

Analysis of Deepfake Technology and Present Legislation in India to Tackle It

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Abstract: *This research paper delves into the rapidly evolving landscape of deepfake technology. It looks at the different uses, possible dangers, and legal issues that deepfake raises. Advanced artificial intelligence algorithms enable the production of hyper-realistic synthetic media that can imitate and modify audio-visual content, a capability made possible by deepfakes. The legal implications of deepfakes are becoming more complicated as these technologies develop. It presents significant obstacles to intellectual property, security, privacy, and public confidence. This study attempts to give an in-depth overview to the idea of deepfake and the legal landscape around deepfake technology. It also analyses current laws and suggests new legal frameworks to deal with new issues that may arise.*

Keywords: Deepfake technology, artificial intelligence, privacy, defamation, Generative Adversarial Networks (GANs), large language models (LLM), Synthetic Media.

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