



Know Your Rights: The Take it Down Act

On May 19, 2025, the bipartisan [Take it Down Act](#) (TIDA) made the nonconsensual publication of intimate images, including AI-generated content or deepfakes, a federal crime. **Effective May 19, 2026**, the law requires certain online platforms to establish a process to remove non-consensual intimate images within 48 hours. This guide summarizes adult survivors' rights under the law, outlines available legal and platform-based remedies, and highlights where to find comprehensive support and assistance. It is intended to enhance awareness among adult survivors, victim advocates and service providers, and the general public.

Please note: For help with image-based abuse of a minor, contact the National Center for Missing & Exploited Children (NCMEC) or visit <https://takeitdown.ncmec.org>. This material is for informational purposes only and does not constitute legal advice. If you are in immediate danger, please call 911.

About non-consensual distribution of intimate images (NDII)

- **What is NDII?** Also known as [non-consensual intimate image abuse](#) (NCII), NDII refers to the distribution of private, sexually explicit images or videos of individuals without their consent, including images originally obtained without consent (e.g. by hacking phones, using hidden cameras, or recording sexual assaults), as well as images/videos that were initially consensually obtained (e.g., within the context of an intimate relationship) and later distributed without consent. NDII can include both real images/videos and those created with or altered using artificial intelligence (AI), also referred to as “deepfakes.”
- **How common is NDII/NCII in the U.S.?** In the past year, more than 2.37 million women and 2.1 million men had their intimate images shared without their consent, according to the [CDC](#). As with other forms of intimate partner and sexual violence, this estimate is likely an undercount, given that interpersonal abuse is often underreported and that NDII can go undetected for long periods of time. This estimate also pre-dates recent advancements and expansion in the use of generative AI to create abuse material.
- **What are the impacts of NDII/NCII?** Although NDII is a form of digital abuse that predominantly occurs online, it causes real harm, with survivors experiencing mental and physical health [impacts](#), and disruptions to education and employment.

Understanding the Take it Down Act (TIDA)

- **Who is protected under TIDA?** TIDA protects adults whose intimate visual depictions — including both authentic images and digital forgeries (i.e., images of identifiable individuals created, altered, or manipulated using AI or other computer-generated means) — are published without consent (e.g. posted on a social media platform) with intent to cause harm or resulting in psychological, financial, or reputational harm. TIDA also applies to minors by prohibiting the publication of an identifiable child’s intimate visual depiction (real images and digital forgeries) with intent to abuse, humiliate, harass, degrade, or for sexual gratification ([47 U.S.C.A. § 223\(h\)](#)).
- **What is considered a crime under TIDA?** Under TIDA, NDII (involving adult victims) is defined as: *intimate visual depictions of individuals, both authentic and computer-generated, of an adult subject where publication is intended to cause or does cause harm to the subject, and where the depiction was published without the subject’s consent or, in the case of an authentic depiction, was created or obtained under circumstances where the adult had a reasonable expectation of privacy* ([47 U.S.C.A. § 223\(h\)](#)). In plain language, this means that, for NDII to be considered a crime under the law, the following criteria must apply:
 - The victim has been threatened with, or is aware that an “intimate visual depiction” of them has been posted or published without their consent, AND the perpetrator did it with the intent to cause harm OR it did in fact cause harm.

An Intimate Visual Depiction means:

- a) an image or video that depicts the uncovered genitals, pubic area, anus, or post-pubescent female nipple of an identifiable individual, or
- b) the display or transfer of bodily sexual fluids on to any part of the body of the identifiable individual, from the body of an identifiable individual, or
- c) the depiction of an identifiable individual engaging in sexually explicit conduct, including visual depictions taken in public if they were created without the subject’s consent to engage in or make public what was exposed in the image ([15 USC § 6851\(a\)\(5\)](#)).

This includes intimate images that were created consensually but intended to be kept private, intimate images that were created nonconsensually, and AI or computer-generated digital forgeries that **depict an identifiable individual**, i.e. one whose face, likeness, or other distinguishing characteristic (e.g. birthmark or other recognizable feature) is visible.

- **What legal options do adults have under TIDA?** Adult victims of NDII can pursue both criminal and civil claims against the individual(s) who publish or threaten to publish, private intimate visual depictions or digital forgeries when that individual intended to or did cause harm.
 - **Criminal:** Victims can pursue criminal claims under [47 U.S.C.A. § 223\(h\)](#). Under the law, the offender may face penalties of up to 18 months in jail. The court can also order the offender to give up assets to help repay the victim for costs such as time missed from work, attorney’s fees, lost income, and other related expenses, as outlined in [18 U.S.C. § 2264](#).
 - **Civil:** TIDA clarifies that the civil remedy for NDII established by the Violence Against Women Act (VAWA) Reauthorization Act in 2022 ([15 U.S.C. § 6851](#)), applies to both real and synthetic NDII. This allows victims to seek monetary damages against violators, including compensation for financial losses up to \$150,000, and coverage for your attorney’s fees and court costs. The law also allows the court to maintain your confidentiality when the defendant is ordered to stop sharing your intimate images.
 - TIDA also provides a path for the Federal Trade Commission (FTC) to civilly sue platforms that fail to remove NDII within 48 hours of a valid request. **While the FTC will not take action on individual cases, victims can report platforms that violate TIDA to the FTC at [TakeItDown.ftc.gov](https://takeitdown.ftc.gov).**
 - Additional protections may be available depending on the state or territory in which you, or the perpetrator, reside. See a listing of state and territory laws on NDII from the Cyber Civil Rights Initiative to learn more: <https://cybercivilrights.org/nonconsensual-distribution-of-intimate-images/>
- **What requirements do online platforms have under TIDA?** TIDA requires certain online platforms (“covered platforms”) to establish a process allowing victims to request the removal of intimate images or videos—both authentic and AI-generated—shared without their consent; these platforms must remove non-consensual intimate imagery within 48 hours of receiving a valid request and make reasonable efforts to identify and remove known identical copies, with noncompliant platforms subject to [FTC enforcement](#), including fines of up to \$53,088 per violation.
- **What is a “covered platform” under TIDA?** Platforms subject to the requirements under TIDA include public websites, online services, or applications that primarily provide a forum for user-generated content, such as social media, messaging, image or video sharing, and gaming platforms. If a company regularly publishes, curates, hosts or furnishes intimate content shared without consent, it may fall under TIDA.

Get help for NDII

- **What hotlines and helplines can I call for help with NDII/NCII?** The following resources provide 24/7, confidential trauma-informed support for adult NDII survivors, offering immediate safety planning, referrals to legal assistance, and help navigating the takedown and reporting process with online platforms:
 - **Cyber Civil Rights Initiative Image Abuse Helpline and Online Safety Center:** 1-844-878-2274 and <https://cybercivilrights.org/ccri-safety-center/>
 - **National Domestic Violence Hotline** (for individuals seeking help for NDII from a current or former spouse or partner): 1-800-799-7233 and <https://www.thehotline.org/>
 - **Rape, Abuse, and Incest National Network (RAINN) National Sexual Assault Hotline:** 1-800-656-4673 and <http://rainn.org/hotline>
 - **FOR MINORS - National Center for Missing and Exploited Children (NCMEC):** 1-800-843-5678 and <https://www.missingkids.org/gethelpnow/isyourexplicitcontentoutthere>
- **Where can I find legal assistance for NDII/NCII?** The following resources offer links to legal professionals who may be able to assist with civil or criminal claims for NDII:
 - **Cyber Civil Rights Initiative Directory of Attorneys:** <https://cybercivilrights.org/professionals-helping-victims/>
 - **Know Your Rights: Civil Legal Claims for NDII/NCII:** <https://www.justice.gov/ovw/sharing-intimate-images-without-consent-know-your-rights>
 - **National Network to End Domestic Violence (NNEDV) WomensLaw.org Email Hotline:** <https://hotline.womenslaw.org/public>
 - **New York Cyber Abuse Task Force Combatting Cyber Abuse Manual:** <https://cyberabuse.nyc/cyber-abuse-manual>
- **I am being threatened with the publication of intimate images without my consent. How can I prevent my images from being shared online?** Adults can create a case on StopNCII.org, a free, confidential service that helps prevent the non-consensual sharing of intimate images or videos by creating a unique “hash” (digital fingerprint) on the survivor’s device and sharing only that code—not the image/video—with platforms to detect, remove, and block matching content. Minors can access the same service via TakeitDown.ncmec.org.

- Where can I find resources for navigating additional forms of tech-facilitated abuse?**
 The following resources offer guides, toolkits, and practical tips for adult survivors and advocates working to prevent and address NDII alongside multiple forms of tech-facilitated abuse, including stalking, tech abuse from an intimate partner, doxing, online threats and harassment, and more:
 - National Resource Center on Cybercrimes:** <https://cybercrimesresource.org/>
 - NNEDV Safety Net Project:** <https://www.techsafety.org/resources-survivors>
 - NNEDV Safety Net Technical Assistance Form** for survivors and advocates seeking support navigating NDII/image-based abuse, and other forms of tech-facilitated abuse: <https://www.techsafety.org/ta-request-form>
 - New York Cyber Abuse Task Force Combatting Cyber Abuse Manual** offers assistance for NDII and other forms of tech-abuse, including legal assistance and platform take-down request resources: <https://cyberabuse.nyc/cyber-abuse-manual>
 - Rape, Abuse, and Incest National Network (RAINN)** offers a step-by-step survivor-centered guide on reporting and removing intimate images, deepfakes and fake nudes: rainn.org/reportTESA
- I've reported NDII/NCII to a covered platform and it's been 48 hours without a response. How can I flag platform non-compliance?** Report platforms that violate TIDA to the FTC at TakelDown.ftc.gov. Every report helps keep platforms accountable.



This project is supported by Grant No. 15JOVW-24-GK-02960-MUMU awarded by the Office on Violence Against Women, U.S. Department of Justice. The opinions, findings, conclusions, and recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of the Department of Justice. June 2026.