**Deepfakes: The Rising Threat You Need to Know About**

Imagine a world where you can't trust what you see or hear—where someone’s face and voice can be perfectly manipulated to say or do anything. Welcome to the unsettling world of deepfakes.

Once just internet novelties, deepfakes have become a serious global threat, used for deception, fraud, and manipulation. These AI-generated videos and audio clips are now harder to detect, and their use is on the rise.

**What Are Deepfakes?**

Deepfakes use AI to convincingly alter someone’s face or voice, creating fake content that looks and sounds real. From faking political speeches to fabricating news, deepfakes are becoming a powerful tool for cybercriminals.

According to Deloitte, deepfakes threaten cybersecurity, politics, and reputations. In fact, deepfake attacks rose by 43% last year alone, with businesses losing millions to scams involving fake identities and fraudulent activity.

**How to Protect Yourself**

* **Don’t always believe what you see or hear**: Always be sceptical of shocking videos or audio clips online, especially if they seem out of character.
* **Verify Sources**: Cross-check information from trusted news sites if you’re unsure of content found on social media.
* **Spot the Flaws**: Watch for unusual facial movements or mismatched lip-syncing—these are common signs of deepfake manipulation.

Want to dive deeper? Listen to Webb Stirling’s pursuit of The Whisper in our thrilling audio narrative! [Listen here!](https://vimeo.com/1013398136/ab2bfc929b)