

Media & Entertainment Lawyer
Expert in Generative AI + Deepfakes

Named as a "Rising Star" - one of the UK's Best Up and Coming Female Lawyers" in 2023 by Law.com, I am recognised as one of Europe's foremost legal experts on content generated by artificial intelligence (genAI).

EMAIL kelsey@reviewedandcleared.com
WEBSITE kelseyfarish.com
LOCATION London

Kelsey Farish



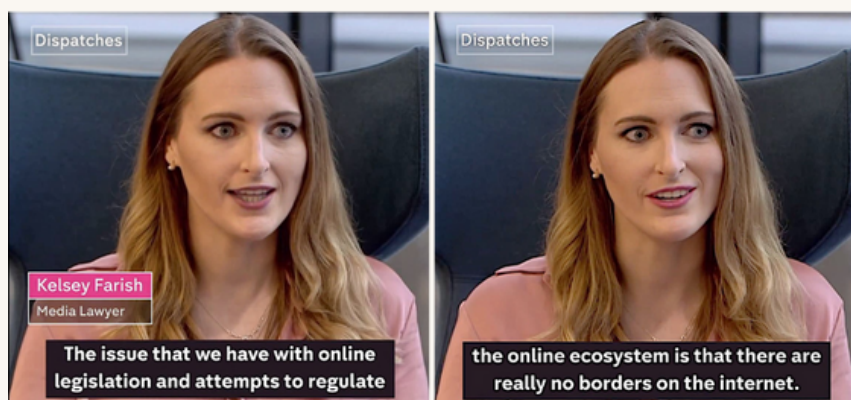
Intellectual Property Creative & Entertainment Industries
Publicity Privacy Reputation Ethical AI
Online Safety of Women & Children AI Regulations
Freedom of Expression Social Media Platforms

The day job : I help creators and performers manage legal and commercial risks, while protecting their creative vision. In other words: I look at the fine print and complex legislation, so that my clients can focus on doing what they do best.

What's a lawyer doing on stage? My parents say I got lost on my way to drama school and ended up in law school by mistake. But although I do feel very comfortable on stage or in front of the camera, the truth is I'm simply passionate about sharing knowledge about one of the most important issues of our time - how genAI content will influence the way we see other people, and ourselves. I'm a vocal advocate for the ethical use of genAI.

**NOT MANY AI EXPERTS ARE LAWYERS.
AND I'M NOT JUST ANOTHER BORING LAWYER.**

- 1 Genuine Expertise in AI :** As one of the first lawyers in the world to write about deepfakes in a peer-reviewed journal (2019), I've been ahead of the genAI curve for years. In addition to advising clients in the media and entertainment business, I'm regularly invited to collaborate with industry bodies, policymakers, and academics, including the European Parliament and disinformation researchers funded by the EU Commission.
- 2 Media Appearances :** Starting with an appearance on Channel 4 *Dispatches* to discuss deepfakes in 2020, I've since appeared on BBC Radio 4, Channel 5 Evening News, and several podcasts.
- 3 Speaking Engagements :** I've been invited to speak at the Locarno International Film Festival, the Centre for Investigative Journalism, OneWorldMedia's Media Freedom Lab, the Westminster Media Forum, FLOW:London by Pixelz, the International Risk Governance Center, Fashion Law London, and more.
- 4 Versatile Communication :** I adapt to my audience, whether it's a room full of film directors, CEOs of tech startups, PhD researchers, professional photographers, European policy advisers, journalism students or fashion designers. I understand how to adjust my content and delivery to leave a meaningful impression.
- 5 International Perspective :** Originally from the West Coast of the U.S.A., I spent several years in Germany and moved to London in my early 20s more than a decade ago. I am an English-qualified solicitor, and also have a Masters in European Law and a specialist diploma in copyright law from Harvard Law School.



publicity & copyright law x GenAI

Scarlett Johansson * OpenAI
Alleged unauthorised use of persona / voice for ChatGPT

Tom Cruise / Keanu Reeves on TikTok
Deepfaked actors go viral on social media

Paul Walker * "Fast & Furious 7"
A synthetic Paul Walker stars in the film after his death

London Mayor Sadiq Khan * Political Controversy
Deepfake audio of inflammatory remarks spark concern

Hollywood Actors' and Writers' Strikes of 2023
Industry backlash against AI in the entertainment industry

Intimate Image-Based Abuse
"Deepfake porn" has serious human rights implications



I use examples like these to discuss genAI from a legal perspective. I explain how publicity, privacy, and copyright laws, together with new AI regulations, will impact the ways we work, play, communicate and connect with each other.

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SPOTLIGHT ON SPECIAL PROJECTS

- ADVISORY BOARD MEMBER, VERA.AI :** I am an advisory board member of vera.ai - VERification Assisted by Artificial Intelligence. Funded by Horizon Europe, the EU's key funding programme for research and innovation, this project focuses on disinformation analysis and detection methods for journalists and investigators.
- TACKLING DEEPFAKES IN EUROPEAN POLICY :** The European Parliament commissioned a technical report to assesses the technical, societal and regulatory aspects of deepfakes. I was interviewed by their Panel for the Future of Science and Technology (STOA) and contributed *Tackling deepfakes in European policy* (PE 690.039 - July 2021), which identifies five dimensions of the deepfake lifecycle that policy-makers could take into account to prevent and address the adverse impacts of deepfakes.
- EXPERTS WORKSHOP ON DEEPFAKE RISKS:** In 2019 I was invited to speak at an interdisciplinary expert workshop hosted by the EPFL International Risk Governance Center in Zurich, Switzerland. I contributed to the policy paper *Forged Authenticity: Governing Deepfake Risks*, which assesses risks posed by deepfakes and suggests 15 potential technological, legal and societal responses.

LinkedIn <https://www.linkedin.com/in/kelseyfarish/>
Portfolio <https://www.kelseyfarish.com/ai-media-expertise>
Twitter [@KelseyFarish](https://twitter.com/KelseyFarish)

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