# Jamie Lee Curtis urges Meta to act against deepfake misuse of her likeness



Award-winning actress and author Jamie Lee Curtis has publicly addressed Meta CEO Mark Zuckerberg over the issue of AI deepfake videos misappropriating her likeness on social media platforms. In a post shared on her verified Instagram account, Curtis expressed frustration that her requests to have the videos removed remained unanswered. The deepfake in question manipulated a clip from an interview she conducted with MSNBC regarding the Los Angeles wildfires. In the altered video, her words were repurposed to falsely promote a brand, deeply contradicting her values and beliefs.

Curtis’s case reflects a growing concern among celebrities and public figures who have become targets of deepfake technology. From music sensation Taylor Swift, who faced explicit video manipulation, to actress Scarlett Johansson, who has dealt with the misuse of her image for years, many in Hollywood are now finding themselves victims of a burgeoning digital threat. The prevalence of generative AI capable of creating highly convincing deepfakes complicates the landscape further, pushing platforms like Facebook and Instagram into the spotlight for their handling of this volatile content.

Curtis articulated her disappointment with Meta, stating that her attempts to contact Zuckerberg were hindered because he does not follow her on Instagram, leaving her without direct channels for addressing such critical concerns. By resorting to social media for her appeal, she aims to galvanise action from the platform in “policing and removing” dubious content that significantly impacts her reputation.

The issue of deepfakes is not merely an individual grievance; it is symptomatic of broader concerns regarding the integrity of information shared on social media. In light of recent observations, Tech giants like Meta have claimed to monitor and swiftly act against AI-generated misinformation. However, despite its efforts to label or remove dubious content, the platform has faced mounting criticism for its handling of deeper structural issues related to trust and user safety. Nick Clegg, Meta's president of global affairs, noted that generative AI's influence was comparatively muted during the 2024 global elections, giving the company a degree of confidence in its content moderation strategies.

Nevertheless, the rise of deepfake technology has prompted legal challenges. In a notable case, Polish billionaire Rafał Brzoska is rallying a collective of high-profile individuals to sue Meta over the proliferation of deepfake scams that misuse their identities, underscoring the pressing need for stricter regulations. This initiative reflects a growing consensus among victims that the social media landscape requires more definitive legislative measures to protect individuals against the misuse of AI technologies.

Historically, Meta’s policies on deepfakes have been scrutinised. In incidents as far back as 2019, the platform faced backlash for refusing to remove a deepfake video of Zuckerberg himself, sparking debates about the responsibility of social media companies in moderating manipulated content. This exemplifies the delicate balance that such platforms must strike between free expression and protecting users from harmful misinformation.

Moreover, a recent investigation revealed a disturbing trend: an upsurge in AI-manipulated deepfake images of female celebrities, some of which portray them in a sexualised manner. Meta's removal of these images after being alerted indicates an ongoing struggle within the industry to grapple with this challenge effectively. Erin Logan, a spokesperson for Meta, stated that the company is continually working to enhance their detection and enforcement technologies, emphasising that this is a widespread issue demanding collective industry action.

As discussions on regulation and accountability gain traction, Curtis’s public call to action serves as a timely reminder of the human impact behind these technological advancements. The convergence of celebrity culture and rapid AI development raises urgent questions about ethics, privacy, and digital rights that continue to resonate in a heavily mediated world.

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Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

* <https://www.techtimes.com/articles/310304/20250512/jamie-lee-curtis-publicly-calls-out-mark-zuckerberg-meta-ignoring-ai-deepfake-video-takedown.htm> - Please view link - unable to able to access data
* <https://www.reuters.com/technology/artificial-intelligence/meta-says-gen-ai-had-muted-impact-global-elections-this-year-2024-12-03/> - Meta reported that generative AI had a muted impact on global elections in 2024. Coordinated networks attempting to spread propaganda or false content on Facebook and Instagram largely failed to gain significant traction. Nick Clegg, Meta's president of global affairs, noted that the volume of AI-generated misinformation was low and swiftly labeled or removed. Despite concerns, AI content did not significantly sway public opinion, as notable deepfake videos and audio were quickly debunked. Malicious accounts are increasingly turning to lesser-regulated platforms or operating their own websites to disseminate false information.
* <https://www.ft.com/content/f390bf57-d3bd-4462-a722-cd1b755589a3> - Rafał Brzoska, a Polish billionaire and head of InPost, is seeking support from prominent Polish figures to sue Meta over the proliferation of 'deepfake' scams using AI-generated impersonations on its platforms. Brzoska aims to include around 150 notable Polish individuals, including former presidents and prime ministers, in the lawsuit. He previously secured an injunction to halt the spread of fake news and images of himself and his wife on Meta platforms. Brzoska's lawsuit is intended to press Meta into eliminating deepfake scams and does not seek financial compensation. This action follows similar pressures on Meta, such as a lawsuit permitted by a U.S. judge for Australian billionaire Andrew Forrest. Meta, emphasizing its policy against deceptive ads, has indicated continued efforts to counter scams. Brzoska hopes the EU's strong regulations on data protection will support his case and set a precedent for other victims globally.
* <https://www.thenationalnews.com/business/technology/deepfake-video-of-facebook-s-mark-zuckerberg-will-not-be-taken-down-1.873716> - In June 2019, Facebook faced criticism for not removing a deepfake video of CEO Mark Zuckerberg. The video depicted Zuckerberg discussing controlling billions of people's 'stolen' personal data. Facebook's decision to keep the video online sparked debates about the platform's responsibility in moderating manipulated content. The incident highlighted the challenges social media companies face in addressing deepfakes and the potential implications for public trust and information integrity.
* <https://www.cbsnews.com/news/meta-facebook-sexualized-ai-deepfake-celebrity-images-spread/> - Meta has removed over a dozen fraudulent, sexualized images of famous female actors and athletes after a CBS News investigation found a high prevalence of AI-manipulated deepfake images on the company's Facebook platform. Dozens of fake, highly sexualized images of the actors Miranda Cosgrove, Jennette McCurdy, Ariana Grande, Scarlett Johansson, and former tennis star Maria Sharapova have been shared widely by multiple Facebook accounts, garnering hundreds of thousands of likes and many reshares on the platform. 'We've removed these images for violating our policies and will continue monitoring for other violating posts. This is an industry-wide challenge, and we're continually working to improve our detection and enforcement technology,' Meta spokesperson Erin Logan told CBS News in a statement emailed on Friday.
* <https://www.cbsnews.com/news/cbs-news-asks-facebook-to-remove-deepfake-video-of-mark-zuckerberg-with-unauthorized-cbsn-trademark/> - Lawyers for CBS News have asked Facebook to take down a 'deepfake' video that manipulates the words of Mark Zuckerberg and was not authorized to use the trademark of CBSN, the streaming service of CBS News. 'CBS has requested that Facebook take down this fake, unauthorized use of the CBSN trademark,' a CBS spokesperson said in a statement. As of Wednesday evening, the video was still viewable, and Facebook said it had evaluated CBS' claim and found no violation. 'We take intellectual property rights seriously, and we've responded to CBS directly on this issue. At this time, the video remains subject to our standard process,' a Facebook spokesperson said in a statement.
* <https://www.cnn.com/2020/01/07/tech/facebook-deepfake-video-policy/index.html> - Facebook announced a new policy banning AI-manipulated 'deepfake' videos that are likely to mislead viewers into thinking someone 'said words that they did not actually say,' as the social network prepares for the 2020 US election. The policy explicitly covers only misinformation produced using AI, meaning 'shallow fakes' – videos made using conventional editing tools – though frequently just as misleading, are still allowed on the platform. The new policy, announced on Monday by Monika Bickert, Facebook’s head of global policy management, will result in the removal of misleading video from Facebook and Instagram if it meets two criteria: 'It has been edited or synthesised … in ways that aren’t apparent to an average person and would likely mislead someone into thinking that a subject of the video said words that they did not actually say.' 'It is the product of artificial intelligence or machine learning that merges, replaces or superimposes content onto a video, making it appear to be authentic.'