

United States Senate

WASHINGTON, DC 20510

August 9, 2024

Dear [CEO],

We ask that you agree to participate in two voluntary programs to locate and take down non-consensual intimate imagery (NII) (aka “revenge porn”). With one post, NII shared online has the opportunity to ruin the life of an individual, often times young women and girls, and the presence of such on your platform cannot be taken lightly. We are pleased to see that a number of the world’s largest platforms already participate, allowing many people all over the world to protect themselves from the pain of NII shared online.

The National Center for Missing & Exploited Children (NCMEC) operates Take It Down, which is “a free service that can help [individuals] remove or stop the online sharing of nude, partially nude, or sexually explicit images or videos taken of you when [they] were under 18 years old.”¹ Notably, NCMEC does not limit this free service to only those in the U.S. Additionally, the Revenge Porn Helpline, which is part of South West Grid For Learning (SWGfL), operates StopNCII.org, and anyone over 18 years old anywhere in the world may use this service.

Take It Down and Stop NCII allow people to anonymously flag nude or explicit images of themselves they would like platforms to remove. This takes the power away from the individuals who share these images online without consent and gives power back to the individual whose image was shared and life affected. Anyone looking to remove NII through these services must have the image or video on their device. If they do, then they can create an image hash, which “is the process of using an algorithm to assign a unique hash value to an image,”² and the hash can be located and removed. As you likely know, platforms have been finding and taking down hashed images and video that contain child sexual abuse material (CSAM) for years. These NII removal initiatives operate the same way, and platforms should be able to deploy their automated content moderation systems to locate and remove hashed NII.

Many online platform companies have agreed to participate in these programs, including Meta and Snapchat and others. While these companies comprise a significant portion of the online world, there are too many companies not taking part. By increasing participation in these programs, companies can take actionable steps to stop the life-altering impact that the NII has on the life, career and family of those affected.

We ask that you provide in writing answers to the following questions:

- Will you sign up to partner with Take It Down and Stop NII?
- If so, by when?
- If not, why will your company not participate in these NII removal initiatives?

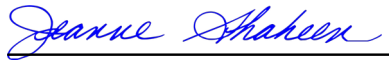
¹ “What Is Take It Down.” *Take It Down*, takeitdown.ncmec.org/.

² Frequently Asked Questions.” *StopNCII.Org*, stopncii.org/faq/.

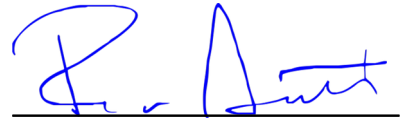
- What, if any, are the identified technological obstacles to participation and what are the possible solutions?

Thank you for your consideration and attention to this urgent matter.

Sincerely,



Jeanne Shaheen
United States Senator



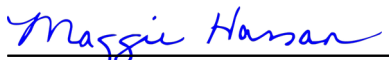
Rick Scott
United States Senator



Joe Manchin III
United States Senator



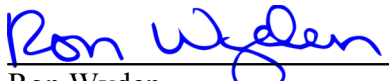
Mazie K. Hirono
United States Senator




Margaret Wood Hassan
United States Senator



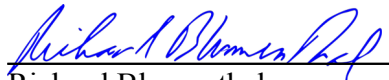
Catherine Cortez Masto
United States Senator



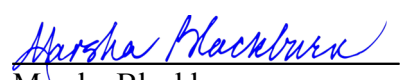
Ron Wyden
United States Senator



Angus S. King, Jr.
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Richard Blumenthal
United States Senator



Marsha Blackburn
United States Senator



Robert P. Casey, Jr.
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