Reddit Updates Its Policies on Impersonation, Deepfakes

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Reddit released a policy update on impersonation and deepfakes, saying that while neither currently represents a huge issue on its platform, it wants to nip potential problems in the bud.

The company said in a Reddit Security post that impersonation is one of the rarest report classes it receives, so it does not expect its policy update to impact its users.

Reddit added that while it hasn’t seen many deepfakes on its platform to date, it wanted to guard against potential offenses such as malicious deepfakes of politicians or other forged or manipulated content, explaining that its policy doesn’t apply to all deepfake or manipulated content, only to content that was manipulated for malicious purposes.

The new policy reads, “Reddit does not allow content that impersonates individuals or entities in a misleading or deceptive manner. This not only includes using a Reddit account to impersonate someone, but also encompasses things such as domains that mimic others, as well as deepfakes or other manipulated content presented to mislead, or falsely attributed to an individual or entity. While we permit satire and parody, we will always take into account the context of any particular content.”

Reddit added that any potential violations can be reported here.

https://www.adweek.com/digital/reddit-updates-its-policies-on-impersonation-deepfakes/