



Deepfakes: the 5 reflexes

The eye is no longer enough — the context test and the phone protocol, to share with your family.

THE 5 REFLEXES

1

Absence of flaws proves nothing

A visible artifact proves the fake; a perfect render doesn't prove the real. Judge the context, not the pixels.

2

Urgency + money + unusual channel = fraud

Until proven otherwise. One rule for cloned voices, fake managers and fake advisors.

3

Hang up, call back on the known number

Your own contact entry, never the number that called. 90 seconds of inconvenience against your savings.

4

The family code word

Agreed in advance, offline. Any emergency asking for money must give it — the cloned voice has the timbre, not the code.

5

Shock content: source first

Earliest publication, reverse image search (Google Lens, TinEye), fact-checkers — before any share.

On the phone, a voice that pressures — the protocol

1. Promise nothing, pay nothing during the call — whatever the voice says.
2. Hang up and call the person back on the number you already have.
3. Ask for the family code word. No code = no money, full stop.

Emotion is the weapon. Verification is the shield.

Upstream, and if you're targeted

Limit the raw material: public voice and video feed the cloning (see sheet 03).

Intimate deepfake victim: don't pay, delete nothing — evidence, platform, authorities.

Help: FR cybermalveillance.gouv.fr / 3018 · ES 017 · BG safenet.bg · US ic3.gov