



West Virginia State Privacy Office

Privacy Tips

September: AI & "Deepfake" Deception



Last year (2025) has seen a massive rise in AI-generated scams. Criminals can now "clone" a person's voice with just a few seconds of audio taken from a video you posted online. They then call family members, sounding exactly like you, claiming to be in an emergency and needing money.

For government workers, this can also take the form of a "boss" calling to request an urgent, "confidential" wire transfer.

Your Action:

- Establish a "Family Safe Word" that only your inner circle knows.
- If you receive a frantic call for money or sensitive info, ask for the word.
- If they can't provide it, hang up.
- Also, never trust "Caller ID", if a call from a "Boss" or "Agency Head" feels off, hang up and call them back on their known, official desk number.

****Note:** Your agency/bureau/department/division may have specific requirements – always check your policies and procedures. If you have questions, contact your Privacy Officer.*