

Rajasthan Government issued advisory regarding protection from Deepfake

The advisory will spread awareness amongst individuals and organizations about the associated threats and possible ways of prevention

Jaipur, 27 December| Rajasthan Government released an advisory on Deepfake- Threats and Countermeasures, with the focus on ensuring effective cyber hygiene and security amongst the general public at the ground level. The identified target audience or potential beneficiaries according to the advisory include both individuals as well as organizations. The advisory was issued in consonance with the cyber security measures or actionable points determined during the Third National Conference of Chief Secretaries under the theme "Cyber Security: Emerging Challenges".

What is Deepfake Technology?

The advisory explained Deepfake technology as an application of AI in manipulation of videos, images and even audios. The major risks associated with Deepfake technology are spread of misinformation, frauds or scams and reputational damage. Both positive and negative applications of Deepfake have been identified by the advisory. While positive applications can be seen in generation of special effects in movies and engaging or interactive educational content, there are numerous negative uses as well. There is risk of financial frauds through impersonation, disinformation to manipulate public opinion, along with emotional and financial extortion through non-consensual explicit content.

Preventive measures regarding Deepfake technology

The concerned advisory also highlighted certain preventive steps which can be referred to by both individuals and organizations for avoiding mishaps caused by Deepfake technology and its negative applications. Individuals and organizations are advised to do cross-referencing for every information and exercise extreme caution in case of personal information. Certain measures like Multi-Factor Authentication or MFA, strong privacy settings, verification protocols, and consistent security audits can aid the general public in combating the ill effects of Deepfake technology. On an individual level, the general public is advised to be cautious while sharing any information in the digital space. It is advised to assess the authenticity of the source of concerned information.

Specific measures for Organizations

The concerned advisory also provided certain preventive measures meant specifically for organizations. For organizations deal in large amount of company and customer data, it is advised to make use of Multi-Factor Authentication or MFA in order to ensure secure use, storage and transfer of data. Organizations are also advised to undertake security audits at regular intervals along with usage of encrypted modes of communication. The advisory also suggests formulation of crisis management plans in case of any mishap. For further assistance and information, the advisory is available for reference to the general public.