

VIRTUAL DOPPLEGANGERS:

*Deepfakes and the Unravelling
Boundaries of Image Ownership*

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ROAD MAP

- INTRODUCTION
- **IMAGE RIGHTS:** Definition & Legal Development in the Caribbean
- **DEEPFAKES:** Understanding the Concept & Origin
- **JOAN IS AWFUL?**
- **LEGAL ISSUES ARISING**
- **DANGERS OF DEEPFAKES TO IMAGE RIGHTS AND INDIVIDUAL PRIVACY**
- **CALL TO ACTION**





INTRODUCTION

A Lie Can Travel Halfway Around the
World While the Truth Is Putting On Its
Shoes

- Jonathan Swift

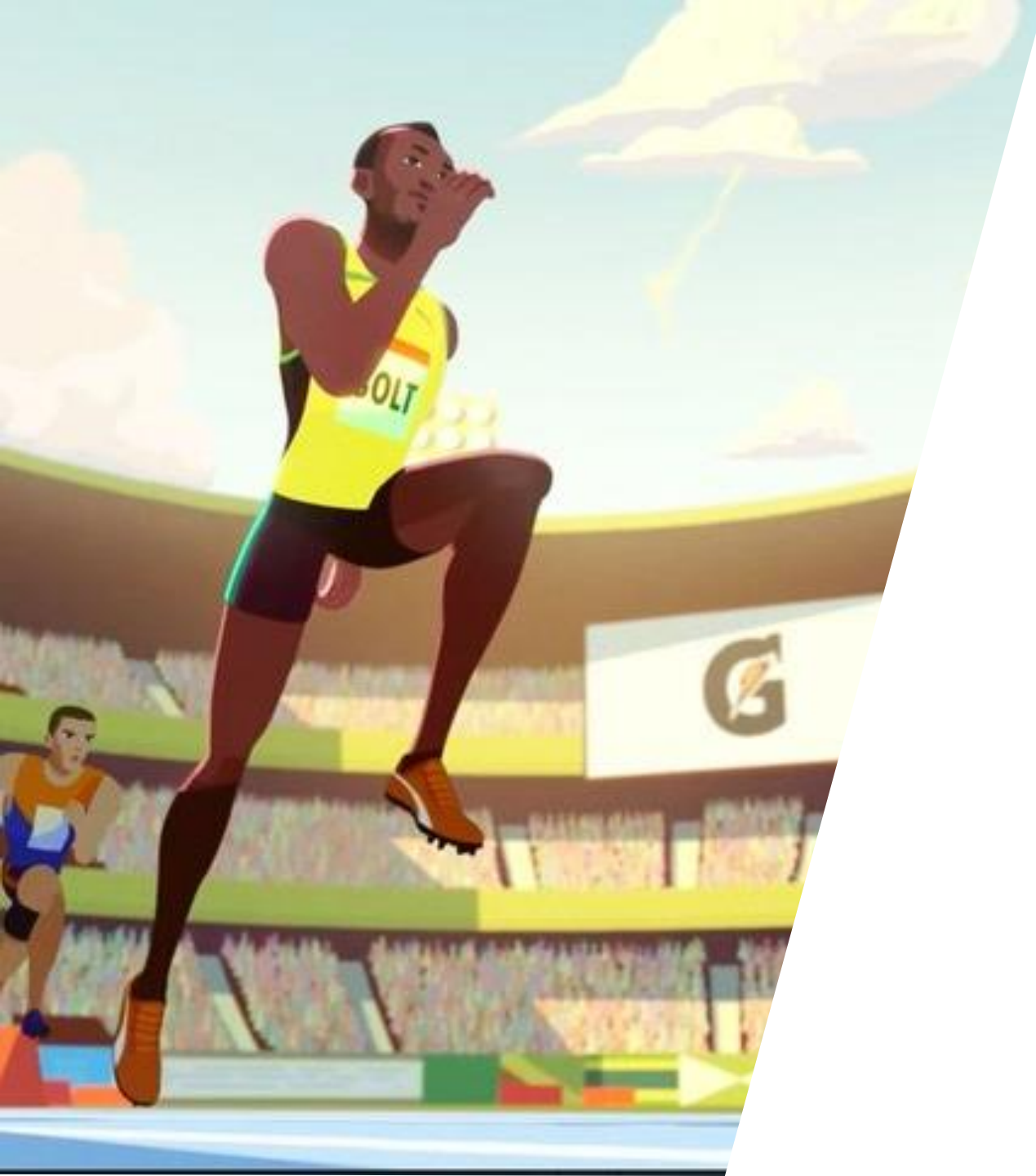
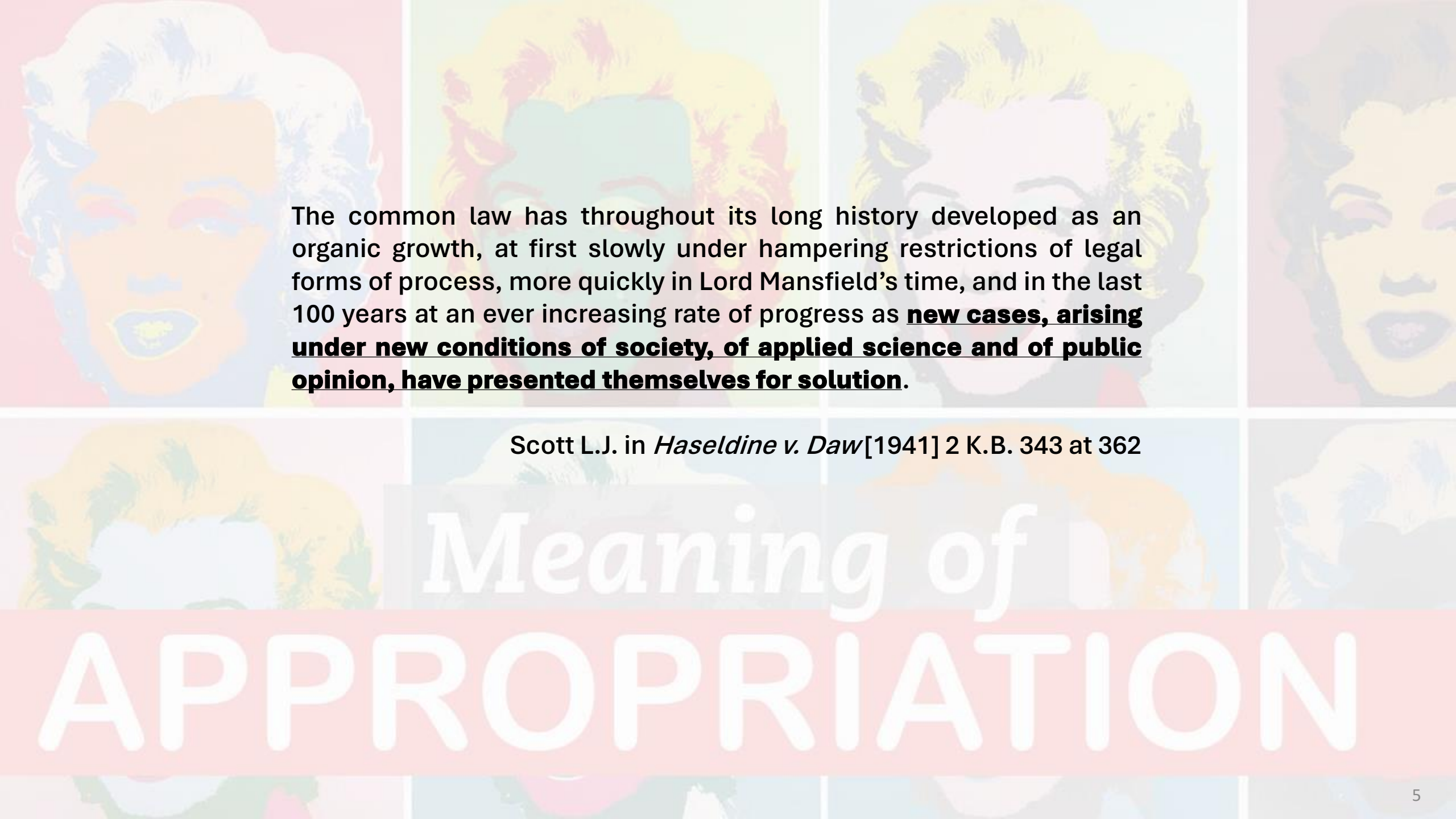


IMAGE RIGHTS



The common law has throughout its long history developed as an organic growth, at first slowly under hampering restrictions of legal forms of process, more quickly in Lord Mansfield's time, and in the last 100 years at an ever increasing rate of progress as **new cases, arising under new conditions of society, of applied science and of public opinion, have presented themselves for solution.**

Scott L.J. in *Haseldine v. Daw*[1941] 2 K.B. 343 at 362

Meaning of APPROPRIATION



NOTABLE CASES

- **The Robert Marley Foundation v Dino Michelle Ltd**
- Eddy Irvine v Talksport Inc
- Robin Rhianna Fenty v Arcadia



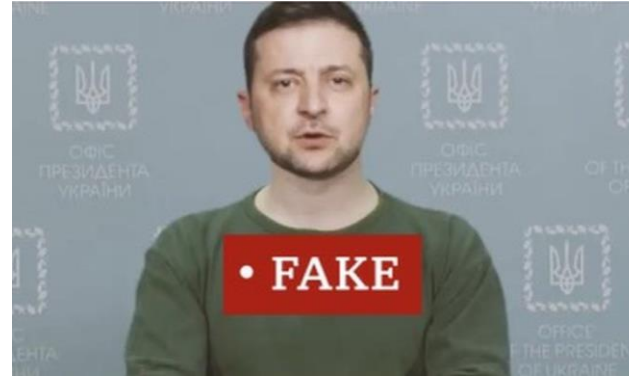
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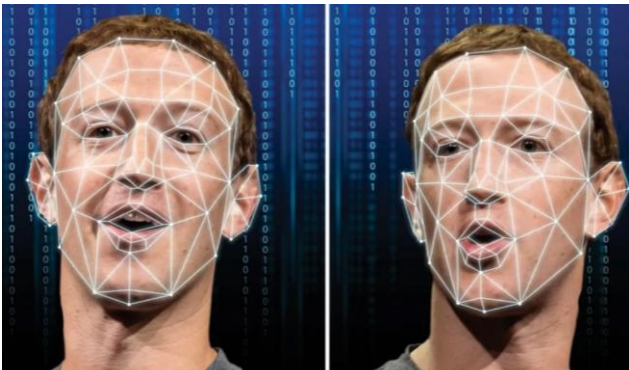
NOTABLE CASES

- The Robert Marley Foundation v Dino Michelle Ltd
- Eddie Irvine v Talksport Inc
- **Robynn Rihanna Fenty v Arcadia Group**



DEEPPFAKES

A deepfake is a form of altered media content, commonly videos, employing artificial intelligence techniques to convincingly substitute or overlay an individual's face or voice onto another person's body, giving rise to potentially misleading or deceptive portrayals.





NOTABLE INSTANCES

Deepfake Tom Cruise

President Zelensky Surrenders?

Mark Zuckerberg Owns Your Data

President Obama Tries to Warn Us

ANNIE MURPHY

SALMA HAYEK PINAULT

JOAN IS AWFUL

SHE'S A REAL CHARACTER.



BLACK MIRROR
A NETFLIX SERIES

ONLY ON

NETFLIX | 15 JUNE

JOAN IS AWFUL?

**Actress Scarlett Johansson
sues AI app**



**Unauthorized use
of her likeness**

Scarlett Johansson is taking legal action against an AI app for using her image without her consent. The actress is known for her roles in movies such as Avengers and Lost in Translation. This lawsuit is an important precedent for the use of likeness in new technology.

LEGAL ISSUES

Appropriation of Personality



LEGAL ISSUES

Copyright?

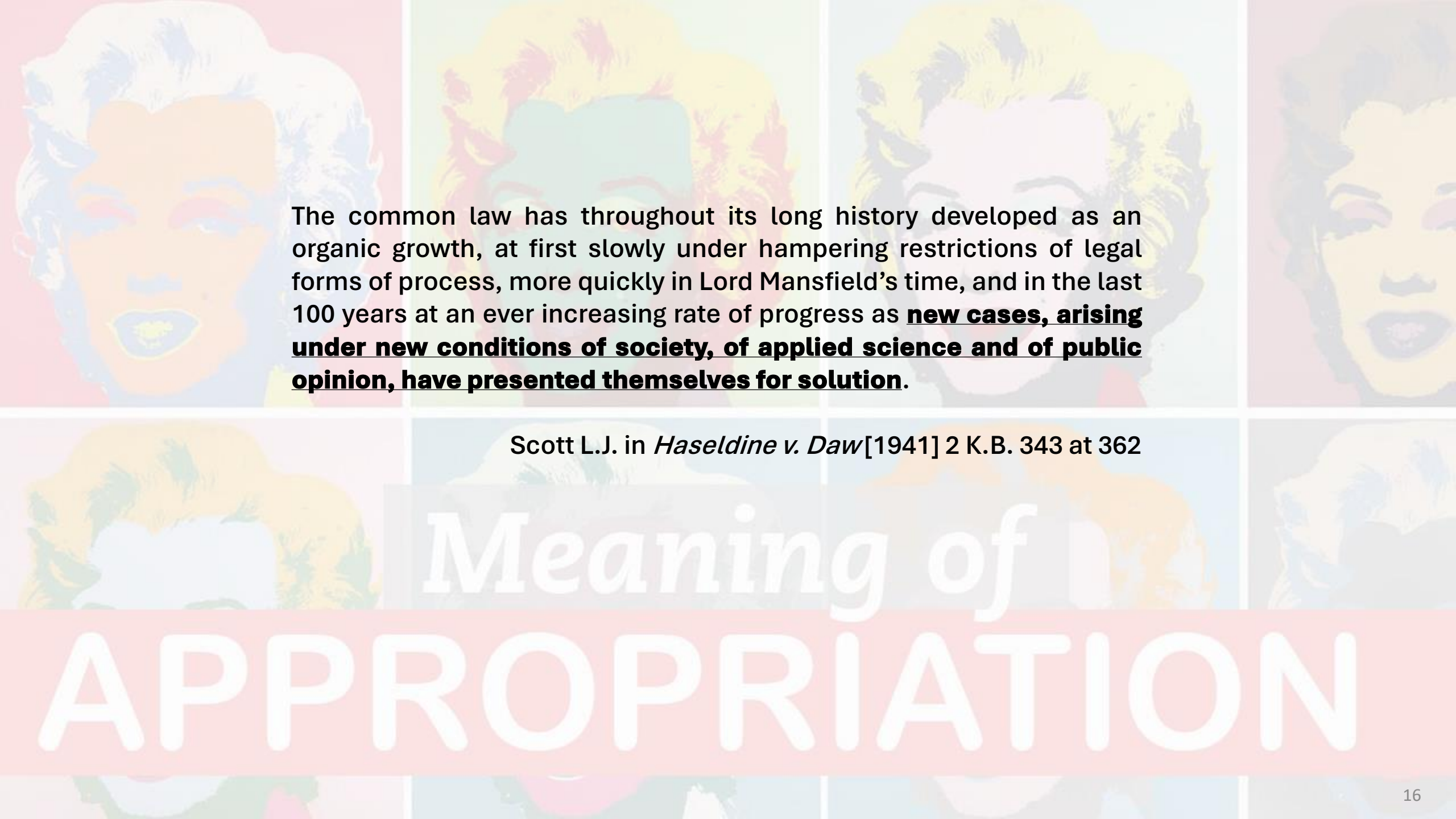
Kendrick Deepfake



DANGERS TO PRIVACY



CALL TO ACTION



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Meaning of

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QUESTIONS?