

25th June 2020

Artificial Intelligence – Deepfakes information sheet

Dear Parents and Carers,

As part of our ongoing commitment to digital safety, we want to raise awareness about an emerging online issue affecting young people today: deepfakes.

What Are Deepfakes?

Deepfakes are fake images, videos, or audio recordings created using artificial intelligence. They can make it appear as though someone said or did something they never actually did.

These can be used for fun (like putting a celebrity's face in a movie clip), but unfortunately, deepfakes are also increasingly used to manipulate, deceive, or embarrass others online.

Why Should Parents Be Concerned?

Children aged 11–16 are active online, and many use social media daily. Deepfakes can:

- Be used in cyberbullying, especially by spreading fake videos that seem real.
- Target children with false information or scams.
- Damage reputations with convincing but completely fake content.
- Be distressing, especially if a child is the subject of a deepfake.

How to Help Your Child Stay Safe

Talk Openly

Explain what deepfakes are in simple terms and encourage your child to come to you if they see anything online that feels strange, upsetting, or fake.

Teach Critical Thinking

Encourage your child to question what they see online. Ask: *Who posted this? Does it look real? Can I trust this source?*

✔ Check Privacy Settings

Help your child adjust their privacy settings on apps like TikTok, Instagram, and Snapchat to limit who can access and use their content.

✔ Be Cautious With Personal Content

Discourage sharing private images or videos. Remind your child that once something is online, it can be copied, changed, and misused—even if it's later deleted.

✔ Use Trusted Sources

Encourage your child to rely on trusted news outlets and official sites to fact-check any suspicious videos or claims.

✔ Know the Signs of a Deepfake

Teach them to spot odd blinking, lip-sync mismatches, or strange lighting—these may be signs a video is fake.

What To Do If Your Child Is Affected

If you or your child discover a deepfake that targets them:

- Do not engage or share the video.
- Take screenshots for evidence.
- Report it to the platform immediately.
- Speak to us at school—we can support and guide you.
- In serious cases, report it to the police via CEOP (Child Exploitation and Online Protection) at:
👉 www.ceop.police.uk

Want to Learn More?

Here are some trusted UK resources:

- [Internet Matters – Deepfakes & Teens](#)
- [NSPCC – Keeping Children Safe Online](#)
- [Thinkuknow \(by CEOP\)](#)

Together, we can help our children grow up confident, informed, and safe in the digital world. If you have any questions or concerns, please don't hesitate to contact us.

Kind regards,

Ms B Walker

Designated Safeguarding Lead

Fulwood Academy