ENDTAB.ORG

DEEPFAKES
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 they were in a nude photo or pornographic video that they were not actually in.

ORIGINAL   DEEPFAKE

CREDIT: FACEBOOK

YOU ARE NOT ALONE

96% of all Deepfake videos are pornographic and almost all of these target women. However, this is a pervasive new form of online image-based sexual abuse and it is unacceptable. And 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.

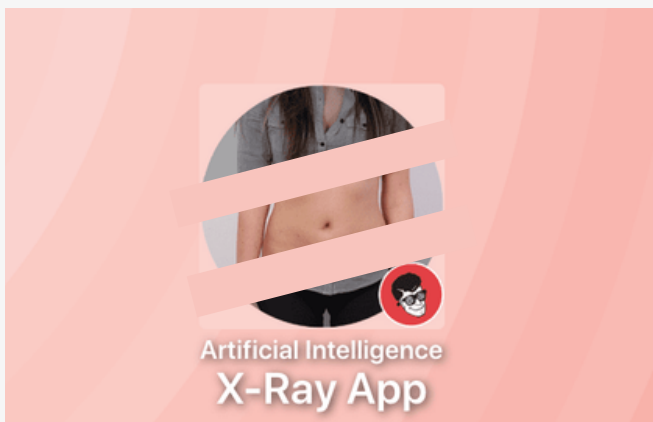This means you may need to educate others when seeking help. This guide, is designed to help you with that.

1 DEEPFAKE 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 the victim is engaging in sex acts. To safely see how this technology works, click **here** to watch this explainer video created by Facebook.

ORIGINAL   DEEPFAKE

CREDIT: TIKTOK, DEEPFAKE TOM CRUISE

Artificial Intelligence
X-Ray App

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 BELIVE IT'S REAL

When believed, the harm caused by disseminating deepfake pornography or a fake nude is similar to nonconsensual pornography. It can adversely impact a person's employment, reputation, relationships, 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 labeled 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 & time and (3) Save the webpage as a pdf. Visit withoutmyconsent.org to utilize their evidence preservation resources for nonconsensual 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 their 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 TAKE DOWN REQUESTS

Many technology platforms will voluntarily remove posts like nonconsensual pornography because it violates 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 TAKE DOWN REQUESTS:
COPYRIGHT

A deepfake of Kim Kardashian was **removed** from YouTube based on a copyright take down 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 take down notice. Or you may seek to issue the take down notice yourself following the same approach used for nonconsensual pornography **here**. We recommend speaking with an attorney if you have questions.
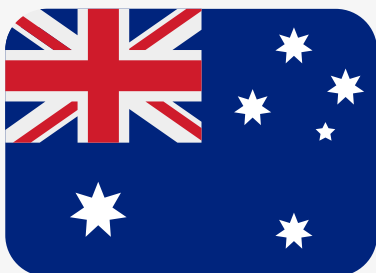
7 DEEPFAKE LAWS

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 & 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, they may need to utilize existing criminal laws against the perpetrator. Some suggested laws are listed to the right.
NOTE: Nonconsensual 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 take down, destroy and not distribute the deepfake. This is abuse and may qualify as harassment, disturbing your peace, false impersonation, threatening behavior, 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 nonconsensual '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 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 DEEPFAKES