



UNIVERSITY OF AMSTERDAM
Institute for Information Law

IVIR LECTURE SERIES

‘The Imitation Game’: A comparative study of digital replicas and the law – opportunities and challenges

by Prof. Dinusha Mendis (Bournemouth
University)

Tuesday
14 April 2026
REC A5.24



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Deepfake technologies have progressed at an incredible pace. Thanks to the advancements in AI and machine learning, it has become easy and cost-efficient to replace one person's likeness, voice or image with another producing credible results. Such technologies can have positive and helpful applications in the education, creative and technological sectors to name a few. On the other hand, they also raise several concerns as seen in recent times.

Policy makers worldwide are aware of these risks and are taking various initiatives. The EU, for example, recently enacted the AI Act, which is the first legislation worldwide to have introduced harmonised rules for AI systems. This Act contains some specific provisions for deepfakes, notably a general obligation to disclose the artificial origin of the content.

This talk based on research conducted in Japan and UK will outline a comparative perspective from law, policy, technology and practice. In particular, the lecture will address the current gaps and provide insights from different sectors in highlighting ways in which the growing issue of deepfakes can be tackled. In doing so, the lecture will make reference to the developments from Japan and the policy initiatives in tackling deepfakes in both jurisdictions. The talk will conclude with reflections on what the future holds for deepfakes, regulation, and AI technologies more broadly.



Speaker

Dinusha Mendis is Professor of Intellectual Property and Innovation Law and Director of the Centre for Intellectual Property Policy and Management (CIPPM). Dinusha specialises in Intellectual Property (IP) Law, in particular copyright law. Her research includes exploring the challenges to IP/copyright law as a result of emerging technologies.

Practical details

Date: 14 April 2026.

Time: 16:00 - 17:15 (CET Amsterdam).

Place:

IViR Room, REC A5.24,
Nieuwe Achtergracht 166,
1018 WV Amsterdam &
online via Zoom.

This lecture is supported by a grant from the Amsterdam Centre for European Studies (ACES) - theme group Tech, Power and Policy and is part of J.P. Quintais' Vidi project: Generative AI Content Moderation: Regulation for Fundamental Rights. (Grant ID: <https://doi.org/10.61686/HTKXT49425>)

