



Cybersecurity, Deepfakes, and Insurance: IdentifAI and Claim Expert Join Forces to Combat Digital Insurance Fraud

Milan, February 16, 2026 – The rise of deepfake incidents continues to accelerate. In the first four months of 2025, global attacks increased by 19% compared to 2024, when 85% of organizations experienced at least one deepfake-related incident. Last year, 46% of fraud prevention experts reported encountering identity- and image-based scams, with an average loss per incident exceeding \$280,000. In the insurance sector, this trend poses a serious threat to trust in digital documents and underscores the need for new verification tools and processes.

To tackle this challenge, **Claim Expert**, a leading insurance outsourcing provider since 2009 specializing in end-to-end claims management and antifraud services, has partnered with **IdentifAI**, the Italian startup founded by Marco Ramilli and Marco Castaldo. IdentifAI has developed an innovative “de-generative” AI platform capable of distinguishing between human-created content and AI-generated artifacts.

This strategic alliance provides insurers with advanced tools to reinforce existing processes and manage the growing risk of AI-driven fraud.

Generative AI has rapidly advanced in recent years, producing hyper-realistic images, videos, and documents, as well as highly credible synthetic voices and simulated events. Such technologies can easily be exploited for fraudulent claims, creating artificial attachments that are increasingly difficult for human verification alone to detect.

"Our technology provides robust tools to distinguish authentic from AI-generated content," says Marco Ramilli, Founder of IdentifAI. "Partnering with Claim Expert is a natural step to protect insurance companies and their clients, offering advanced solutions to prevent fraud and address deepfake incidents before they escalate."

Gianmarco Di Campi, CEO of Claim Expert, adds: *"Digital fraud is not just a technological evolution; it represents a structural shift in how evidence is created, manipulated, and presented in insurance processes. With IdentifAI, we combine advanced deepfake detection with over fifteen years of operational expertise in antifraud management, creating a model that strengthens risk control throughout the policy lifecycle—from underwriting to claims management. Our goal is clear:*

protect insurers from AI-enabled fraud, safeguard policyholders, and preserve trust in digital documents."

About IdentifAI

IdentifAI is an Italian startup that has developed an innovative AI platform capable of detecting whether images or videos were created by humans or generative AI. Its proactive solutions promote digital integrity, protect against misinformation, and empower users to distinguish between human and AI-generated content. In July 2025, IdentifAI raised €5 million in a funding round led by United Ventures, reflecting a continued commitment to developing anti-deepfake technologies and promoting a secure information ecosystem. For more information: www.identifai.net

About Claim Expert

Founded in 2009, Claim Expert provides insurance outsourcing services to leading Italian insurance companies. Its offerings include end-to-end claims management and antifraud solutions, with dedicated teams and advanced reporting methodologies to ensure operational efficiency. Claim Expert adopted the Organizational, Management, and Control Model under D.Lgs. 231/2001 and has achieved UNI/PdR 125:2022 certification for gender equality. With around 30 professionals, over 65,000 cases managed, and 1,600 claims handled in 2024–2025, Claim Expert is a trusted reference in the Italian insurance market. Headquartered in Castrignano dei Greci, with operational offices in Lecce and Trani, the company is led by CEO Gianmarco Di Campi and General Director Maria Sonia De Canale. For more information: www.claimexpert.eu