

## MEDIA MENTIONS

# Margo Wolf O'Donnell Quoted in Bloomberg Law on AI-Generated Deepfakes and Emerging Workplace Liability Risks

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Margo Wolf O'Donnell, Co-Chair of Benesch's Labor & Employment Practice Group, was quoted in *Bloomberg Law* discussing how AI-generated deepfakes are fueling new workplace harassment and discrimination claims, creating growing liability risks for employers under Title VII and emerging state and federal laws.

Addressing the growing workplace risks tied to AI-generated deepfakes, Margo noted, "These cases are being filed because I'm sure the plaintiffs' bar is becoming more attuned to these issues, and so are employees." She also cautioned that while deepfakes are not yet widespread in the workplace, their prevalence is expected to increase as AI becomes more commonplace, signaling that employers should proactively assess their policies and response protocols.

Read the full article [here](#).