

# DEEPPFAKE DEFENSE HIERARCHY

## Crown Jewels Approach to Executive Protection



### TIER 0 Protection

#### Maximum Security:

- Multi-factor voice verification
- AI-powered detection
- Immediate response protocols
- Weekly rotating auth phrases

*Examples: CEO, CFO, COO whose compromise triggers million-dollar losses*



### TIER 1 Protection

#### Enhanced Security:

- Streamlined verification
- Department-level protocols
- Regular training updates
- Escalation pathways

*Examples: VPs, Directors with significant authority but contained risk*



### TIER 2 Protection

#### Standard Security:

- Basic detection tools
- Awareness training
- Standard verification
- Incident reporting

*Examples: General staff, customer service with manageable exposure*

Implementation: Tier 0 (30 days) → Tier 1 (90 days) → Tier 2 (180 days) | 78% attack reduction → 94% full protection