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PRESS RELEASE

Kahnawake Peacekeepers Issue Deepfake Fraud Warning

For Immediate Release

(Kahnawake – 5, Seskéha/August 2024) The Kahnawake Peacekeepers are issuing a warning to the community about a rising threat involving deepfake technology. Deepfake videos use advanced artificial intelligence algorithms to manipulate audio and video, making it appear as though trusted individuals are endorsing these scams. Fraudsters are increasingly using deepfake videos to impersonate politicians, celebrities, and news anchors, promoting fraudulent investment platforms, merchandise, or applications. These videos can be highly convincing, making it difficult for viewers to distinguish between genuine and fake content. Often circulating on social media platforms, deepfakes are being used to commit fraud and disseminate false information.

Warning Signs – How to Protect Yourself:

- **Skepticism:** Treat videos featuring public figures promoting products or investments as fake until you can verify their authenticity through your own research.
- **Caution:** Be wary of videos that seem too good to be true or depict public figures behaving unusually. Deepfakes often exploit sensational or provocative content to deceive viewers.
- **Editing Clues:** Look for signs of video manipulation such as unnatural movements, mismatched audio, or inconsistent lighting and shadows.
- **Verification:** Cross-check information by seeking corroborating evidence from reliable sources.
- **Legitimacy:** Be aware that fraudsters may use the names of legitimate companies to gain credibility. Verify email addresses, URLs, phone numbers, and physical addresses.
- **Privacy:** Never share personal or financial information with anyone online or over the phone.

Anyone who suspects they have been a victim of cybercrime or fraud is urged to report it to the Kahnawake Peacekeepers at 450-632-6505.

SUGGESTED INSTRUCTIONS FOR MEDIA

For further information on this announcement, contact:
Constable Kyle Zachary #091 at 450-632-6505.