

# It's not too late to regulate deepfakes | Coda Story

By Martina Biino

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From an app that allows users to swap images of women and men into pornographic videos to the use of computer-generated faces in online fraud, deepfake videos are an increasingly visible manifestation of the dark side of artificial intelligence. As their use grows, legislators and policymakers are struggling to come up with appropriate solutions and safeguards. On August 4, the U.S. Senate Committee on Homeland Security and Governmental Affairs voted to advance the Deepfake Task Force Act, which aims to establish a team to investigate ways to mitigate the damage they cause. Meanwhile, the European Union is discussing a proposal to set comprehensive rules for artificial intelligence use.

We spoke with Dr. Mathilde Pavis, a senior lecturer in law at the University of Exeter, who has studied deepfakes and has drawn up a number of recommendations to limit their abuse.

This conversation has been edited for length and clarity.

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