



## Insights

### **Polly Wilkins with Tatler: How to Manage Your Online Reputation in an AI Era**

March 6, 2025

Publication: *Tatler*

As managing one's reputation becomes increasingly difficult in the new era of AI, scammers are weaponizing AI-powered tools to manipulate public perception. Kobre & Kim's Polly Wilkins sat down with Tatler to share her insight on the threats posed by AI-powered scams, and what preventative measures individuals can take to protect themselves.

Beyond proliferating false narratives, AI-powered scams create the risk of identity theft and fraud. "Some attacks go beyond financial fraud, aiming to trigger sanctions by allowing competitors, disgruntled partners, or political adversaries to weaponise disinformation," Ms. Wilkins explained. "The goal can be to trigger red flags that lead banks or financial institutions to freeze assets or deny services—often with little chance of reversal. Once a false narrative gains traction in a national newspaper, it can draw government scrutiny. To counter such threats, clients need a well-prepared crisis protocol to dismantle these campaigns effectively."

Seeking help from experts in this space can be pivotal in preventing these threats before they occur. "Vigilant monitoring is key, and having a dedicated team tracking even seemingly minor online mentions can help detect early signs of a disinformation campaign," Ms. Wilkins shared.

[Click here to read the full article.](#)