

ENDTAB.ORG

DEEPPFAKES

a victim resource guide

GUIDE OVERVIEW

This guide includes resources, tools and strategies for anyone who has been targeted by a **deepfake**, or similar technology, which has made it falsely appear as if they were in a nude photo or pornographic video that they were not actually in.



CREDIT: FACEBOOK

YOU ARE NOT ALONE

96% of all deepfake videos are pornographic and almost all of these target women. This is a pervasive new form of online image-based sexual abuse and it is unacceptable. Because this technology is new, some people may not be aware of deepfakes and there may not be laws against deepfake pornography in your jurisdiction.

This means you may need to educate others when seeking help. This guide is designed to help you with that.

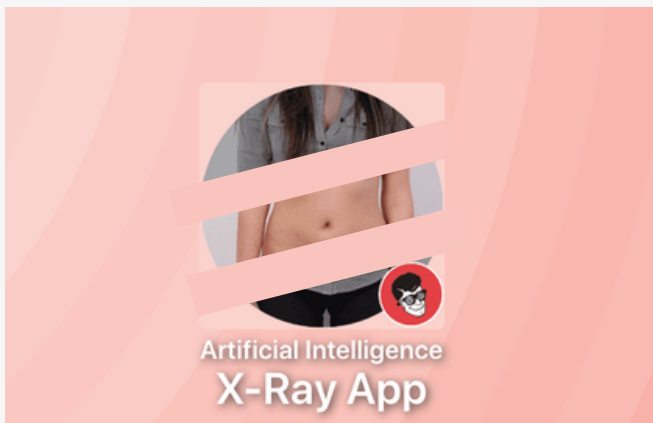


1 DEEPPFAKE PORNOGRAPHY: WHAT IS IT?

These videos use face-swapping technology to transfer a victim's face from a photo or video onto the body of someone else in a pornographic video, making it falsely appear as if the victim is engaging in sex acts. To safely see how this technology works, click [here](#) to watch this explainer video created by Facebook.



CREDIT: TIKTOK, DEEPPFAKE TOM CRUISE



2 X-RAY & "NUDIFYING" PHOTO APPS

These apps turn photos of famous and everyday women and girls into realistic naked photos ("fake nudes") using deepfake technology to "remove" their clothing. These apps do not work on photos of men.

EXPLAINING THE HARM

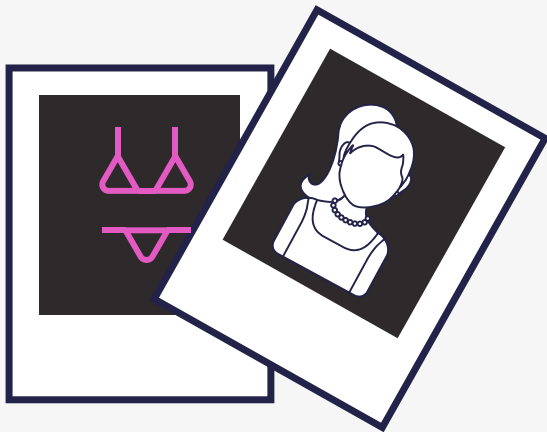


WHEN VIEWERS BELIEVE IT'S REAL

When believed, the harm caused by disseminating deepfake pornography or a fake nude is similar to non-consensual pornography. It can adversely affect a person's employment, reputation, relationships and emotional well-being, and upend their life. Never knowing when or if said video or photo will show up can leave victims in a perpetual state of anxiety and fear.

WHEN VIEWERS KNOW IT'S FAKE

Deepfake pornography and fake nudes do not have to be believed to cause harm. Even if labelled as fake, a pornographic deepfake depicting a victim that is shared and watched by others is an act that sexualizes and fetishizes them publicly without their consent. Under any circumstance, virtually forcing a victim to engage in a sex act is harmful.



3 SAVING THE EVIDENCE

Before deleting anything, be sure to preserve any evidence. Some ways to do this: (1) download the video(s); (2) screenshot the photo and webpage, including the url, date and time; and (3) save the webpage as a pdf. Visit withoutmyconsent.org to access its evidence preservation [resources](#) for non-consensual pornography (also effective for deepfake pornography).

4 REMOVE FROM GOOGLE SEARCHES

Google enables victims of deepfake pornography (referred to as "fake pornography" by Google) to remove the offending video or photo from appearing in its search results. (It does not mean it is removed from the actual website.) Click [here](#) to begin.



INSTAGRAM **YAHOO!**
FACEBOOK **GOOGLE**
TWITTER **SNAPCHAT**
REDDIT **TUMBLR**
PORNHUB

5 TAKEDOWN REQUESTS

Many technology platforms will voluntarily remove posts such as non-consensual pornography because they violate their content policies. Deepfake pornography should be treated similarly. [The Cyber Civil Rights Initiative](#) created guides to do this on different platforms. Click any of the sites listed on the left to start the process or, to see the entire guide, visit: www.cybercivilrights.org/online-removal/

6 TAKEDOWN REQUESTS: COPYRIGHT

A deepfake of Kim Kardashian was **removed** from YouTube based on a copyright takedown request from the company that created the original video. It may be possible to apply this approach to deepfake pornography by alerting the publisher of the underlying pornographic video. They may be able to issue a copyright takedown notice. Or you may seek to issue the takedown notice yourself following the same approach used for non-consensual pornography **here**. We recommend speaking with a lawyer if you have questions.



7 DEEPPFAKE LAWS



UNITED STATES

States are slowly beginning to pass laws, both civil and criminal, that specifically address deepfake pornography and electoral interference. To date, these states include CA, VA, HI, NY, MD, WY and TX.



AUSTRALIA

Australia prohibits the non-consensual distribution of deepfakes. Under Australia's image-based sexual abuse laws, the non-consensual distribution of deepfakes would be prohibited in Australia at the federal level, and in most states and territories in Australia with image-based sexual abuse laws. For more information, see **this article** by Noelle Martin.

**FALSE IMPERSONATION
HARASSMENT**

EXTORTION

IDENTITY THEFT

CREDIBLE IMPERSONATION

DOMESTIC VIOLENCE

8 EXISTING CRIMINAL LAWS

When reporting deepfake pornography to law enforcement officers, they may need to use existing criminal laws against the perpetrator. Some suggested laws are listed on the left. ***NOTE: Non-consensual pornography (revenge porn) laws will likely not apply because it is not the victim's body (only their face) in the video.***

9 RESTRAINING ORDERS

You may choose to seek a restraining order or order of protection requesting that the restrained party takes down, destroys and does not distribute the deepfake. It is abuse and may qualify as harassment, disturbing your peace, false impersonation, threatening behaviour, causing emotional distress and more. Contact your local domestic violence or sexual assault organization for assistance.



SAMPLE LANGUAGE:

I am the victim of a new form of online abuse called non-consensual "deepfake" pornography. These deepfake videos use face-swapping software or an app to transfer a victim's face onto the body of someone else in a pornographic video, making it appear that the victim was in a video they were not in fact in. [Name of Restrained Party], using only images of my face, created and distributed/is threatening to distribute a pornographic deepfake video of me without consent. It looks like me in the video, but it is not me. [Name of restrained party] has plenty of my images, meaning there is nothing to stop them from continuing to manufacture more fake pornographic videos of me at will.

EXPLAINING DEEPPFAKES

