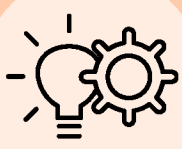# A.I. DEEPFAKE COMPROMISE TIMELINE

DAY 1
Target Selection

An attacker identifies a high-value (president) target within an organization and collects video and audio available of them from social media, interviews, and press.

DAY 2
Deepfake Creation

Runway (ai generation tool) used to create a convicing message in the form of a video to instruct frirends, family, and employees to send sensitve data.

DAY 3
Video Deployment
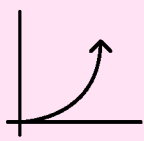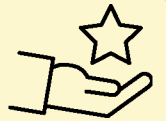
The deepfake video is sent to specific family members, friends, and employees through secure communication channels.

DAY 5
Retrevial

Targeted individuals are compliant with the instructions and sensitive data is sent.

DAY 7
Discovery

The organization starts raising suspiciousan during routine checks. The breach is unclear because of the realism in the deepfake.

DAY 10
Investigation

A full investigation is launched within organization and deepfake content. Forensic analysis confims AI generated audio and video.

DAY 13
Disclosure

All employees are informed of the recent breach explaining the cyberattack. New protocols are put in place with trainings for all employees to avoid future attacks.