SPEECHIFY'S
UNFAIR AND DECEPTIVE PRACTICES

Impersonation scams are on the rise, and AI tools like Speechify are making them easier, cheaper, and more effective than ever. Data from the Federal Trade Commission show that in 2025, people reported losing **$3.5 billion** to these types of scams, tripling since 2020.

For years, creating believable voice and video cloning deepfakes required technical know-how and a degree of bravery when using shady websites. Now, **anyone can get in on the scam boom** with Speechify, a text-to-speech platform that uses AI to make voice cloning accessible and instantaneous.

Older Americans can be especially vulnerable to scams and are paying a steep price: **losses from impersonation scams totaled $445 million in 2024 for those 60 and older** - an eightfold increase since 2020.

With virtually no safeguards against misuse, Speechify provides 1,000 ready-made voices, including celebrity voices such as Snoop Dogg and Gwyneth Paltrow, but also **allows you to clone any voice**.

WANT TO CLONE A VOICE TO RUN AN IMPERSONATION SCAM? IT'S SHOCKINGLY EASY:

- Upload a 5-to-60-second audio clip, play the audio out loud, or record your own voice to create a voice clone.
  Tip: You don't really need to read the script for verification purposes!
- Type in the box what you want to be said out loud.
- Listen, share, export, do anything you want!

A single bad actor can clone dozens of voices with no intervention or prevention from Speechify.

Through a combination of unrestricted voice-cloning technology and a glaring lack of basic security measures, Speechify engages in unfair and deceptive acts and practices (UDAP) in violation of Section 5(a) of the Federal Trade Commission Act, as well as analogous state UDAP laws and digital forgery statutes.

Consumers can demand accountability: Contact your state Attorney General and urge them to investigate Speechify and the unfair and deceptive practices that enable impersonation scams.

Read the full complaint, prepared by the Consumer Federation of America and students from UCLA Law School's Information Policy Lab, at consumerfed.org