

Deepfake & Media Fraud Protection Scorecard

5 quick questions to assess exposure for claims, underwriting, and reputation

Use this checklist to gauge how exposed your insurance workflows may be to AI-manipulated photos, videos, and documents. Check one box per question and total your score.

Scorecard

#	Assessment question (and why it matters)	Yes (2)	Some (1)	No (0)	Notes
1	Do you accept customer-submitted photos or videos as proof of damage or loss? AI-generated or altered media can inflate severity or fabricate events.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2	Are you increasing self-service or straight-through processing for claims or underwriting? Automation depends on trustworthy inputs; synthetic media targets low-friction workflows.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3	Do you process documents like invoices, estimates, medical records, or IDs at volume? Fabricated PDFs and edited documents can look legitimate and scale quietly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4	Is fraud review heavily manual or dependent on limited SIU capacity? High-volume synthetic attempts can overwhelm teams and slow legitimate claims.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5	Would a single viral fake involving your brand, executives, or claim decisions create reputational risk? A believable deepfake can trigger rapid narrative damage before corrections land.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Total score: _____ / 10

Low (0–2): Monitor

Moderate (3–6): Add controls

High (7–10): Act now

Suggested next steps

- Start with a pilot: screen inbound claim photos, videos, and key documents for authenticity at intake.
- Automate triage: route only suspicious submissions to SIU or expert review; keep legitimate claims moving fast.
- Embed checks where decisions happen: claims portals, mobile FNOL, underwriting document intake, and vendor invoices.
- Document your controls for audit and renewal discussions with cyber and fraud stakeholders.

Estimate ROI: [Attestiv Insurance ROI Calculator](#)

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