

The Take It Down Act — Step-by-Step



If someone is sharing intimate images or videos of you (including AI deepfakes) without your OK, you have rights. This page shows you how to report it and get help.

If you are in danger now:

Call 911 (US)

or your local emergency number.

**Quick Links
(Tap to Open)**



Report to the FTC: reportfraud.ftc.gov

[FTC Guide for Victims](#) (explains your rights)

24/7 Support (CCRI Helpline): [1-844-878-CCRI \(2274\)](tel:1-844-878-CCRI)

Online help: cybercivilrights.org/ccri-safety-center

If a minor (under 18) is involved:

Report to NCMEC CyberTipline: report.cybertip.org

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Keep this proof in a safe folder on your phone or computer.

Step 1: Save Proof

Before things get taken down, save evidence:

- Take screenshots of the image/video and the page it's on.
- Copy links (URLs) and usernames/handles.
- Write down date and time you saw it.
- If the site replied to you, save their messages too.



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**After you file,
you'll get a
confirmation.
Save it.**

Step 3: Report It to the FTC (Federal Help)

File a report with the Federal Trade Commission (FTC).
The FTC enforces the law and can act against companies
and sites that refuse to remove illegal content.

Send your report [here: reportfraud.ftc.gov](https://reportfraud.ftc.gov)

When you report, include:

- Your screenshots and links
- The site/app name
- Any usernames involved
- How to contact you (safe email/phone)



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FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

If the site doesn't respond, the **FTC report** you file can help hold them accountable.

Step 4: Ask the Site/App to Take It Down

Most sites have a “report” or “privacy” page for this.

In your report:

- Say the content is **non-consensual** (and AI-generated if it is).
- Add your **proof** (links, screenshots).
- Ask for **urgent removal** and confirmation.



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Cyber Civil Rights Initiative

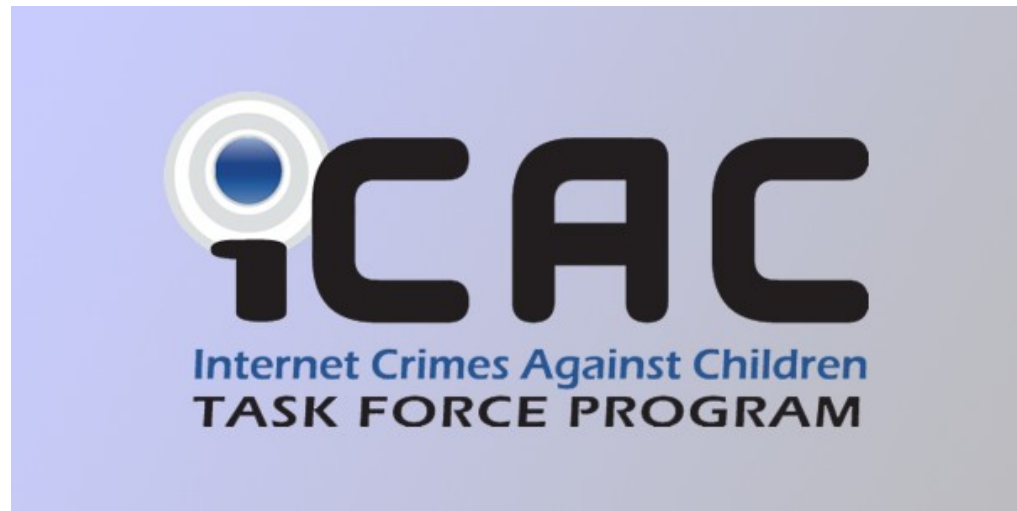
Step 5: Get Live Help (Free & Confidential)

You don't have to do this alone.

Trained advocates can guide you step by step,
help with wording, and support you emotionally.

CCRI Helpline (24/7): [1-844-878-CCRI \(2274\)](tel:1-844-878-CCRI) [Online Safety Center](#)

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Step 6: If a Minor (Under 18) Is Involved

Report right away to the national hotline for child exploitation.
Your report goes directly to law enforcement.

[NCMEC CyberTipline](#)

You can also contact your local [ICAC Task Force \(Internet Crimes Against Children\)](#)

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You Are Not Alone

This is not your fault.
Many people have been hurt
by deepfakes
and image abuse.

There is a process to help you.
Start with the steps above and
reach out for support anytime.

Step 7: Track Your Case

- Keep a **list** of who you contacted and when.
- Save **case numbers** and **reply emails**.
- If you don't hear back, **follow up** after a few days.

Extra Tips

- **Don't engage** with the person posting the content.
- Tell a **trusted friend** for support.

**If someone threatens you for money or more images, that's extortion.
Save proof and tell the police and the FTC.**