# Cybersecurity Awareness Month Event: Safeguarding Against Deepfakes: How to Prevent and Respond to AI-Generated Cyberattacks

Event
Amundsen Davis, Webcast
October 22, 2025  |  12:00 PM CT

Advanced generative AI tools have increased the ability of bad actors to easily create highly realistic deepfakes—digitally altered video, audio, and images—posing new risks to businesses. Cyber criminals use deepfakes to impersonate executives and leadership to gain access to sensitive or confidential information, manipulate employees, and spread false information. The consequences for companies without (hyper)vigilance and a defense strategy can be swift and severe: financial loss, reputational harm, and potential legal exposure.

Join Partner Molly Arranz, chair of Amundsen Davis's Cybersecurity & Data Privacy Service Group and John Williams, partner, for a presentation on the risks of deepfake attacks. Using real-world examples deepfake threats, including the rise in attacks on logistics and supply chain operations, business leaders will learn how to protect and prepare their organizations. Additional topics that will be covered include:

- How deepfake technology is being used to exploit business vulnerabilities;
- Legal and regulatory considerations related to deepfake attacks; and
- Strategies to prevent and respond to these pervasive threats.

**PROFESSIONALS**

Molly A. Arranz
Partner

John B. Williams
Partner

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