



The Great Trust Recession

How Deepfakes Are Shattering Digital Confidence — and Forcing a New Security Standard

Identity Is the New Attack Surface



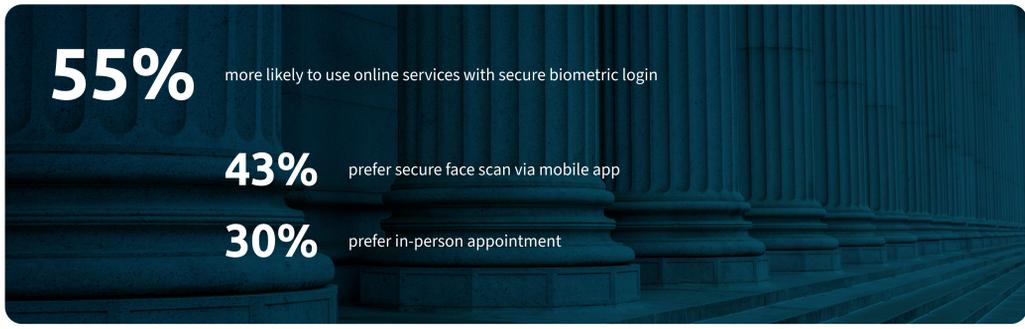
Identity compromise now creates enterprise-wide risk — not just isolated fraud.

Trust + Convenience = Competitive Advantage

Financial Services



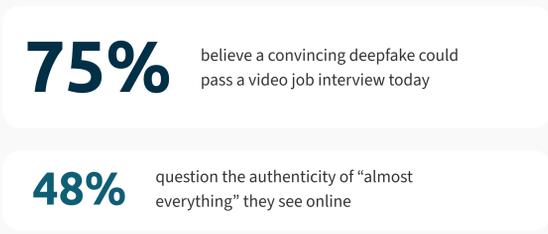
Government Services



When identity verification is secure and seamless, consumers respond positively.

The Collapse of Trust Online

Seeing Is No Longer Believing

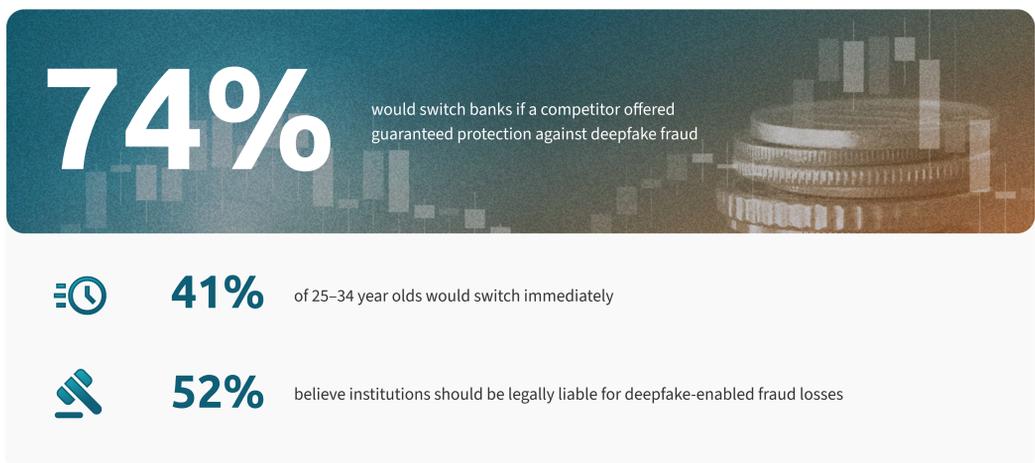


Digital authenticity can no longer be taken for granted.



Identity Security Now Drives Loyalty

Deepfake protection is becoming a competitive differentiator.



The New Standard



“Deepfakes are quickly undermining the trust at the heart of the digital economy, ultimately compelling consumers to change their behaviors and, importantly, who they are willing to do business with.”

— Andrew Bud, Founder & CEO, iProov

Restoring trust in the digital economy requires proving genuine human presence — not just detecting fraud.

Can You Spot the Fake?

Try the “Find the Fake” challenge