BLACKCLOAK®

Facing the Deepfake Reality

How widespread are executive deepfake attacks?

A deepfake is a realistic artificial image or video created using deep learning AI trained on authentic images, videos, and audio clips of a target individual. As threat actors collect more data on those they want to impersonate, authenticity is improving, making it more difficult to detect.

To assess organizations' preparedness against deepfake threats targeting board members and executives, BlackCloak commissioned the Ponemon Institute to survey U.S. IT and security professionals about their experiences and defensive strategies in place.

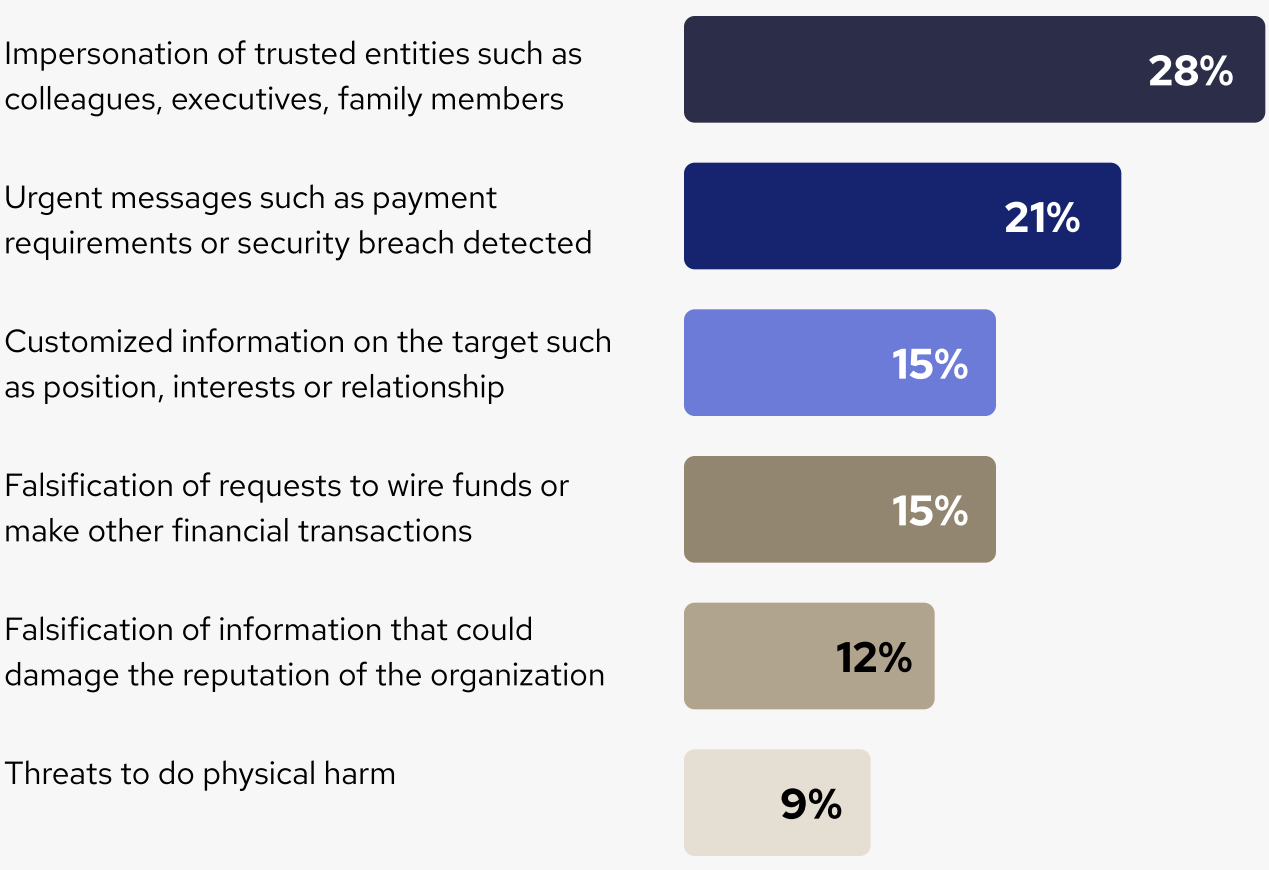
42%

of executives have been targeted at least once

42% of executives and board members have been targeted at least once by a fake image or video, over half were targeted more than once.

How deepfakes have targeted executives?

One choice permitted. Total = 100%



66%

of executives will likely targeted by deep fake

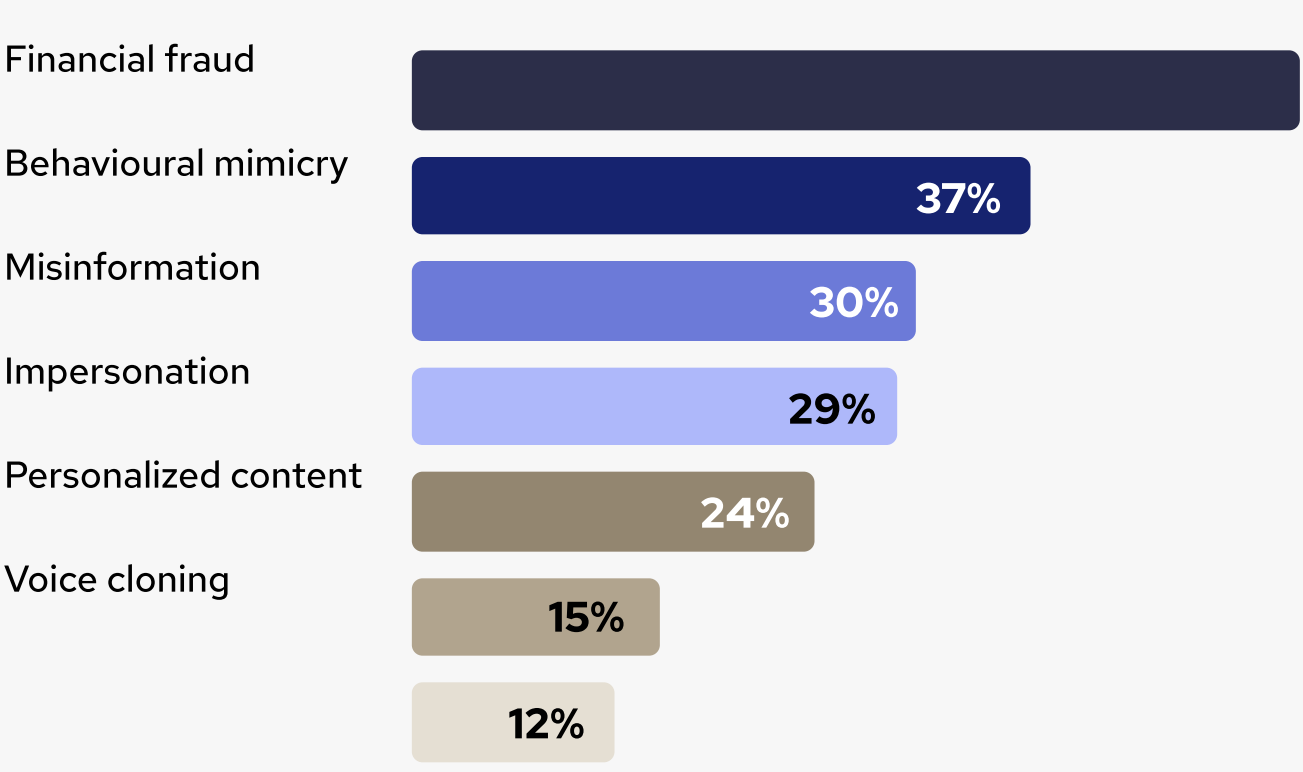
66% of respondents say it is highly likely their executives will be targeted by a deepfake in the future

54%

think AI deepfakes are most worrying

54% of IT and cybersecurity professionals feel deepfake is one of the most worrying uses of artificial intelligence (AI)

What are the two top deep fake risks concerning your organization?



59%

of teams have low visibility

59% of respondents say their teams have little visibility to prevent deepfake threats

53%

think technology to combat deep fake is top priority

53% say technologies that enable executives to verify the identity and authentication of messages they receive are highly important

The research undertaken by the Ponemon Institute suggests that despite the high number of reported attacks and concern over the future of deepfakes, organizations remain largely unprepared to reduce these digital footprints and detect threat actors, leaving executives vulnerable.

Read the full report to learn more about the strategies currently being deployed, and how teams are planning to defend their executives over the coming months.

Read the full report

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