

# 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	<b>Do you accept customer-submitted photos or videos as proof of damage or loss?</b> AI-generated or altered media can inflate severity or fabricate events.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2	<b>Are you increasing self-service or straight-through processing for claims or underwriting?</b> Automation depends on trustworthy inputs; synthetic media targets low-friction workflows.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3	<b>Do you process documents like invoices, estimates, medical records, or IDs at volume?</b> Fabricated PDFs and edited documents can look legitimate and scale quietly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4	<b>Is fraud review heavily manual or dependent on limited SIU capacity?</b> High-volume synthetic attempts can overwhelm teams and slow legitimate claims.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5	<b>Would a single viral fake involving your brand, executives, or claim decisions create reputational risk?</b> 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](#)

**Contact:** <https://attestiv.com/contact/>



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