



Deepfakes & Synthetic Identity Fraud

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With you today



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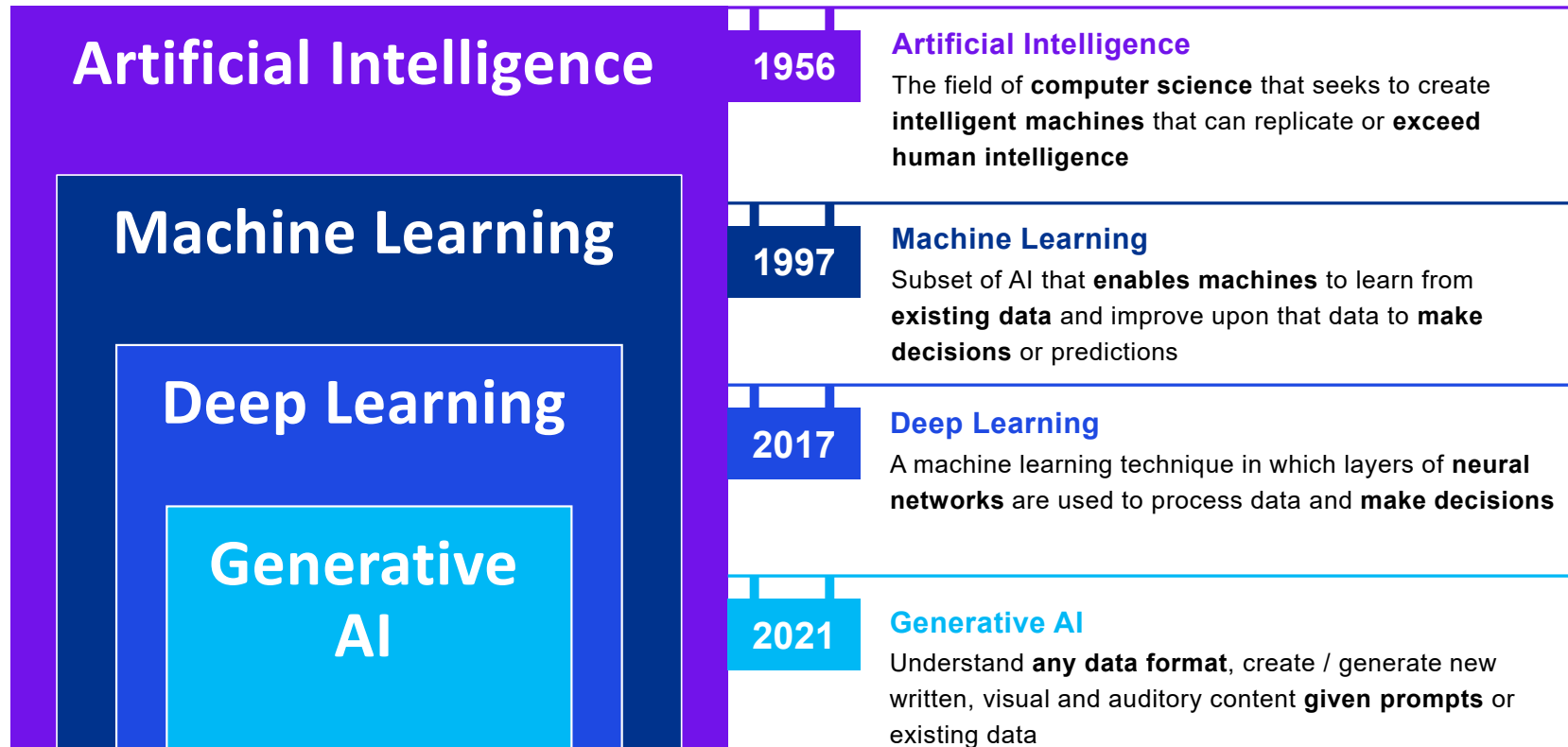


Agend

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- 01** Brief history of AI
- 02** Overview of generative artificial intelligence and deepfakes
- 03** Insurance fraud trends across the lifecycle
- 04** Detecting fraud with network analytics
- 05** How to protect yourself

Brief history of AI



Generative AI – What's it great at?

```
python Copy code
def factorielle_recursive(n):
    """Calcule la factorielle de manière récursive."""
    if n < 0:
        return "Erreur : l'entrée doit être un nombre entier positif."
    elif n == 0:
        return 1
    else:
        return n * factorielle_recursive(n-1)

def factorielle_iterative(n):
    """Calcule la factorielle de manière itérative."""
    if n < 0:
        return "Erreur : l'entrée doit être un nombre entier positif."
    result = 1
    for i in range(1, n + 1):
        result *= i
    return result

# Demander à l'utilisateur d'entrer un nombre
try:
    nombre = int(input("Entrez un nombre entier pour calculer sa factorielle: "))
    print(f"La factorielle de {nombre} (récursive) est {factorielle_recursive(nombre)}")
    print(f"La factorielle de {nombre} (itérative) est {factorielle_iterative(nombre)}")
except ValueError:
    print("Erreur : Veuillez entrer un nombre entier valide.")
```

Code generation

You
Écrivez-moi une petite histoire à raconter à mes enfants sur le bonheur à l'école, d'environ 200 mots

ChatGPT
Il était une fois, dans une petite école au cœur d'un village coloré, un groupe d'enfants qui découvrit le secret du bonheur. Chaque jour, avant de commencer les cours, ils se réunissaient dans la cour de récréation pour partager des histoires drôles, des sourires et des jeux.

Un jour, la maîtresse, Mme Lila, remarqua leur joie et décida d'intégrer cette belle énergie dans ses leçons. Elle commença par leur apprendre la valeur de l'amitié, du partage et de l'entraide. Les enfants apprirent qu'en aidant un camarade à comprendre une leçon difficile, ou en partageant leur goûter, ils se sentaient encore plus heureux.

La classe se transforma peu à peu en un lieu magique où chacun avait hâte d'aller, non seulement pour apprendre mais aussi pour vivre ces moments de bonheur partagé. Mme Lila leur enseigna que le bonheur à l'école, comme partout ailleurs, se cultivait en faisant le bien autour de soi.

Les enfants, inspirés, décidèrent de créer un "Jardin du Bonheur" où chaque bonne action était symbolisée par une fleur colorée. Bientôt, ce jardin imaginaire fleurit de mille couleurs, et le bonheur qu'ils avaient semé ensemble.

Et c'est ainsi que dans cette petite école, les enfants apprirent que le bonheur se multiplie lorsqu'on le partageait, et que chaque jour est une occasion de rendre quelqu'un heureux.

Text generation



Image generation



Video generation

300+ AI Voices

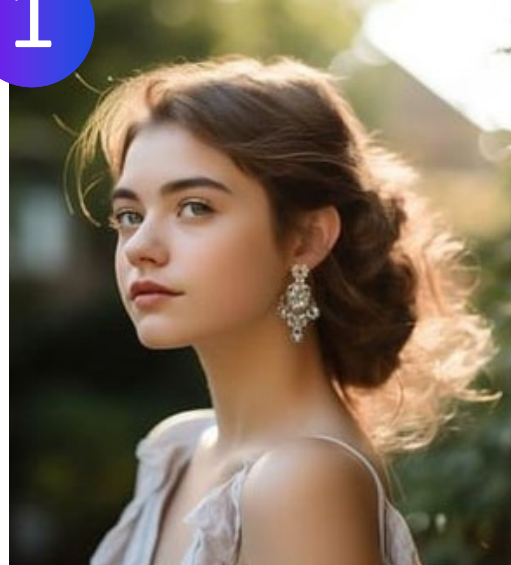
Voice generation

What happened in the last year?

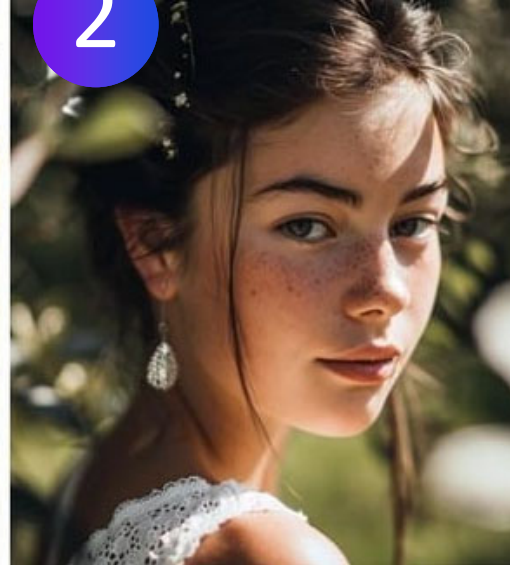
DIGITAL IMAGING

Which of these photos do you think was created with generative AI?

1



2



Generative AI makes synthetic identity fraud faster, cheaper and more scalable

Deepfakes and synthetic identities are not only media risks; they are financial crime risks because they can cause organizations to trust the wrong person, pay the wrong account, approve the wrong transaction or accept the wrong evidence.

Professional-quality documents can be created in seconds instead of hours.

Before Generative AI:

Creating realistic fake documents required:

- Design skills – cutting and pasting logos
- Time and effort – changing amounts and names with pen and correction fluid
- Research – signatures and names
- Manual editing – photocopying signatures

Manual effort limited scale.

Today with AI:

- Fraudsters can:
 - Generate realistic documents instantly
 - Copy vendor branding instantly
 - Produce hundreds of documents instantly
 - Research instantly

Fraudsters are able to scale at a much faster rate using minimal effort

AI didn't invent financial crime; it made deception faster, cheaper and more scalable.

Real Life Example: \$25M Deepfake Scam

In 2024, a member of the finance team was tricked into paying out \$25 million to fraudsters using deepfake technology to pose as the company's Chief Financial Officer and other colleagues in a video conference call.



Received email instructions from the CFO

The finance team member received an email from the CFO which highlighted that a secret transaction needed to be processed. However, they initiated a video conference call.



Deepfake Video Conference

Using AI, the fraudsters generated a real-time deepfake video of CFO. They invited finance employees to the virtual meeting and simulated a typical meeting giving very urgent payment instructions.



Online tools replicated voice and looks of Team Members

The CFO and other people in attendance had looked and sounded just like colleagues he recognized. The fraudsters cited the urgency of the transaction.



\$25 million Payout

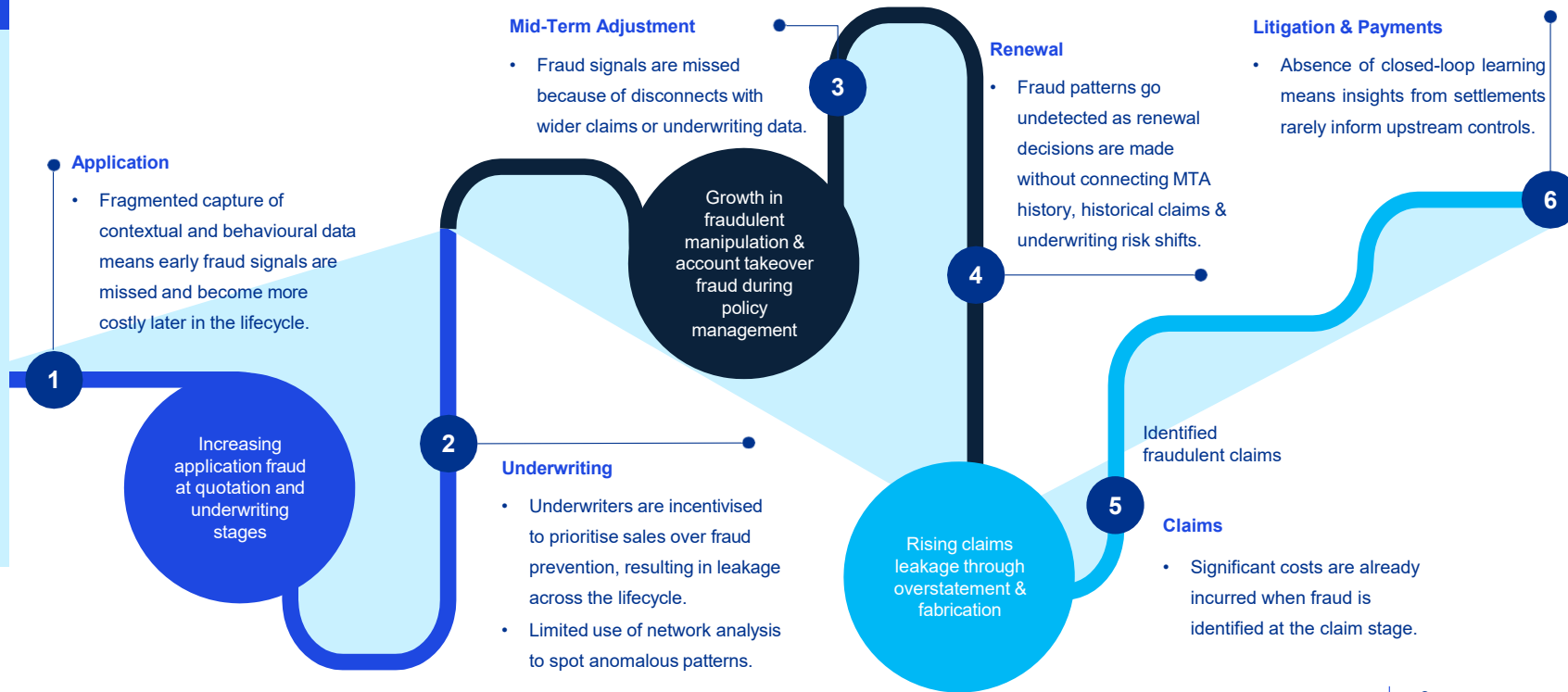
Based on the belief that it was the CFO and other members of the team, the finance team initiated the \$25 million to the fraudulent accounts.

Insurance Fraud Trends Across the Lifecycle

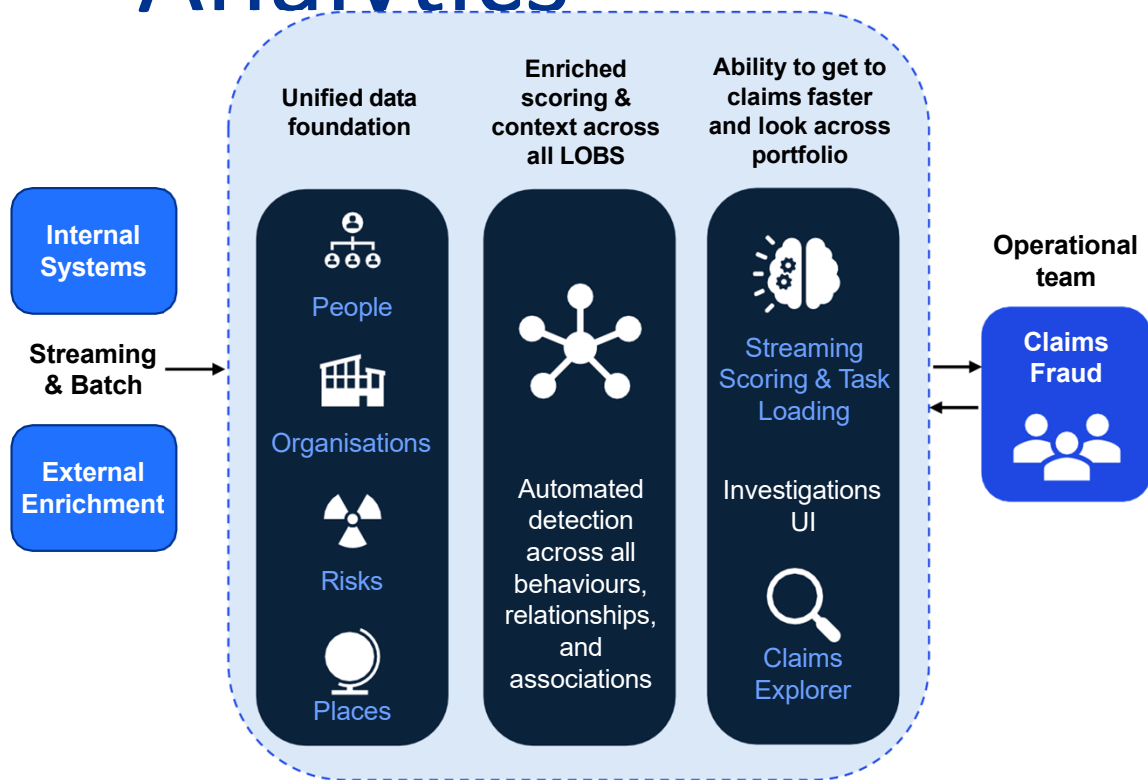
Fraud is increasing in volume, sophistication and speed - and is becoming increasingly cyber-enabled, blending digital compromise with traditional fraud vectors. At the same time, insurers face surging alert volumes, more complex typologies, and heightened customer expectations. To stay ahead of emerging threats, insurers need stronger access to contextual data, enriched intelligence, AI-driven decisioning and specialist investigative capability.

Insurance Trends :

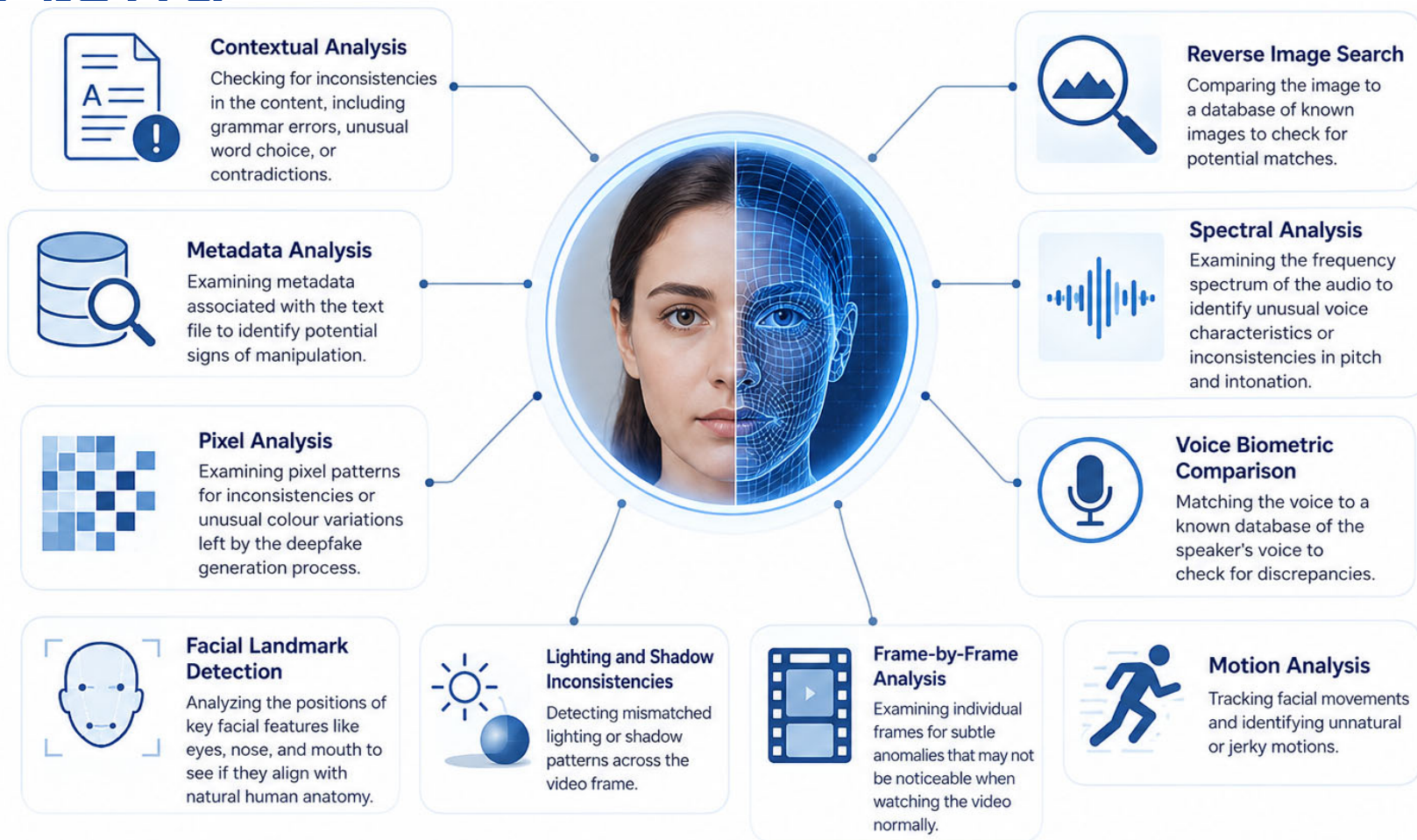
- 1. Front-door manipulation:** False identities, altered documents and misstated risk details can enter before a policy is issued.
- 2. AI-altered evidence:** Photos, invoices, documents and claim narratives are easier to manipulate and harder to assess by sight alone.
- 3. Lifecycle blind spots:** Fraud signals often appear across applications, policy changes, renewals, claims and payments, so relationship patterns need to be viewed across the full lifecycle.



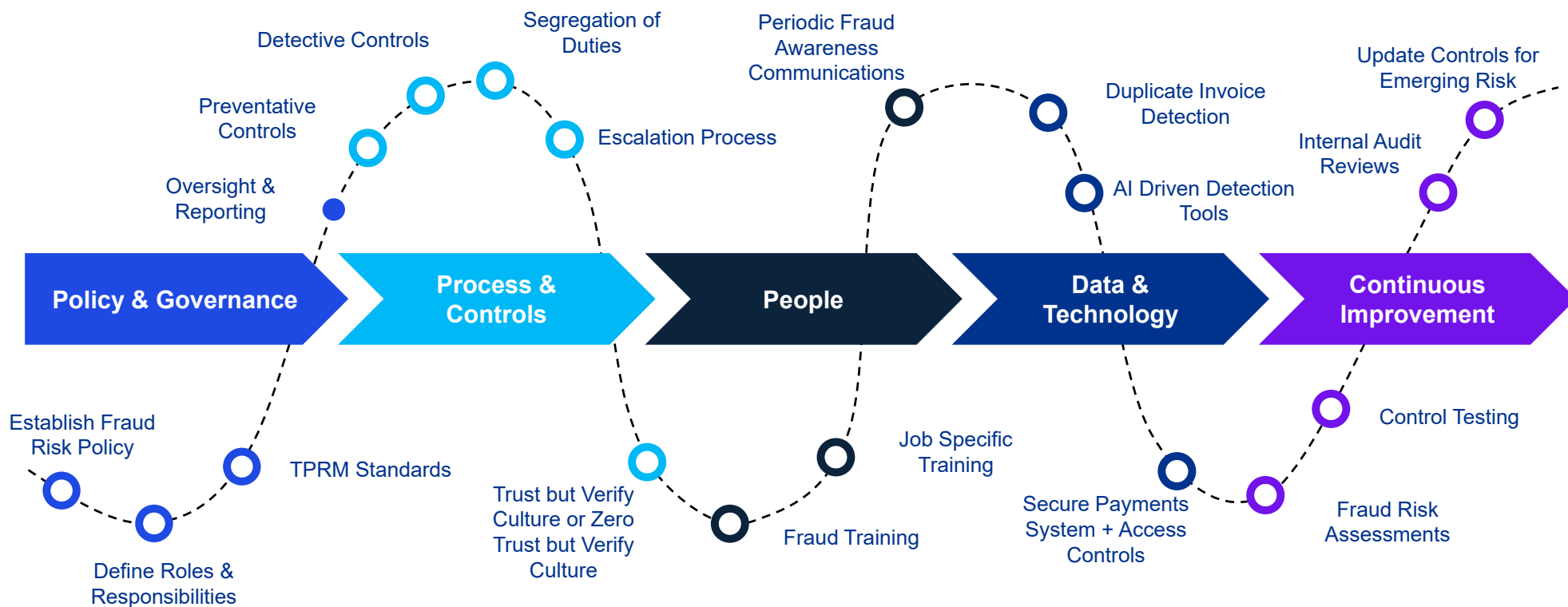
Detecting Fraud with Network Analytics



Detecting Deepfake Document



What Should We Do?





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