

POWER OF AI: EMERGING THREATS AND TRENDS IN THE WORLD OF DEEPPFAKES

VIDEO TRANSCRIPT

Daniel Kendzior: Hi, my name is Daniel Kendzior and I'm the global data and AI security leader for Accenture. I'm joined today by Collin from Reality Defender who's a great partner of ours. So many of our clients today, Colin, are so excited about the power of AI, but it's also created some of these emerging threats and risks that frankly we didn't have to deal with a few years ago. Deepfake is obviously one of those and you guys have been working on this for many years. So just curious, what are you seeing from an overall trend perspective? I know the world is changing very quickly, but I know deep fakes has become even more of a pressing issue.

Collin Borns: Yeah, you know, deepfakes can be pretty sensational, pretty scary in the headlines. However, we think about it not so much as a new threat vector altogether. Really, it's just a new tool in the tool belt for the bad actor to execute many of the same attacks we're trying to protect against around things like social engineering.

Daniel Kendzior: One thing a number of our clients have confided in us is this growing frequency of potentially threat actors entering their hiring processes. What are you seeing along these lines? I know you guys have done a lot of threat intelligence and research.

Collin Borns: Yeah, so inside of video interviews, you probably saw the case out of North Korea targeting IT operations. The FBI recently put out an announcement warning about this out of North Korea targeting IT departments. We also see it for less malicious, let's call it, intent, where somebody might get a more intelligent friend to participate in the interview process. Although less concerning from a security perspective, it's still something we're seeing a clear pattern around as well.

Daniel Kendzior: It's really interesting. I mean, we've seen it obviously in the contact center for a while, but now that it's coming into kind of these new hire processes, registration processes, it's a really wild world. What would you tell security teams, digital teams, folks like that to think about, you know, as they kind of enter this new reality?

Collin Borns: Yeah, I think we see this being a problem more for larger companies. And sometimes, if you see a growing risk vector, it can still take some time to bring in a new technology. So if this is something that you believe is going to be a problem sometime in the future, it's better to get your posture figured out sooner rather than later, because ultimately it just takes one for this to be catastrophic issue.



And we find the folks that are thinking about what's around the corner are better positioned to protect both the internal organization and also their customers.

Daniel Kendzior: No, that's a great point and I know that's why we've partnered together to create the MySecurity Diagnostic to help organizations really understand what does this look like over a sample of time and then make sure they put the right controls in place. So super excited to continue the work with our clients and I really appreciate you joining me.

Collin Borns: Yeah, thank you.

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