



DEEPCODE REGULATIONS IN INDIA

EXPLAINED





➤ What are Deepfakes? 😊😢

Deepfakes are **AI-generated** videos, images, or audio that convincingly **impersonate real people**, often spreading falsehoods.

They **blur the line between truth and fiction**, impacting trust and privacy.

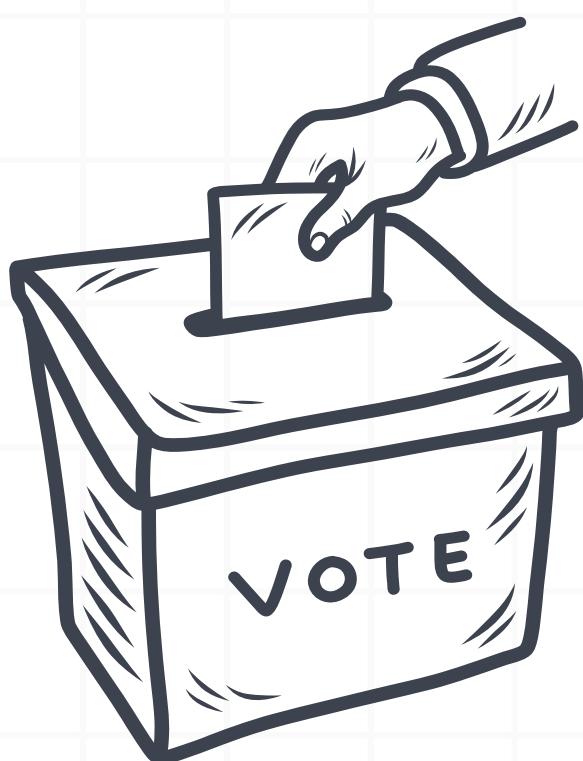




➤ Why Deepfakes Matter? !

They can damage **reputations**,
manipulate **public opinion**,
influence **elections**, and even
facilitate **fraud or harassment**.

The risks are personal and
societal.





➤ Deepfake Laws in India

1. India addresses deepfakes under existing laws:
 - a. **IT Act, 2000 (Sections on identity theft, impersonation, privacy violations)**
 - b. **IT Rules, 2021 & its amendments ensure platform accountability and timely takedown.**
2. The recent 2025 draft rules propose mandatory labelling of AI-generated content to increase transparency.





➤ Global Approaches

Countries like the **US, EU, Australia, and China** have introduced or proposed laws requiring clear labelling of synthetic media, accountability for content platforms, and specific penalties for misuse.





➤ Challenges in Regulation

1. Rapidly evolving AI tech makes law enforcement hard
2. Balancing **innovation** & **free speech** with safety
3. Detection and verification remain complex
4. Jurisdictional hurdles in global content flow.

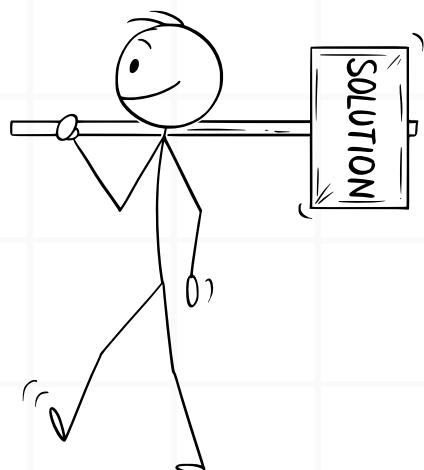




➤ Solutions & Way Forward 🚀

Tech-enabled **labelling** & traceability of AI content

Stronger platform responsibilities and oversight



User awareness and digital literacy campaigns

Legal frameworks evolving alongside technology

India's proactive stance through new IT Rules & collaborations.



**SAVE IT
IF YOU
need it
someday**