



Generative AI and the fight for trust

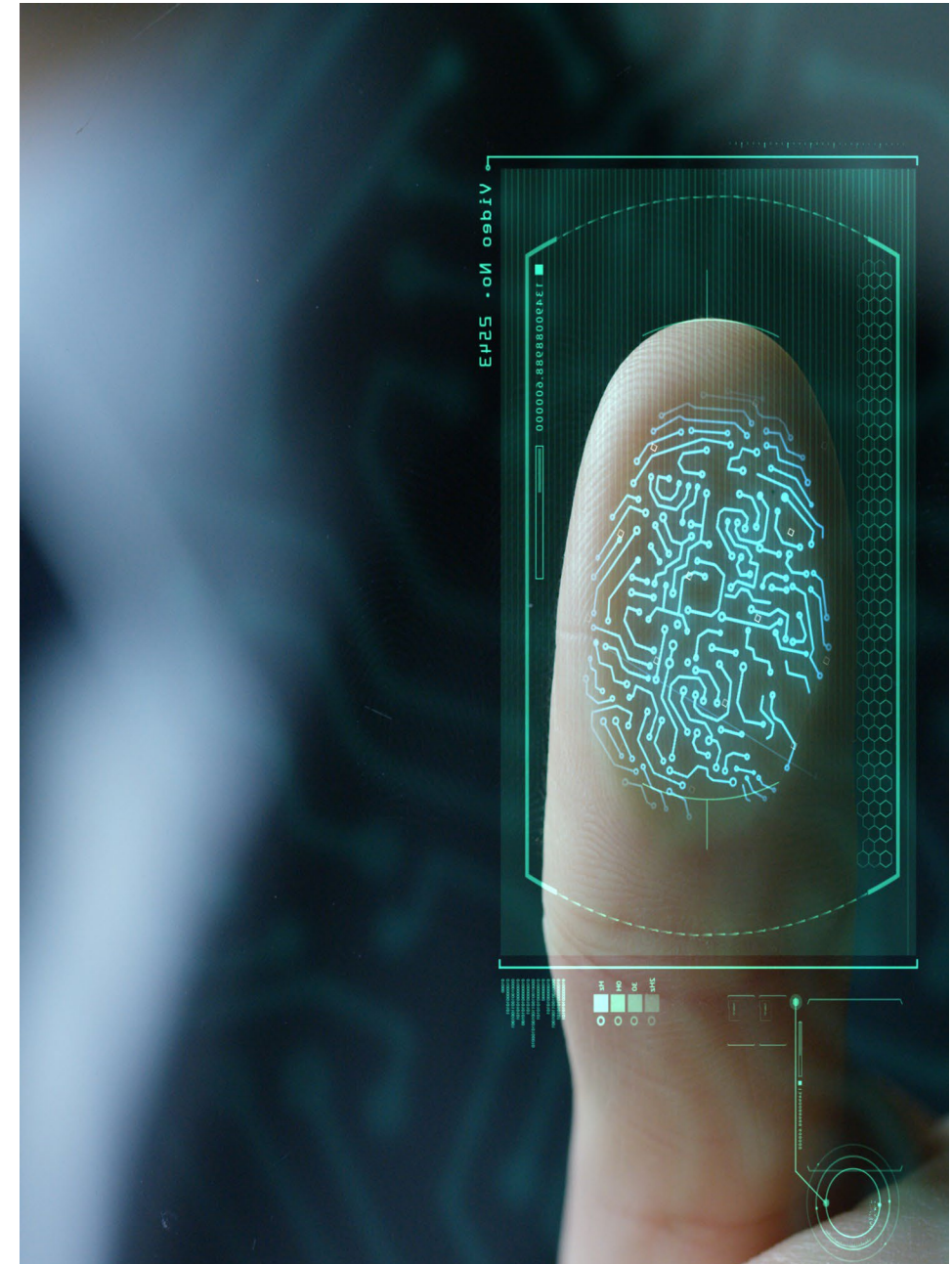
Deloitte poll results from May 2024

Methodology

1,111+

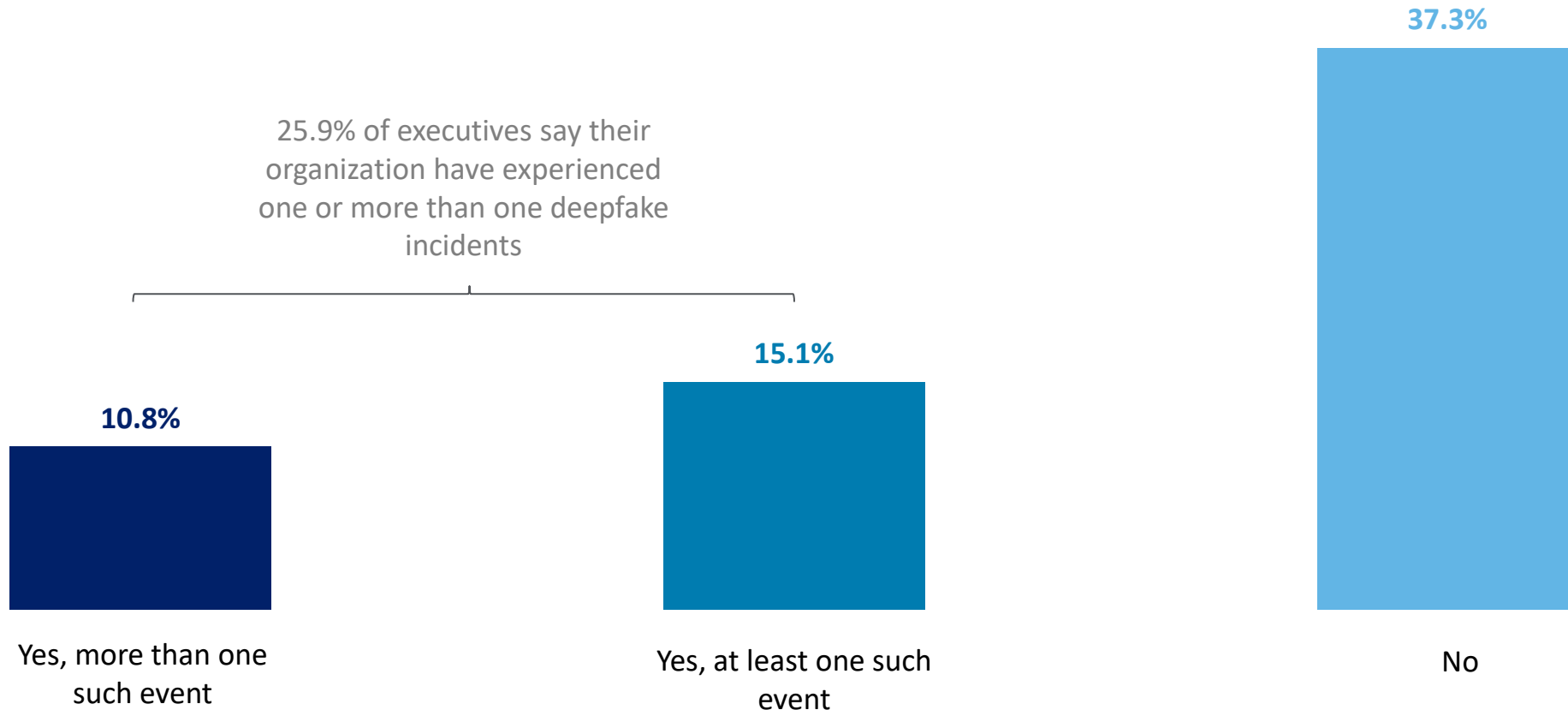
C-suite and other executives were polled online during a Deloitte webcast titled [“Generative AI and the fight for trust”](#) on May 21, 2024. Answer rates differed by question.

In some instances, immaterial amounts (e.g., +/- 0.1%) have been added to or removed from the “Don’t know/not applicable” answer responses to bring results to 100% total for each question.



During the past 12 months, did your organization experience any deepfake incidents targeting financial and accounting data?

Votes received: 2,190 C-suite and other executives

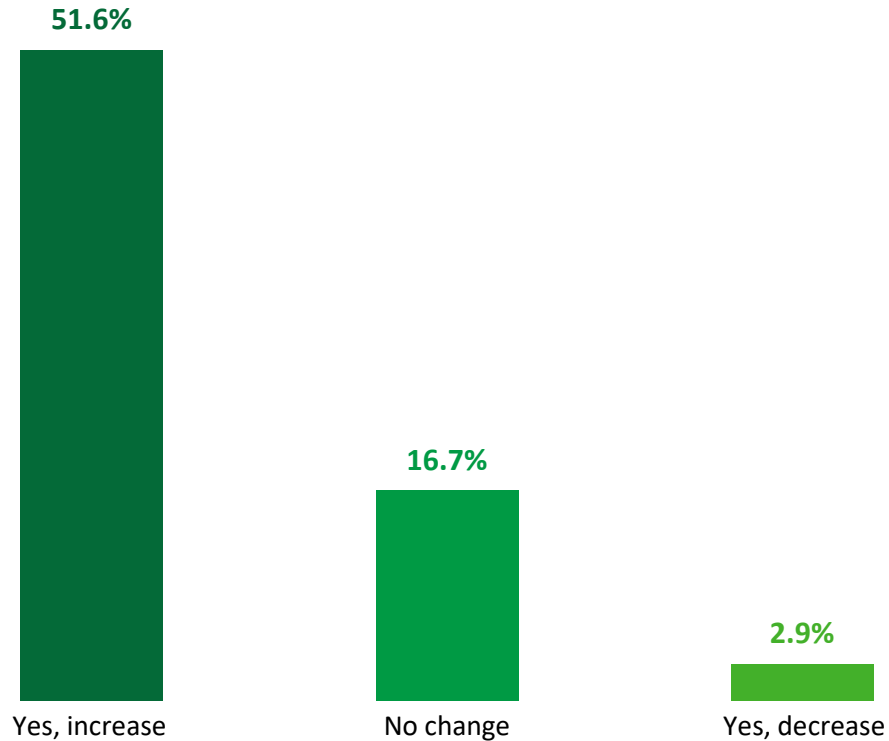


Don't know / not applicable: 36.8%

During the next 12 months, do you expect a change in the number and size of deepfake attacks targeting your organization's financial and accounting data?

Votes received: 2,131 C-suite and other executives

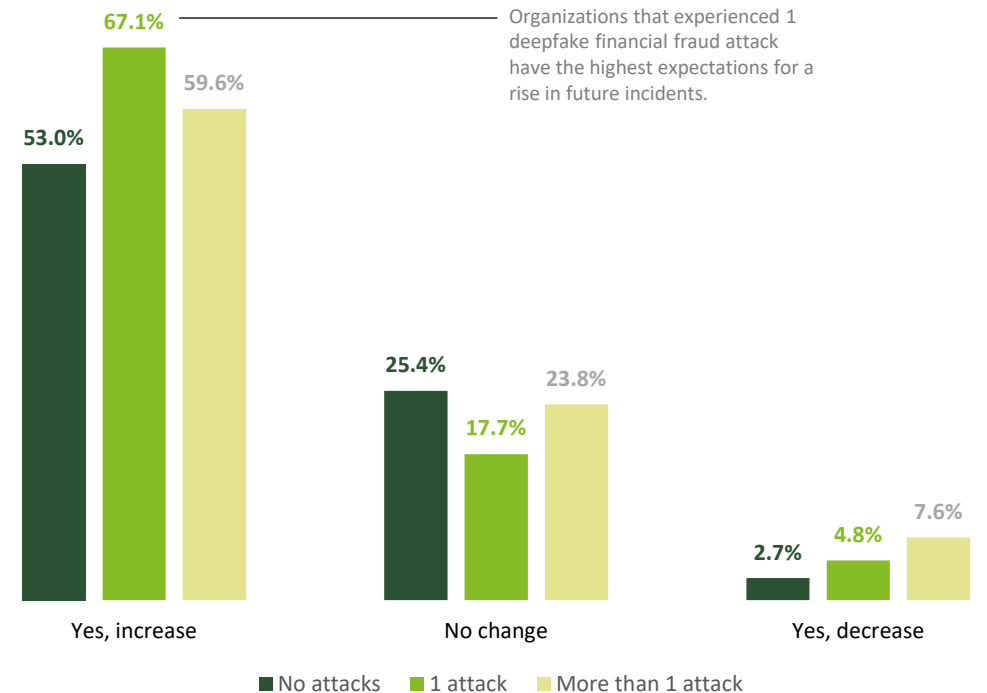
All respondents



Don't know / not applicable: all respondents = 28.8%

Copyright © 2024 Deloitte Development LLC. All rights reserved.

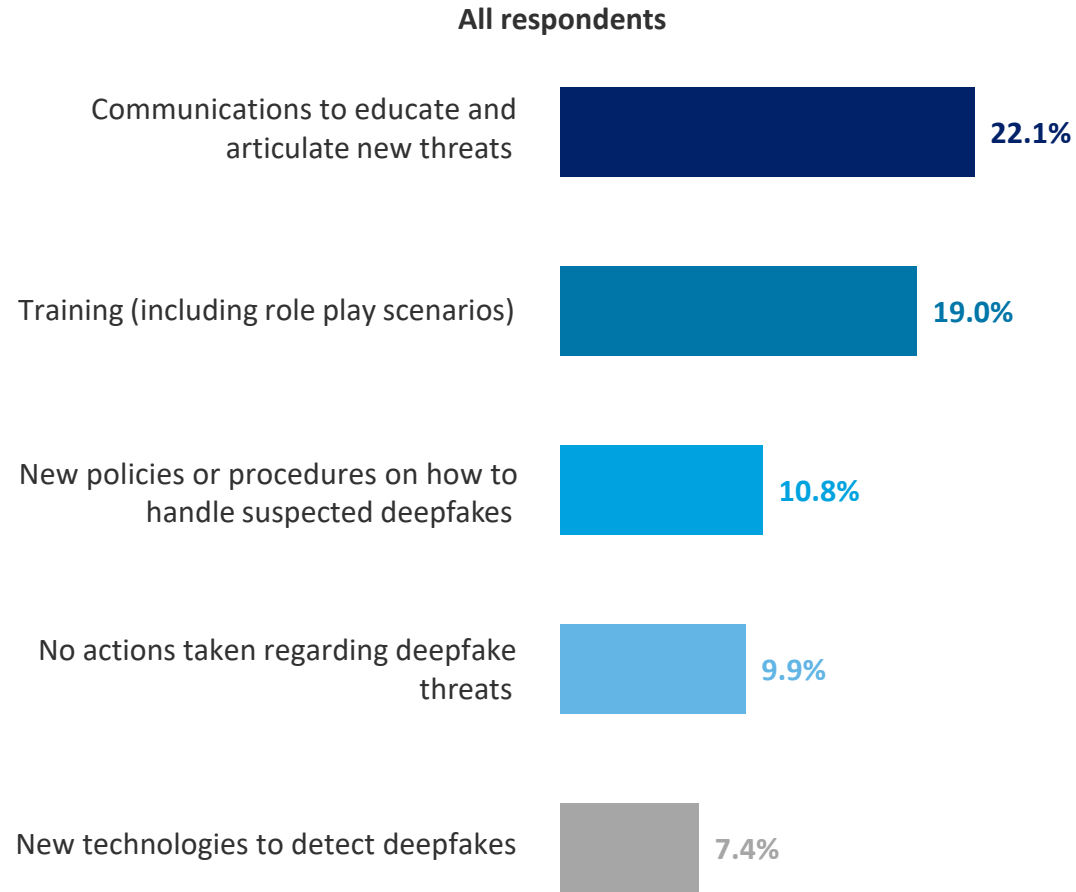
Effect of past deepfake financial fraud volume on future volume expectations



Don't know / not applicable: no attacks = 18.9%; 1 attack = 10.4%; more than 1 attack = 9.0%

What is the primary tool your organization is using to prepare its workforce for deepfake-related fraud?

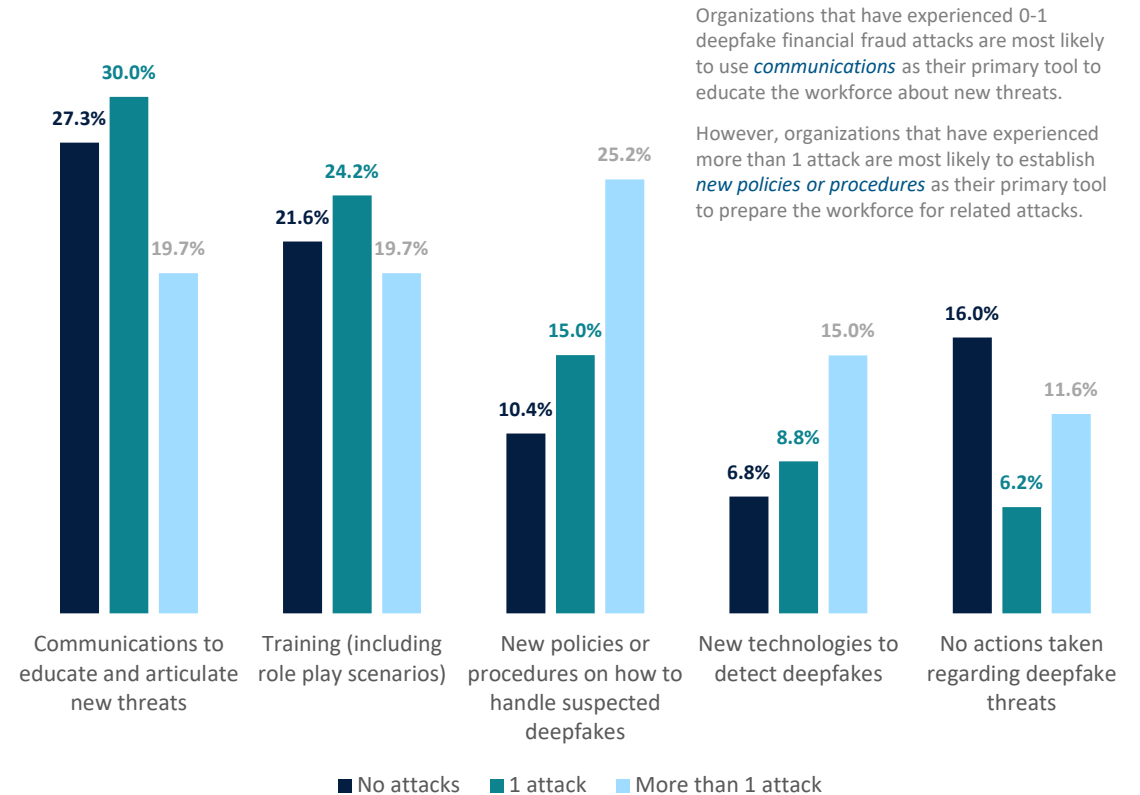
Votes received: 1,527 C-suite and other executives



Don't know / not applicable: all respondents = 30.8%

Copyright © 2024 Deloitte Development LLC. All rights reserved.

Effect of past deepfake financial fraud volume on how organizations prepare their workforces for deepfake financial fraud

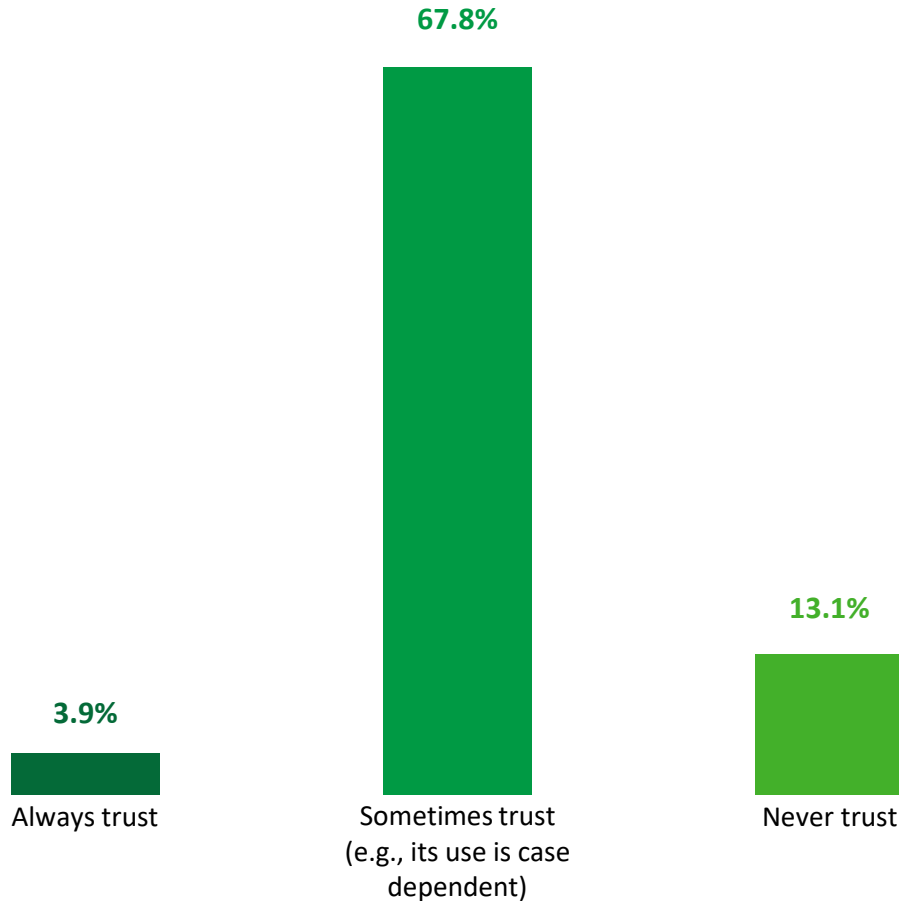


Don't know / not applicable: no attacks = 17.9%; 1 attack = 15.8%; more than 1 attack = 8.8%

Do you trust the use of Generative AI, as it exists today, for business purposes?

Votes received: 2,186 C-suite and other executives

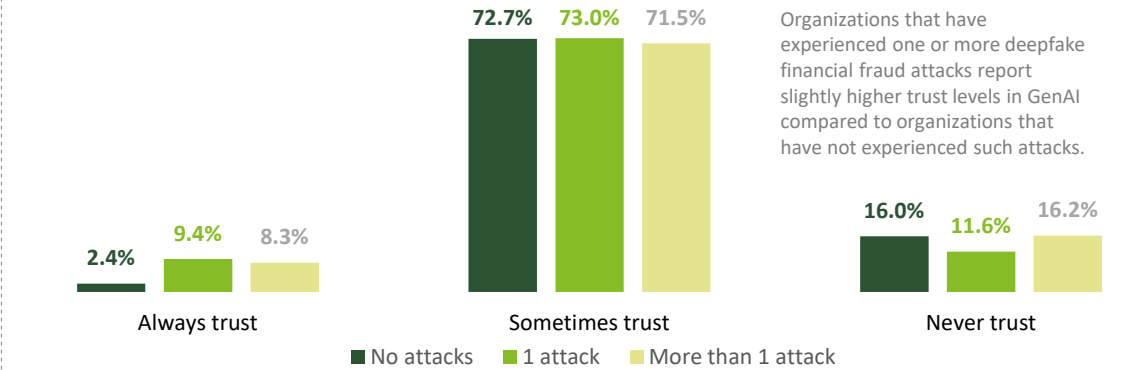
All respondents



Don't know / not applicable: all respondents = 15.2%

Copyright © 2024 Deloitte Development LLC. All rights reserved.

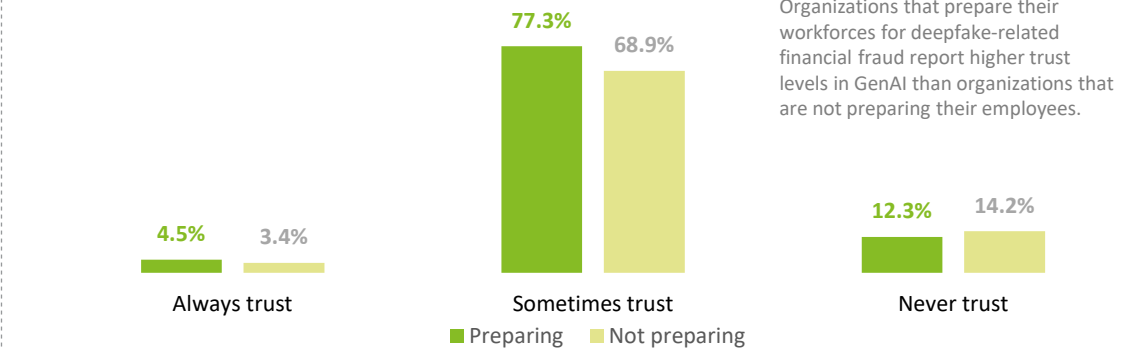
Effect of deepfake financial fraud volume on trust levels in GenAI



Organizations that have experienced one or more deepfake financial fraud attacks report slightly higher trust levels in GenAI compared to organizations that have not experienced such attacks.

Don't know / not applicable: no attacks = 8.9%; 1 attack = 6.0%; more than 1 attack = 4.0%

Effect of deepfake financial fraud workforce preparation on trust levels in GenAI

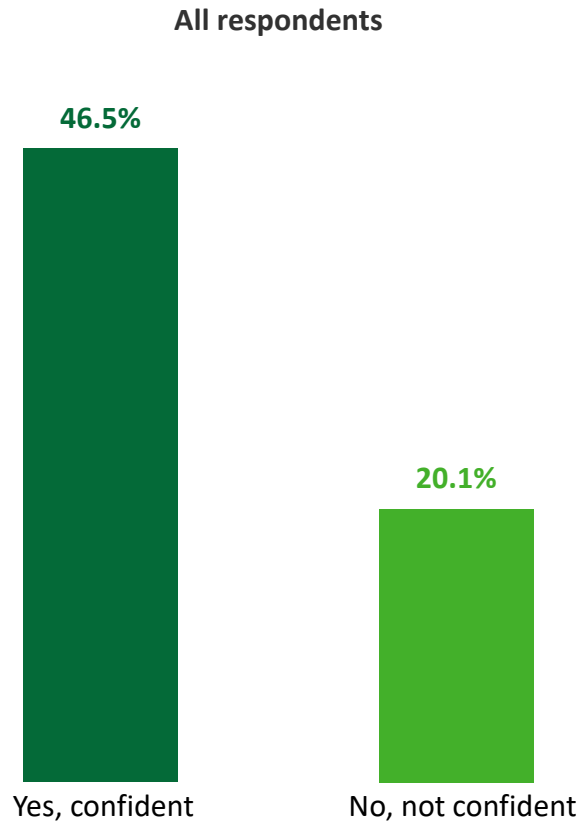


Organizations that prepare their workforces for deepfake-related financial fraud report higher trust levels in GenAI than organizations that are not preparing their employees.

Don't know / not applicable: action = 5.9%; no action = 13.5%

Do you have confidence in your organization's ability to manage deepfake threats to its financial and accounting data?

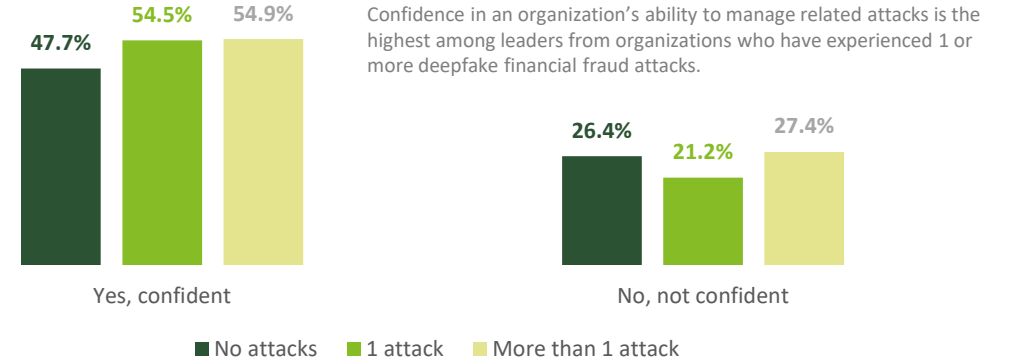
Votes received: 1,111 C-suite and other executives



Don't know / not applicable: all respondents = 33.4%

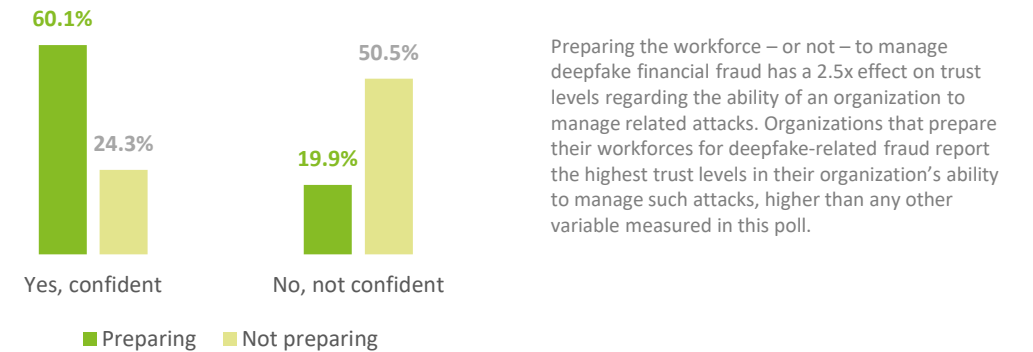
Copyright © 2024 Deloitte Development LLC. All rights reserved.

Effect of past deepfake financial fraud volume on confidence levels in an organization's ability to manage related attacks



Don't know / not applicable: no attacks = 25.9%; 1 attack = 24.3%; more than 1 attack = 17.7%

Effect of deepfake financial fraud workforce preparation on confidence levels in an organization's ability to manage related attacks



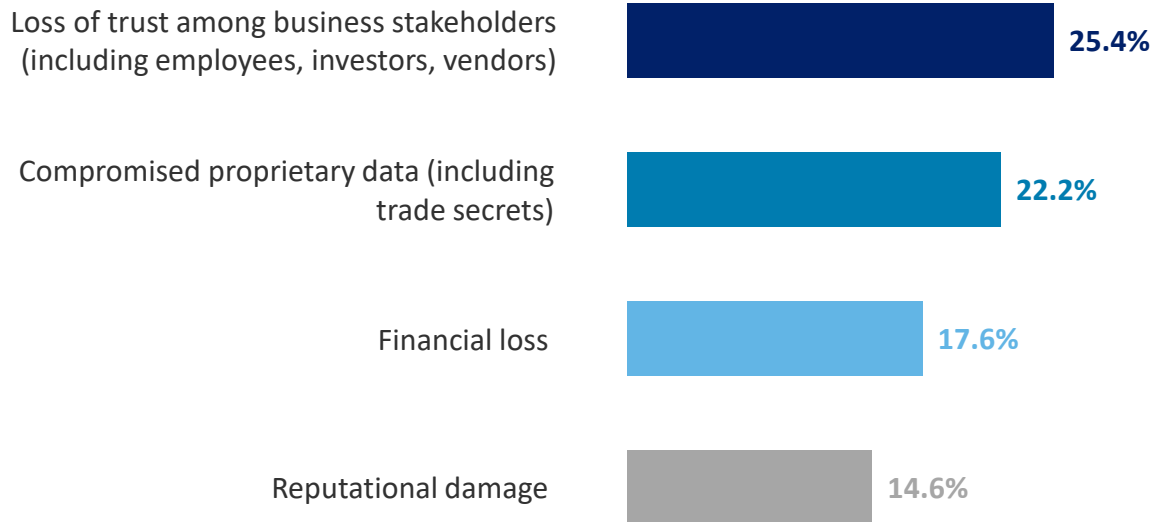
Don't know / not applicable: action = 20.0%; no action = 25.2%

In the next 12 months, which do you think could be the biggest organizational risk stemming from AI-based technologies?

Votes received: 1,971 C-suite and other executives

Leaders predict that the *loss of trust among business stakeholders* – including employees, investors, and vendors – will be the biggest organizational risk they face as a result of AI technologies in the next 12 months, regardless of variables measured in this poll (e.g., past attack volumes and actions to prepare the workforce for deepfake-related fraud).

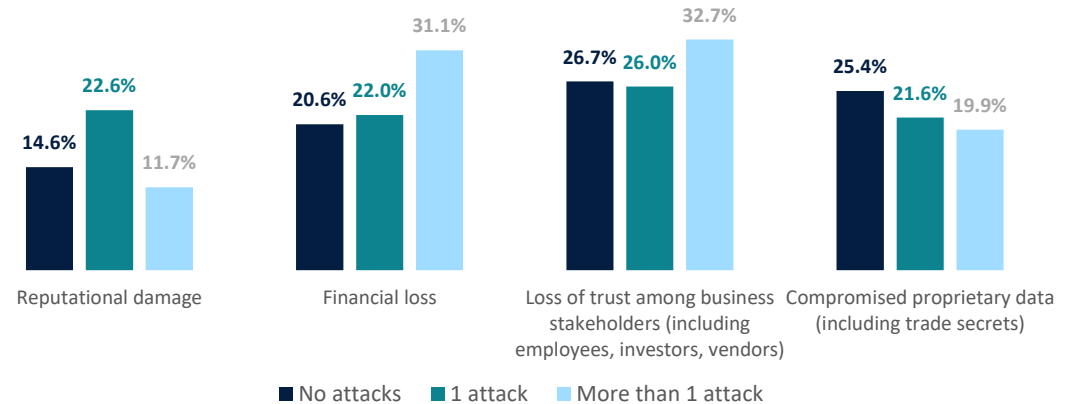
All respondents



Don't know / not applicable: all respondents = 20.2%

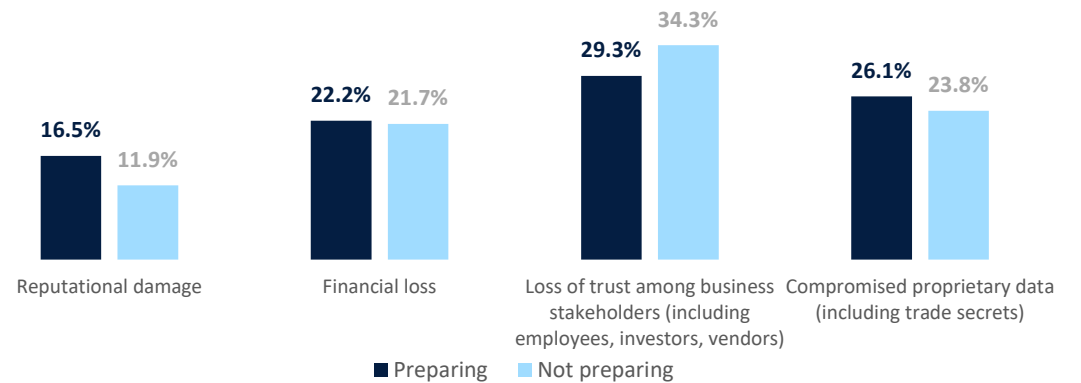
Copyright © 2024 Deloitte Development LLC. All rights reserved.

Effect of past deepfake financial fraud volume on organizational risk perceptions related to AI



Don't know / not applicable: no attacks = 17.7%; 1 attack = 7.8%; more than 1 attack = 4.6%

Effect of deepfake financial fraud workforce preparation on organizational risk perceptions related to AI



Don't know / not applicable: action = 5.9%; no action = 8.3%

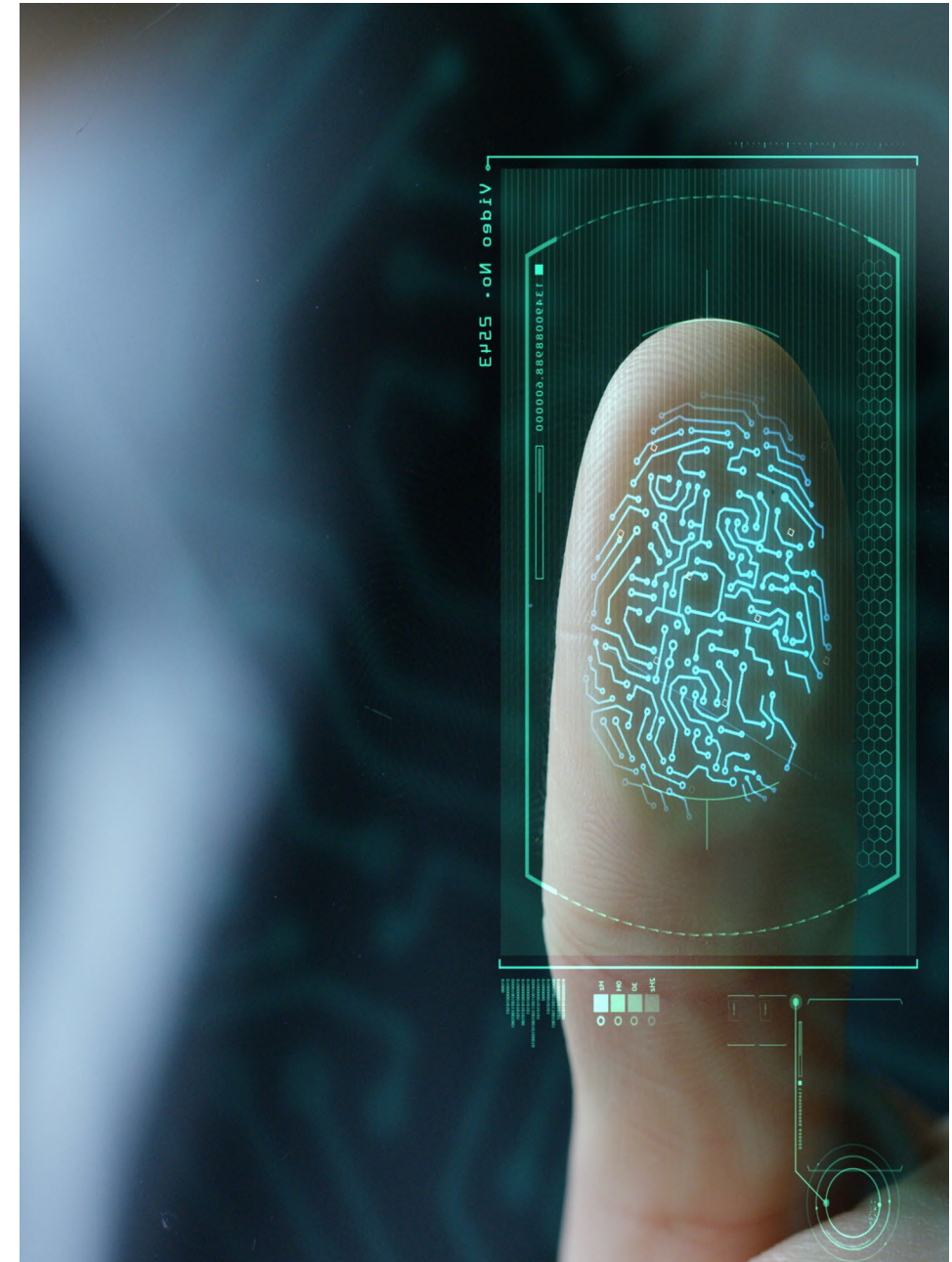
Media Contacts

Christine Oh

Public Relations

Deloitte & Touche LLP

chrisoh@deloitte.com





The statements in this report reflect the aggregation of poll responses and are not intended to reflect facts or opinions of any entities. All data, charts and statistics referenced and presented, as well as the representations made and opinions expressed, unless specifically described otherwise, pertain only to the participants and their responses to the Deloitte poll. The information obtained during the poll was taken “as is” and was not validated or confirmed by Deloitte.

This presentation contains general information only and Deloitte is not, by means of this presentation, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This presentation is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor.

Deloitte shall not be responsible for any loss sustained by any person who relies on this presentation.

About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as “Deloitte Global”) does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the “Deloitte” name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.