# Susanna Reid alarmed by deepfake technology demonstration on 'Good Morning Britain'



During an episode of "Good Morning Britain" on a Tuesday, host Susanna Reid expressed alarm when a deepfake technology was used to mimic her appearance. The demonstration involved fraud expert Simon Horsewell and Laura Noye from tech company Onfido. A filter was applied to Noye’s face during the broadcast, showing how convincingly AI can recreate someone’s likeness with just one photo.

Simon Horsewell explained that this AI technology is also used by scammers to replicate people’s faces and voices for fraudulent activities, such as opening bank accounts or altering documents like passports and drivers' licenses. This discussion highlighted concerns about the potential misuse of deepfake technology in scams and identity fraud.

In recent news related to AI misuse, an investigation by Channel 4 found that more than 250 British celebrities had been victims of deepfake pornography, where their likenesses were digitally superimposed onto explicit content. This investigation demonstrates growing concerns about how AI can spread misinformation and be used for harmful purposes.