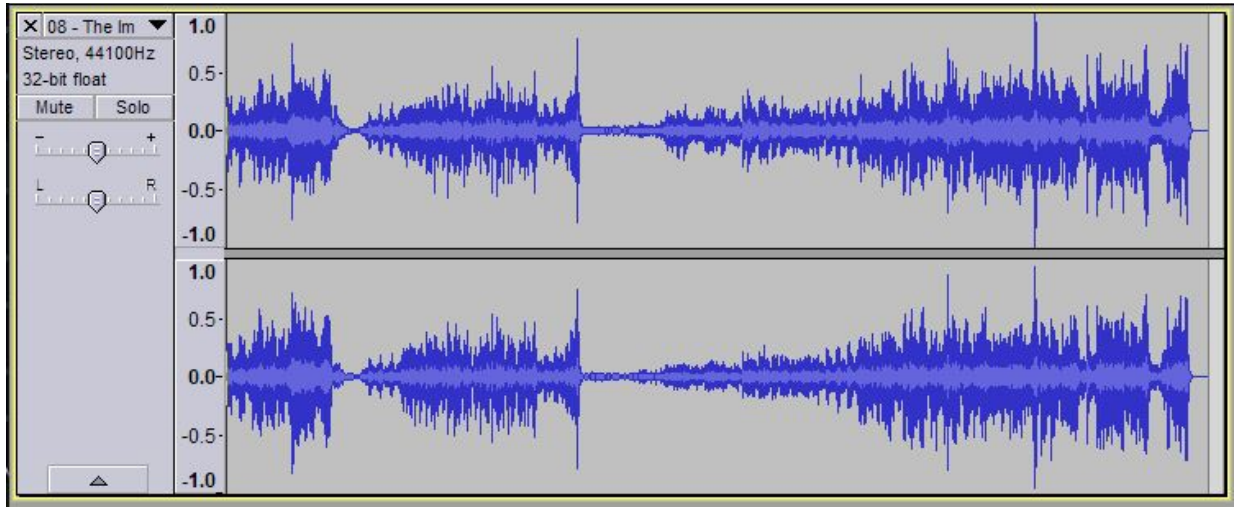
What Are Deepfakes?



A quick history on the rise of deepfakes

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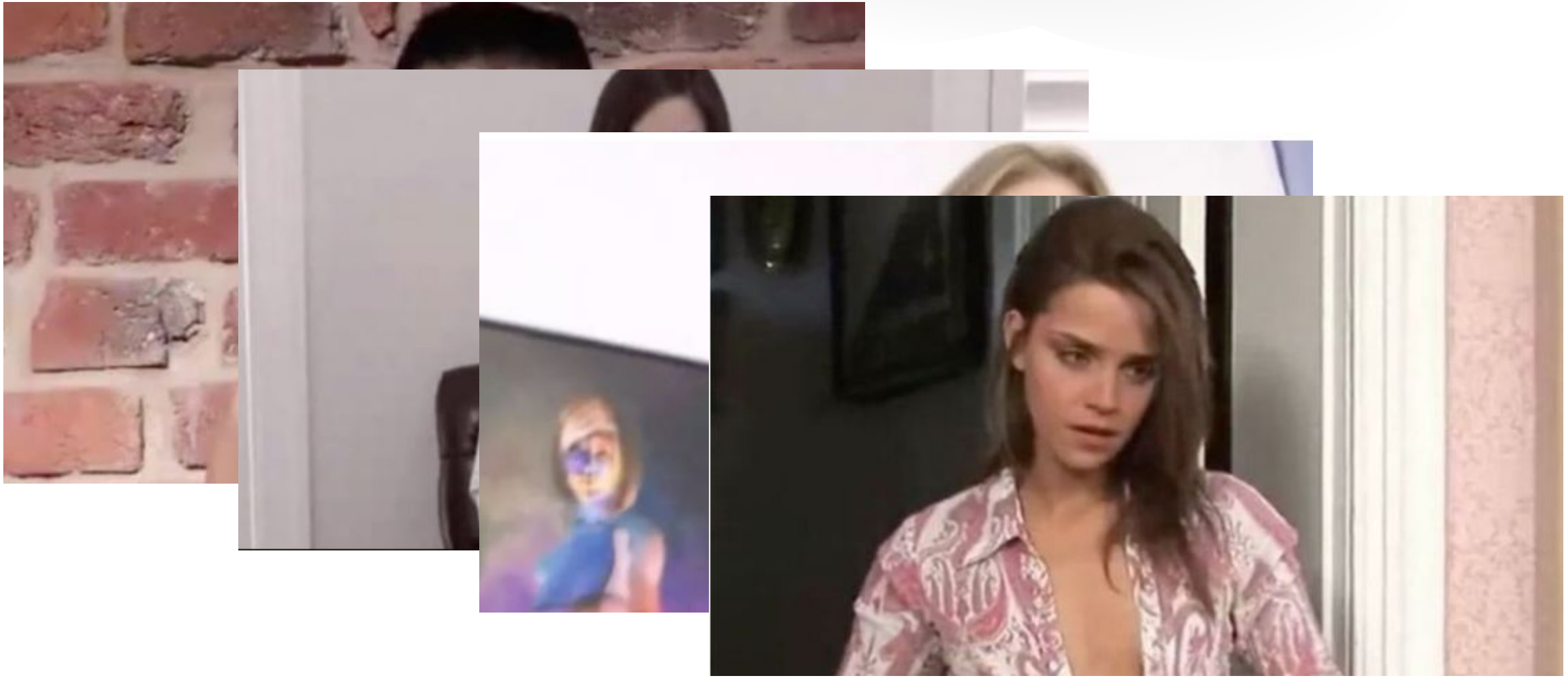

Turning Political

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Business leaders

PLACEHOLDER: Deepfake Video Here

Understanding GANs

Target Media

Generator

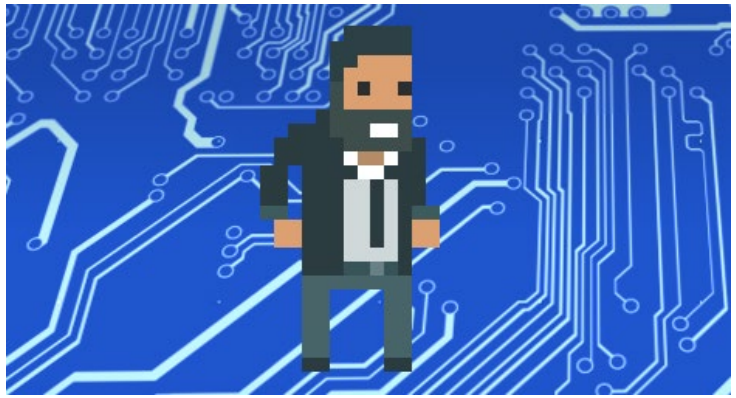
Training Set

Fake

Discriminator

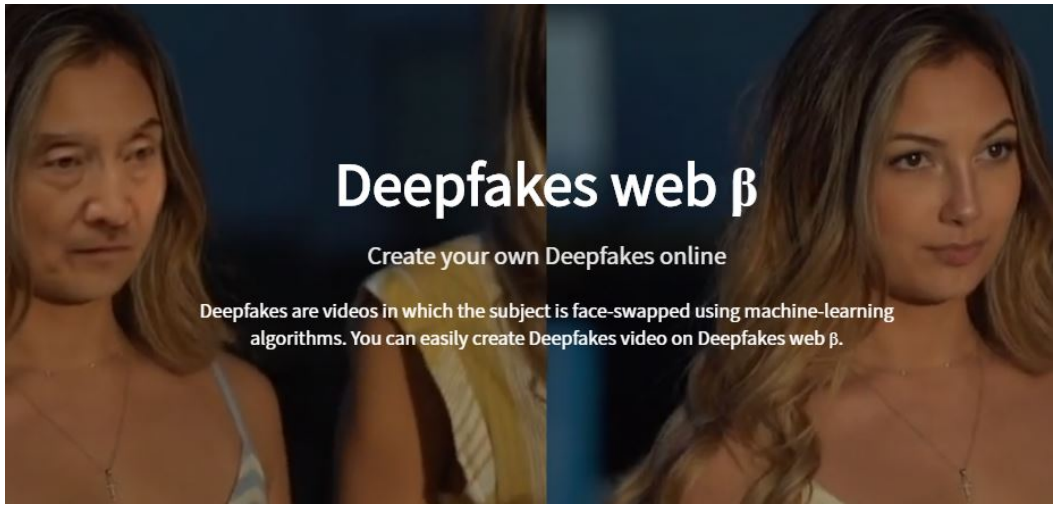
Real

Creating Deepfakes



FAKEAPP

faceswap



DeepNude

Understanding the Threats

How does this impact businesses and markets?

Threats to business

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SOCIAL ENGINEERING

Threats to business

EXTORTION

Threats to business

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“OUTSIDER” TRADING

Threats to business

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FINANCIAL/MARKET MANIPULATION

The World of Disinformation

What can be done to combat this threat?

The Disinformation Problem

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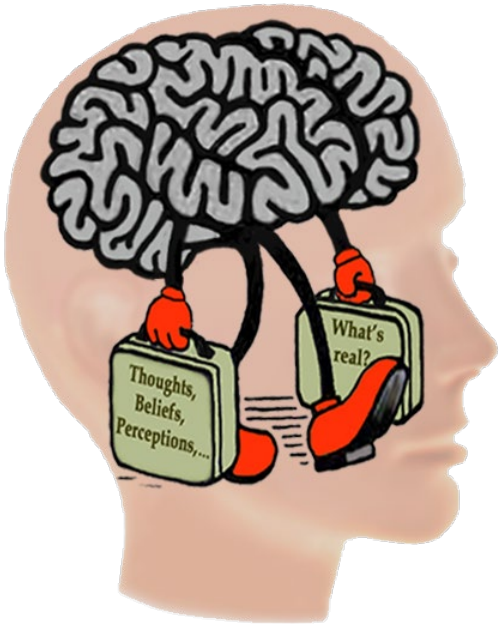

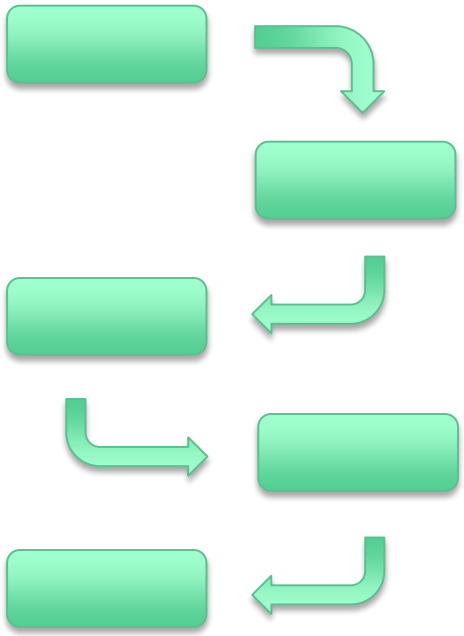

Combating Disinformation

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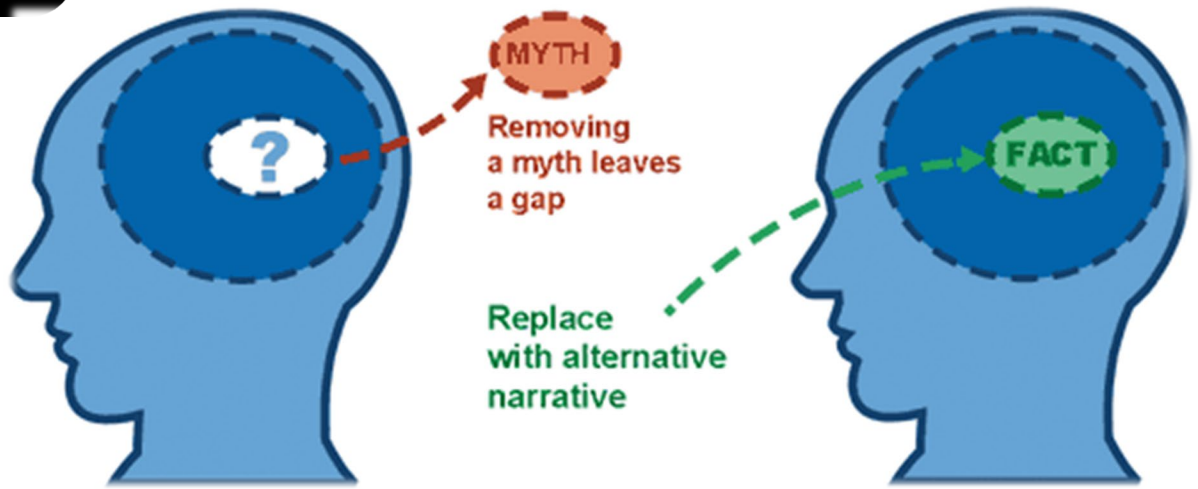

Detection, Certification, Prevention

Countermeasures for Deepfake Disinformation

Detecting Deepfakes

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Image: Phys.org

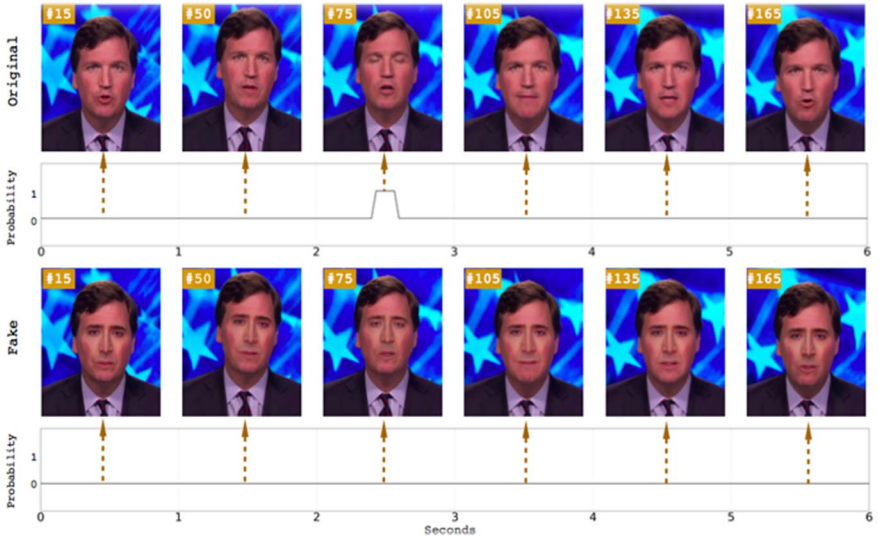

Image: University at Albany, SUNY

Image: Berkeley & USC

Certifying Original Videos

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Photo by Hunter Moranville on Unsplash

Can we prevent deepfakes from being created?

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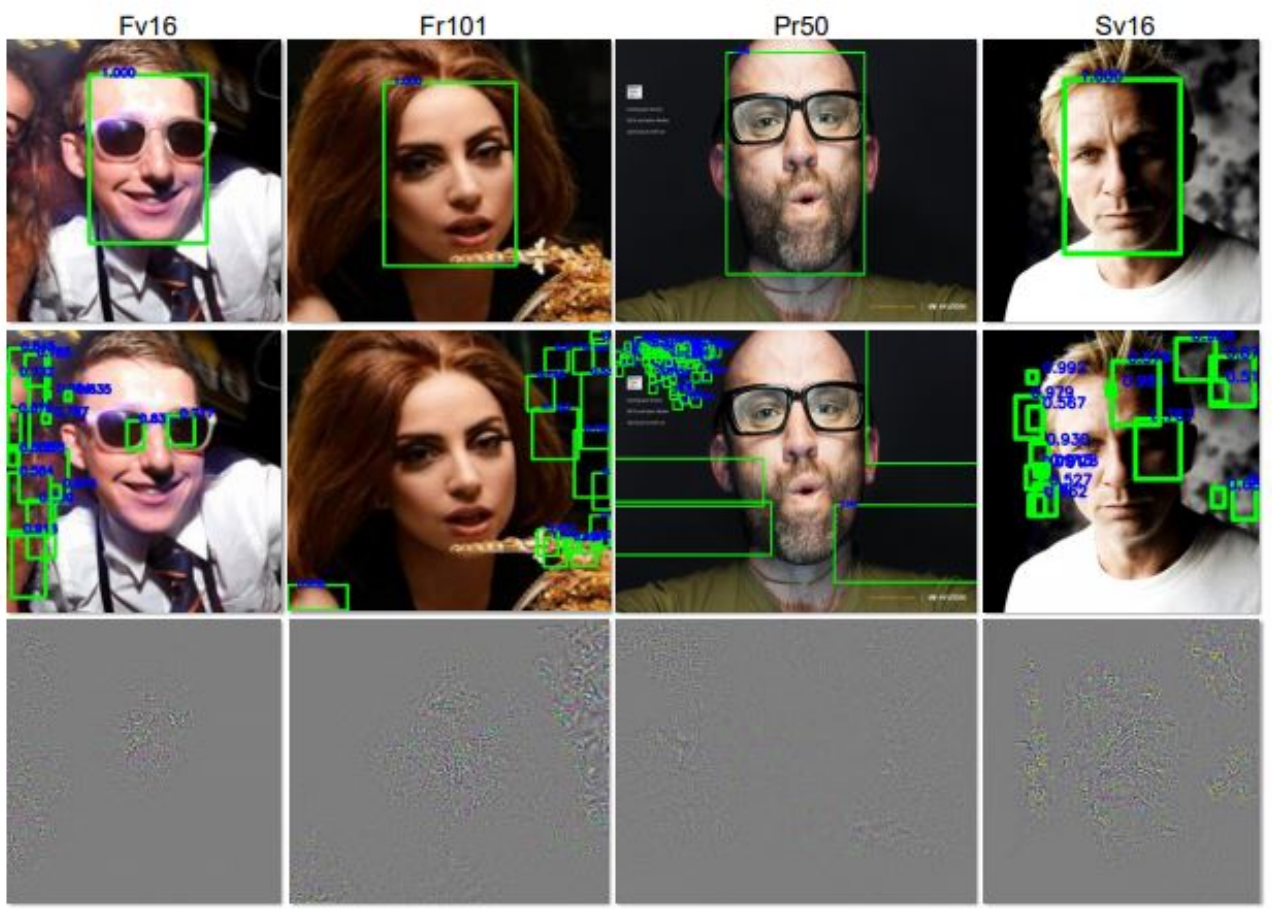

Image: Cornell University

Taking Action

Preparing the enterprise to combat the DeepFake Threat

So what can business do?

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- Immediately
  - Minimize channels for company communications
  - Drive consistent information distribution
- Prepare for the Future
  - Develop a disinformation response plan (treat these as incidents)
  - Organize a centralized monitoring and reporting function
- For the long term
  - Encourage responsible legislation and private sector fact verification
  - Monitor development of detection and prevention countermeasures

Alyssa MILLER

Continue the Conversation

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