

Grace College and Theological Seminary Take It Down Act Resources and Guidance

Take It Down Act

On May 19, 2025, the Tools to Address Known Exploitation by Immobilizing Technological Deepfakes on Websites and Networks Act¹, or the Take It Down Act, was signed into law. This law criminalizes the nonconsensual publication of intimate images, including “digital forgeries” (i.e., deepfakes), in certain circumstances. It also requires certain websites and online or mobile applications, identified as “covered platforms,” to implement a “notice-and-removal” process to remove such images at the depicted individual's request.

Resources for Reporting *Sites* Hosting Nonconsensual Images

Cyber Civil Rights Initiative (CCRI)	Includes how to step-by-step guidance to request image removal, how to find images, and a list of tech companies, their policies, and their removal procedures.	https://cybercivilrights.org/ccri-safety-center/#online-removal
FTC Take It Down – Get Started	Getting started. Report a platform that does not remove requested images within 48 hours. Español.	https://takeitdown.ftc.gov/get-started
FTC Take It Down - FAQs	Frequently Asked Questions including reporting a violation, what happens after filing a report, and what to know about images shared without your permission.	https://takeitdown.ftc.gov/faqs#how-request-removal
Take It Down	Includes steps to get started, resources, and support.	https://www.in.gov/isp/icactf/take-it-down-initiative/
StopNCII	An organization developed by Meta. StopNCII does not work with the police to report content. It helps with the reporting process, stopping the spread of images, and provides links to its global partner network of victim advocates.	https://stopncii.org/
Take It Down - NCMEC	Resources, support, instructions to contact a platform. Available in Español.	https://takeitdown.ncmec.org/

Resources for Reporting *Individuals* Who Shared or Are Threatening to Share Nonconsensual Images.

1. FBI [Website](#):
2. Call: 1-800-Call-FBI (225-5324)
Report at an [FBI field office](#)
3. Victim Advocates
4. Local Law Enforcement
5. Attorneys
6. Image Monitoring Services
7. Therapists
8. [Identity Theft Resource Center \(ITRC\)](#)
9. [Directory of International Resources](#)

¹ [Take It Down Act](#)

Notice and Takedown Requirements

The Take It Down Act requires that by May 19, 2026, all covered providers establish processes for an individual identifiable in an illicit image to notify the provider that an image of them was published without consent and request that the image be taken down. *Covered providers* are generally websites, online services, online applications, or mobile applications that provide in their regular course of business fora for user-generated content.

The notice on each platform must be conspicuous, clear, easy to read, and in plain language, and it must provide information on how the notice and takedown system works. The written request for removal must include a physical or electronic signature of the depicted individual, sufficient information for the platform to locate the image, a brief statement that the image was not shared consensually, and the contact information for the identified individual in the image.

Upon receiving a valid notice, the provider must remove the flagged intimate image and make reasonable efforts to remove known identical copies “as soon as possible,” but at the most within 48 hours.

Criminal Prohibition on Disclosing Actual and Fabricated Intimate Images

The law prohibits the intentional sharing and threats to share intimate depictions of adults and children under 18 years old. It applies to both actual images and videos that are taken of adults without consent, or of children, as well as digital forgeries of depictions of adults and children. Sometimes called “deepfakes,” these edited or created depictions, sometimes with the assistance of artificial intelligence, look more accurate as technology advances.

Images of Adults

Under this law, no person may knowingly publish an intimate visual depiction (photo or video) of a person 18 years of age or older if the image was obtained or created when:

- the person sharing the image knew or should have known that the identifiable person in the image had a reasonable expectation of privacy, and
- the image was not created voluntarily in a public or commercial setting, and
- publishing the image is intended to cause harm or causes psychological, financial, reputational, or other harm.

Note that per the statute, consent to having the image initially captured and even affirmatively sharing that image with another person is not, in and of itself, consent to having that image further shared or published.

Images of Children

The law prohibits knowingly publishing an intimate visual depiction (photo or video) of a child under 18 years of age with intent to:

- abuse, humiliate, harass or degrade the minor, or
- arouse or gratify the sexual desire of any person.

Technology-Facilitated Sexual Violence

The prevalence of technology-facilitated sexual violence (TFSV) has been increasing, and creating deepfakes and sharing of intimate images are not the only ways individuals can harm others through the use of technology. Most occurrences of TFSV are committed by someone that the victim knows, including significant others (present or former), family, and friends. In many cases, images are originally taken or shared consensually, but then reshared and published online in ways meant to embarrass or shame.

Enforcement

The law is enforced by the Federal Trade Commission (FTC), but the FTC is not directly responsible for the content removal. Affected individuals must first report the images to the platform administrator via the platform's on-site tools. The agency will collect reports about platforms that do not comply with the law's removal requirements, and may use those reports to support enforcement.

The FTC allows individuals to report nonconsensual intimate imagery involving themselves or their children. Reports may also be submitted on a victim's behalf with their consent.

The agency also recommends reporting such incidents to local law enforcement and the FBI's online tip line when appropriate.