

DEEPFAKE SCAMS

DON'T TRUST WHAT YOU SEE OR HEAR. VERIFY BEFORE YOU ACT

A deepfake is an AI-generated fake video, image, or voice that convincingly imitates a real person. Cyber criminals use deepfakes to impersonate family members, colleagues, celebrities, or Bank/government officials to manipulate victims into sharing money, data, or confidential information.



HOW DEEPFAKE SCAMS ARE USED



TOP OFFICIAL IMPERSONATION

Fake voice or video call instructs employees to make urgent payments or share sensitive data.



VOICE CLONING SCAM

A cloned voice pretends to be a family member asking for emergency funds.



FAKE JOB INTERVIEWS

AI-generated recruiters steal personal and financial information.



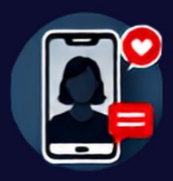
CELEBRITY INVESTMENT SCAMS

Deepfake videos promote fake investment opportunities.



BANK OR GOVERNMENT IMPERSONATION

Fake officials ask for OTP, passwords, or KYC details.



ROMANCE & SOCIAL MEDIA SCAMS

AI-generated identities build trust before asking for money.



**WHEN IN DOUBT,
VERIFY!**

**PAUSE
FIRST**

**VERIFY
IDENTITY**

**USE SAFE
CHANNELS**

**SECURE
SENSITIVE
DATA**

**QUESTION
URGENCY**