

The Technology 202: Businesses should be watching out for deepfakes too, experts warn | The Washington Post

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Fake videos doctored by artificial intelligence are not just a threat to politicians in 2020. Corporate brands should be on alert for “deepfakes” too, experts are warning.

Chief executives including Apple’s [Tim Cook](#), Tesla’s [Elon Musk](#) and Facebook’s [Mark Zuckerberg](#) have already been targeted in deepfakes published online, according to an analysis from CREOpaint, a firm that helps businesses filter and contain the spread of disinformation. Many deepfakes also impersonate celebrities, who frequently act as brand ambassadors for corporations and spread company messaging.

“The lines between fake or fact are constantly being undermined, resulting in an alarming destabilization of corporate reputations and societal and political norms,” said Jean-Claude Goldenstein, CREOpaint founder and chief executive.

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