What They're Saying | The TAKE IT DOWN Act

Introduced by Sens. Ted Cruz (R-Texas), Amy Klobuchar (D-Minn.), Cynthia Lummis (R-Wyo.), Richard Blumenthal (D-Conn.), Shelley Moore Capito (R-W.Va.), Jacky Rosen (D-Nev.), Ted Budd (R-N.C.), Laphonza Butler (D-Calif.), Todd Young (R-Ind.), Joe Manchin (I-W.Va.), John Hickenlooper (D-Colo.), Bill Cassidy (R-La.) and Martin Heinrich (D-N. Mex.), John Barrasso (R-Wyo.), John Thune (R-S.D.), Roger Wicker (R-Miss.), Marco Rubio (R-Fla.), Marsha Blackburn (R-Tenn.) and Gary Peters (D-Mich.)

National Center for Missing and Exploited Children (NCMEC)

"The National Center for Missing and Exploited Children (NCMEC) applauds Senator Cruz and Senator Klobuchar for their leadership in introducing the TAKE IT DOWN Act. This essential legislation will protect children victimized by the distribution of deepfake nude and sexually exploitative images in which they are depicted. The emergence of generative artificial intelligence technology that can be used to create nude and sexually exploitative images of children is a devastating trend. It is essential that our laws continue to address emerging threats to child safety online. The TAKE IT DOWN Act will provide a crucial legal remedy for many children in which deepfake technology is used to perpetuate their online abuse.

"We look forward to working with Senators Cruz and Klobuchar on the TAKE IT DOWN Act, and we deeply appreciate all Congressional supporters of the TAKE IT DOWN Act who are working to prioritize child safety online." **– Michelle DeLaune, President & CEO, National Center for Missing & Exploited Children (NCMEC)**

TechNet

"TechNet members are committed to protecting the safety and security of everyone who uses their products. Identifying and removing harmful or explicit non-consensual content has long been a top priority for the industry, and it's a goal we share with lawmakers. We applaud Senators Klobuchar and Cruz for collaborating on a bipartisan solution to address this important issue and look forward to working with them to ensure online communities remain safe and that bad actors are held accountable." – **Carl Holshouser, Executive Vice President, TechNet**

National Center on Sexual Exploitation (NCOSE)

"We stand firmly in support of the pioneering legislation introduced by Senators Cruz and Klobuchar, a historic stride toward justice for survivors of image-based sexual abuse. By criminalizing the act of uploading such content and mandating its removal within 48 hours, this legislation not only champions the rights of survivors but also sets a precedent for accountability and prompt action in the digital realm." – **Dawn Hawkins, CEO, National Center on Sexual Exploitation**

Rape, Abuse, Incest National Network (RAINN)

"RAINN supports this bill and Senator Cruz's effort to crack down on the harmful act of intentionally sharing non-consensual intimate images," **says Karrie Delaney, Director of Federal Affairs at RAINN.** "This legislation is crucial for bringing justice to victims and ensuring that online platforms respond swiftly to remove harmful content. Survivors need this bill to address the growing misuse of technology to victimize others, and we look forward to its passage."

SAG-AFTRA

"Thank you Sens. Amy Klobuchar and Ted Cruz for recognizing the urgent need for protections and solutions to the proliferation of deepfake material online that harms so many individuals, including SAG-AFTRA members. As humanity enters this new era where A.I. technology has the potential to be increasingly exploitative, regulations must keep pace with innovation, and we applaud the lawmakers who are taking the lead in these efforts," stated **Duncan Crabtree-Ireland, National Executive Director and Chief Negotiator, SAG-AFTRA**

Public Citizen

"The creation of nonconsensual intimate images (NCII) is a pressing issue that requires immediate action. Politico just reported that the use of AI for this horrific purpose is causing havoc in our nation's schools. Sadly, there have already been many individuals, primarily girls and women, hurt by the makers of deepfake pornography. We must put a stop to the use of AI for these nefarious purposes now. This bill is a crucial legislative effort designed to help those targeted by NCII by criminalizing the publication of NCII online and requiring covered platforms to take down these horrific images." **– Lisa Gilbert, Executive Vice President, Public Citizen**

IBM

"It is profoundly concerning when bad actors misuse AI to create deepfakes of other individuals without their consent, and it is particularly abhorrent when it's done to create nonconsensual intimate images and pornography. IBM applauds Senators Ted Cruz and Amy Klobuchar for introducing legislation that would create strong criminal and civil liability for people who distribute nonconsensual intimate audiovisual content, including AI-generated content, as well as for people who threaten to do so. Solving the problems posed by deepfakes will require thoughtful, whole-of-society approaches leveraging both changes in law and technology." **– Christina Montgomery, Chief Privacy & Trust Officer, IBM**

Becca Schmill Foundation

"The non-consensual sharing of intimate images online (real and AI-generated) has become increasingly common and the impact on victims has been devastating. The Becca Schmill Foundation commends Senators Cruz and Klobuchar for introducing a bill to protect victims from this terrible crime. The Foundation strongly supports this bill and encourages the Senate to pass it as soon as possible." **– Deb Schmill, Founder and President, Becca Schmill Foundation**

Center for American Progress

"We welcome the TAKE IT DOWN Act's targeted approach to solving an increasingly challenging and damaging problem made worse by the widespread availability of generative AI technology. We applaud these senators for articulating a bipartisan solution that strikes the appropriate balance – protecting victims from the potential for repeated harms from these abuses and penalizing those who create and distribute these images. In today's technological landscape, this is more critical than ever before." **– Megan Shahi, Director of Technology Policy at the Center for American Progress.**

David's Legacy Foundation

"The reality is that every minute that a non-consensual intimate picture or deep-fake image is shared, commented on or copied, the victim is experiencing significant pain and damage that may be irreversible. The social media platforms have had the ability and time to address this issue. Unfortunately, they have fallen short, and lives have been changed or lost. The TAKE IT DOWN Act by Senator Ted Cruz pushes social media companies in the right direction by directing them to create processes to allow for the swift removal of non-consensual intimate visual on request of the targeted individual." – **Maurine Molak, Co-founder, David's Legacy Foundation**

National Decency Coalition

"We strongly support legislation by Senator's Ted Cruz and Amy Klobuchar to combat the growing crisis of non-consensual intimate images on the internet. Today, with the assistance of artificial intelligence and sophisticated software, almost anyone of any skill level can create deep-fake and sexually explicit images of a person on the Internet meant for shame, revenge, harm, and monetization. This has been a growing crisis especially among school-aged children across the nation. This new phenomenon, as far as we can tell, lacks the appropriate penalties to adequately combat the issue, and deter future occurrences.

"Senator's Cruz and Klobuchar are taking a reasonable and necessary approach to address this issue, and we hope, with the bill's success, the problem will come to an end. The bill also utilizes the Federal Trade Commission who are accustomed to Internet based consumer protection laws, and we feel they are an appropriate fit for enforcement. We at the National Decency Coalition focus primarily on issues that pose pervasive and societal harms, and we strongly support this legislation, and urge law-makers to join these Senators in taking a stance against non-consensual intimate images." **– Ricky Darr, Executive Director, National Decency Coalition**

S.E.S.A.M.E. (Stop Educator Sexual Abuse, Misconduct and Exploitation)

"S.E.S.A.M.E. (Stop Educator Sexual Abuse, Misconduct and Exploitation) has spent decades working to prevent School Employee Sexual Misconduct (SESM) of K-12 students. We have seen too many detrimental examples of SESM force, fraud and coercion such as exposure of sexual images, negative impact on grades, withholding scholarship and college entrance support to gain compliance and silence from targeted students. Look no further than this recent citing in the OCR resolution with Redlands Unified School District that an entrusted adult employee shared nude photos on social media with a student.

"For just one example, after receiving a student allegation that the student witnessed a sexual relationship between an employee and another student for about a year that included the sharing of nude photographs via social media, the district confirmed the sexual relationship and therefore found that the employee violated district policies about professionalism and boundaries."

"SESM has a severe impact on the lives of our youth, their families, school districts, and communities. Attending school is supposed to prepare students for success in life, not distress in life. For this reason, we support the TAKE IT DOWN Act."

American College of Pediatricians

"The American College of Pediatricians supports legal efforts to eliminate the creation and dissemination of sexually explicit imagery, especially those that involve children. Whether those images are real or are deepfake versions created with artificial technologies, pornographic images are very harmful to the mental and emotional health of children, as are the social ramifications for victims of deepfake images."

National Association of Police Organizations (NAPO)

"In a world where generative AI is increasingly being used to create deepfakes, it is vital that federal laws be updated to protect individuals against the creation and nonconsensual sharing of deepfake intimate and explicit images. These images, which disproportionately target women and minors, must be recognized as the severe privacy violations that they are. By establishing federal liability for those who generate and distribute these images without consent, the TAKE IT DOWN Act will help law enforcement bring justice to the victims of these crimes. NAPO thanks Senators Klobuchar and Cruz for their leadership and stands with them in support of this important bill." **– Bill Johnson, Executive Director, National Association of Police Organizations**

The National Association of Chiefs of Police (NACOP)

"The National Association of Chiefs of Police (NACOP), a program of the United States Law Enforcement Foundation (USLEF), prides itself as being proactive and on the forefront of supporting the noble profession of law enforcement. NACOP also is proud to be associated with Senators Cruz and Klobuchar in their efforts to protect victims through important and critical legislation that is hereby presented. It's important to lead from the front, and NACOP is happy to join forces in this particular area of protecting the innocent." **– USLEF CEO Barry Shepherd**

Citizens for Decency

"Citizens for Decency expresses its profound gratitude to Senators Ted Cruz and Amy Klobuchar for authoring the TAKE IT DOWN Act. Although from different sides of the political aisle, both senators stand firmly united in protecting men, women, youth, and children from sexual harm. Both senators believe in the moral standards that the founding fathers of this great nation declared. Citizens for Decency strongly advocates for Senators Ted Cruz and Amy Klobuchar's bill, which will make it mandatory for covered platforms (as defined in the bill) to "remove nonconsensual intimate visual" (NCII) images or videos from the internet. With all the emphasis we can express, Citizens for Decency encourages this bill's swift, united passage." **– Dr. Craig Cobia, Director and Miki Scott, Chief of Staff**

Stop Sexual Assault in School

"SSAIS believes such legislation is urgently needed to protect individuals, especially youth, from the emotional distress and harm caused by these practices. As an organization dedicated to right to an equal education free from sexual harassment, SSAIS has been alarmed by recent reports in several states of students using AI technology to transform identifiable photos of classmates or teachers into graphic naked images, which are then posted online and shared on messaging apps.

"These "deepfakes" can have destructive consequences. Non-consensual A.I.-generated images that are used to harass and humiliate (mostly) female students can damage mental health, reputations, and a sense of safety. They also present risks to students' educational and career aspirations.

"In a recent survey, high school students indicated support for incorporating information into school curricula about deepfakes and the importance of not creating or circulating non-consensual images of their classmates, teachers, and others. Students must also understand the legal and financial consequences of their actions in view of existing and future state and federal laws." **– Joel Levin, Cofounder and Director of Programs**

National Collegiate Athletics Association (NCAA)

"Young people today face mounting risks and pressures related to their lives online and their use of social media. We see the 500,000+ student-athletes that participate in NCAA sports confront these risks and contend with these pressures each day. The legislation Senators Cruz and Klobuchar have proposed would provide important protections for millions of individuals, especially young people, on an important and sensitive topic. We hope to see this legislation advance and support its ultimate passage." **– Charlie Baker, NCAA President**

Talk More. Tech Less

"Our organization works with survivors of sexual trauma and families working to protect their children online. We support the TAKE IT DOWN Act because everyday we see the devastating short and long term impact in the lives of victims. This bill holds the offenders accountable and requires social media companies to remove non-consensual material that is harming the victims, putting the burden where it belongs." **– Dawn Wible, Founder Talk More. Tech Less.**

National Organization for Women (NOW)

"AI Deepfakes and nonconsensual intimate images are a new and growing danger that is destroying lives. Out-of-control technology makes it possible for anyone to cause irreparable harm with the click of a button or a tap on a phone, leading to mental health outcomes from depression and anxiety to self-harm and suicide. This legislation will make sure that platforms not only remove deepfake images within 48 hours but also empower survivors to get images removed—and hold wrongdoers accountable. Congress must protect women—and not the profits of companies that exploit and endanger them." **– Christian F. Nunes, National President, National Organization for Women**

American Psychological Association

"We continue to stress the need for social media companies to have stronger reporting and take-down mechanisms in place on their platforms. We understand from psychological science that content viewed online can have harmful real-world impacts, especially on young people and we join the call for companies to do more to mitigate these harms." **– Arthur C. Evans Jr., PhD, American Psychological Association.**

Family Policy Alliance

"This bill is a win for kids, parents, schools, and common sense. Family Policy Alliance is happy to offer our support."

SWGfL (Stop NCII.org)

"The TAKE IT DOWN Act represents a crucial step forward in protecting individuals from the devastating effects of non-consensual intimate visual depictions. By requiring covered platforms to remove such content and establishing clear penalties for violations, particularly criminal penalties as well as civil penalties, it aligns closely with our mission and the urgent needs of the survivors we support.

"We commend the efforts to address this pervasive issue and wholeheartedly support the enactment of this legislation. It is a testament to the growing recognition of the significance of digital safety and the rights of individuals in the online realm. SWGfL is eager to contribute its expertise and resources to support the successful implementation of this bill, ensuring it delivers maximum impact for those it aims to protect." **– David Wright, CEO, SWGfL**

Institute for Strategic Dialogue

"The pain caused by the sharing of nonconsensual intimate deepfakes to those who have their likeness used and published without their consent is immense. This suffering is only compounded by how quickly the content can spread online and how difficult it is to get it taken down.

"The onus to remove these images should be on the platforms, not the victims. The TAKE IT DOWN Act is an important step towards shifting that burden. By creating a clear reporting mechanism for victims that requires platforms to remove the image within a specified timeline, this bill provides crucial guidelines for platforms and, more importantly, offers much-needed remediation for victims." **– Ellen Jacobs, Digital Policy Manager**

Street Grace

"No amount of online safety education or parental involvement can protect a kid from pornographic deep fakes, which is why this bill so crucial. When someone uses a person's picture without their consent to create a fake, illicit image the resultant damage can be life altering and victims currently have very little recourse. Street Grace is proud to endorse such a forward-thinking, timely bill that makes nonconsensual, intimate deepfakes illegal and facilitates their removal. This bill will protect all Americans from this fast-growing new form of exploitation." **– Bob Rodgers, CEO, Street Grace**

Hope for Justice

"This legislation addresses a grave violation of personal privacy and dignity by making it unlawful for anyone to knowingly publish intimate visual depictions of identifiable individuals without their consent. Importantly, it also includes provisions for realistic, computer-generated NCII (deepfakes), which are increasingly being used to exploit and harm individuals. We have seen a direct nexus between online exploitation and other forms of exploitation, including human trafficking, and this bill is critical in protecting further victimization and protecting the lives of survivors nationwide." **– Sarah Butler, US Programs Director, Hope for Justice**

3Strands Global

"This bill is a crucial step toward protecting the privacy and dignity of individuals who have been victimized by these invasive practices. By criminalizing the publication of non-consensual intimate images and ensuring swift removal from online platforms, we are sending a strong message that exploitation and abuse will not be tolerated. This legislation not only addresses the immediate harm caused by such images but also empowers victims to reclaim their lives. I commend Senator Cruz and others for championing this essential cause and advocating for the safety and respect of all individuals online." **– Ashlie Bryant, CEO, 3Strands Global Foundation**

Interparliamentary Taskforce on Human Trafficking

"This legislation addresses a critical gap in one of the fastest growing online threats. Exploitation is a borderless crime, and my hope is that this legislation sets a precedent for other nations as well." **– Anne Basham, Founder & Chair, Interparliamentary Taskforce on Human Trafficking**

Porn Free Colorado

"In the battle to prevent nefarious deeds perpetrated by bad actors everywhere, Porn Free Colorado fearlessly supports the bipartisan efforts of the Take It Down Act. Porn Free Colorado passionately stands on the front lines to safeguard the intimacy of every human body from the evils of nonconsensual intimate visual depictions." **– Kimberly "KP" LoveJoy, Founder/CEO, Porn Free Colorado**

American Principles Project

"There's no doubt that there are dangers on the internet, but the burgeoning AI element has presented new obstacles that must be quickly countered before they get out of hand.

"Instead of worrying about a mere catfish on a dating app, AI can now construct any scenario with any face, whether they have consented to it or not. This leads to the obvious possibility of fabricating local, national, and global scandals, but more personally, the production of obscene content that can radically damage a victim's personal and professional life — and this isn't isolated to adults, it's affecting minors.

"That's why Senator Cruz's Take It Down Act is so important. It criminalizes the publication (and threat of publication) of nonconsensual intimate imagery and it requires websites to remove such content within 48hrs of notification by the victim.

"Senator Cruz has taken care to narrowly tailor the language so that the bill will not infringe any First Amendment rights. We are happy to support this legislation as another measure to protect innocents online and we congratulate Sen Cruz and his team on their hard work." **– Sandra Kirby, Director of Government Affairs, American Principles Project**

Enough Abuse

"Enough Abuse supports the TAKE IT DOWN Act as it would protect our children from the deeply disturbing and increasing practice of sextortion, where predators extort teens by threatening to release sexual images of them, which for youth can result in significant mental health consequences, and even suicide. The bill also protects minors by prohibiting their images from being used to create "deepfake nudes". Without reservation, we support this critical piece of legislation that strengthens protections against online child sexual abuse for America's children." **– Jetta Bernier, Executive Director, Enough Abuse**

The Institute for Family Studies

"Imagine learning that the face of your daughter or son has been stolen and digitally inserted into a pornographic video? That video is being passed around the internet, spreading like wildfire, and now it's at school, where it falls into the hands of classmates, who snigger and jeer at your child or even use the video to feed their own porn addiction. This is what's happening with Deep Fakes. To steal someone's face is to take the part of the human body that is nearest in nature to their heart and soul. There is something ineffably spiritual and personal about our faces. To steal its likeness and exploit it for corporate profit, to juice the clicks on porn websites or social media platforms, is a fundamental violation of who we are. We cannot allow this to happen. This bill is absolutely critical, and I wholeheartedly endorse it." **– Michael Toscano, Executive Director, The Institute for Family Studies**

Joyful Heartful Foundation

"The Joyful Heart Foundation is thrilled with the introduction of The TAKE IT DOWN Act, a bi-partisan landmark bill that will ensure protections for survivors of the distribution of non-consensual intimate images (NCII). By prohibiting the distribution of NCIIs and providing swift take down measures, survivors will gain the much awaited opportunity to reclaim the power lost when they are subject to these violations of their image, bodies, and reputations. Though these images may be virtual, the harm they inflict is very real. This bill is a meaningful first step towards reducing the effects of these often life shattering events." **– Ilse Knecht, Policy and Advocacy Director for the Joyful Heart Foundation**

Bull Moose Project

"The TAKE IT DOWN Act is a crucial piece of legislation by Senators Cruz and Klobuchar. By taking aggressive steps to prevent the spread of deep fake intimate imagery, millions of Americans will be spared the embarrassment and suffering that can result from having deepfake intimate images shared across the internet. The already documented cases have been horrific, with many of them involving minors. The Bull Moose Project emphatically endorses this legislation and calls on every senator to support its passage. The Senate needs to protect our kids. Inaction is not an option." **– Ziven Havens, Policy Director, Bull Moose Project**

HSA Coalition

"Digital predators who feed on their dark desires of innocent high schoolers and mostly women need to be stopped from publishing fake nudes or revenge porn. This legislation, once a law and signed by the President, will stop them. Pass it soonest, please." **– Daniel Perrin, HSA Coalition**

Parents Television and Media Council

"Children and teens are becoming the targets of deepfake pornography. Right now, tech and social media platforms aren't prioritizing taking down this kind of content, leaving families nowhere to turn for justice. It is appalling that children are being subjected to this kind of abuse, which is magnified as it spreads on the internet. The tech industry must confront this and the 'Take it Down Act' will ensure that tech has accountability for acting to remove deepfake pornography. It's unfortunate that once again Congress will be forced to act in the absence of common sense and basic decency from social media companies, which should be more proactive in detecting and removing these images. These companies are using AI tools already, they know what the dangers are and how easily they can be exploited by bad actors." **– Melissa Henson, vice president, Parents Television and Media Council.**

Enough is Enough

"Enough Is Enough (EIE) applauds Senator Cruz and Senator Klobuchar for leading bipartisan efforts to prohibit the intentional disclosure of non-consensual intimate images through the introduction of the Take It Down Act. In today's digital world, especially with the advancement of generative artificial intelligence, online sexual exploitation continues to increase at an alarming rate. Per the Revenge Porn Helpline there was a 106% increase in reports of image based sexual abuse in 2023 alone. Since its inception in 2015 there have been 338,000 reports received by the Helpline. Thank you for prioritizing a safer internet for all Americans and for working to ensure that those responsible for these images are held accountable." **– Donna Rice Hughes, CEO, Enough Is Enough**

Digital First Project

"AI holds immense promise to benefit our economy and nation. Our team at the Digital First Project is excited about its benefits, however also acknowledge it is vital for legislators to carefully craft a policy framework to address real unintended consequences. Unfortunately the proliferation of revenge and deepfake pornography is such an example that is hurting real victims. The TAKE IT DOWN Act is a balanced approach that appropriately mitigates the growth of this harm while not hindering the overall emergence of AI. We strongly support this legislative approach, not just because it will protect the vulnerable but also because it demonstrates a template for successful AI policy making." **- Nathan Leamer, Executive Director of the Digital First Project**

The Danbury Institute

"The Danbury Institute supports efforts to empower victims to pursue the removal of non-consensual intimate imagery from the Internet, including content created by artificial intelligence (AI). While it is the Institute's position that there is no redeeming quality in any pornography, we agree with Republican and Democrat senators sponsoring the TAKE IT DOWN Act that intimate imagery being shared without consent – also known as "revenge porn" – can cause significant reputational harm and trauma to individuals depicted and defamed in the imagery. As the capacity of AI continues to expand in real-time, governing authorities must respond to abuses of technology and to the evolving threats those abuses pose to American citizens.

"As a coalition of churches and Christians, The Danbury Institute appeals to the Judeo-Christian principals of preserving the purity and sacred nature of marital intimacy and honoring the covenant marriage relationship between one man and one woman united for a lifetime as the only appropriate setting for intimacy. The TAKE IT DOWN Act is a helpful step in the right direction toward curtailing the harmful effects of pornography and ending the exploitation of vulnerable individuals – the majority being women and girls. The bipartisan support this legislation has garnered is a welcome display of unity in the protection of innocent citizens and the promotion of public decency." **- Sharayah Colter, Chief Communications Officer, The Danbury Institute**

National Consumers League

"It's important to hold people accountable when they share nonconsensual intimate images of others. It's just as important that platforms hosting that content are responsive to victims' removal requests. Thank you to Senators Cruz and Klobuchar for spearheading this important legislation, which would fill these gaps in federal law." **– Eden Iscil, Public Policy Manager, National Consumers League**

Texas Public Policy Foundation

"TPPF supports the spirit of the TAKE IT DOWN Act and applauds the continued efforts of lawmakers to keep kids safe online. Digital technologies and the emergence of AI-generated content makes it easier than ever for predators to harm, abuse, exploit, and even re-victimize. Importantly, the bill requires direct action by Big Tech to stop hosting non-consensual intimate imagery, a responsibility they have sought to avoid to the detriment of many victims. TPPF stands at the ready to work with lawmakers on this and other bills as they move through the legislative process." **- The Honorable Zach Whiting, Policy Director and Senior Fellow, Better Tech for Tomorrow, Texas Public Policy Foundation**

MyOwn

The TAKE IT DOWN Act is a much needed first step towards preventing technology-facilitated sexual violence while also helping to shape and inform public understanding and societal responses to this type of abuse. **- Susanna Gibson, Founder and CEO, MyOwn**

Concerned Women for America

"No one should have to worry about fake, AI-generated sexually explicit images of themselves floating around the internet. This technology further expands the pornography problem. The Take it Down Act is a great first step in curbing this epidemic by protecting innocent women from being violated without their knowledge or consent." – **Penny Nance, CEO and President of Concerned Women for America**

National Fraternal Order of Police

I am writing on behalf of the members of the Fraternal Order of Police to urge you to favorably report S. 4569, the "Tools to Address Known Exploitation by Immobilizing Technological Deepfakes on Websites and Network (TAKE IT DOWN) Act."

Our agencies need clarified and expanded authorities in order to combat the ever-evolving threat posed by "deepfake" technology which can generate and distribute nude and sexually exploitative images. We have

reached a turning point in this regard—where we once had to recognize the dangers of images being circulated without consent online alone, our attention must additionally turn to the distribution of manipulated or entirely faked images generated by artificial intelligence (AI). Unfortunately, AI has increasingly made it difficult to discern between a real or a manufactured image, adding to the trauma experienced by victims.

Your bill would protect victims from harassment, intimidation, and exploitation by holding accountable the individuals who publish or intend to publish non-consensual intimate imagery (NCII) as well as requiring websites to remove NCII that have been manipulated or generated by AI. By taking these substantial actions to hold both the individual and medium accountable, the safety and dignity of children and adults can be better safeguarded.

On behalf of the more than 377,000 members of the Fraternal Order of Police, I thank you both for your leadership on this issue. If I can be of any help or provide additional information in support of this legislation, please do not hesitate to contact me or Executive Director Jim Pasco in our Washington, D.C. office. **– Patrick Yoes, President, National Fraternal Order of Police**

Internet Works

Internet Works, an organization of 20 small and medium-sized technology platforms dedicated to sustaining diversity and innovation across the internet, appreciates your leadership in championing the Tools to Address Known Exploitation by Immobilizing Technological Deepfakes on Websites and Networks (TAKE IT DOWN) Act as well as the strong bipartisan support from Senators Amy Klobuchar (D-MN), Cynthia Lummis (R-WY), Richard Blumenthal (D-CT), Shelley Moore Capito (R-WV), Jacky Rosen (D-NV), Ted Budd (R-NC), Laphonza Butler (D-CA), Todd Young (R-IN), Joe Manchin (I-WV), John Hickenlooper (D-CO), Bill Cassidy (R-LA), and Martin Heinrich (D-NM).

This important legislation would protect victims of non-consensual intimate imagery (NCII) – including images generated using artificial intelligence – published on the internet by criminalizing the publication of this material and requiring websites to have mechanisms in place to remove or disable these images. Internet Works strongly supports the intended goal of the TAKE IT DOWN Act, which would empower victims to remove NCII materials from the internet and end the cycle of victimization by those who publish this heinous content, and we support passage of the bill.

Internet Works and our member companies have also appreciated the opportunity to be a constructive partner with you and the committee staff to ensure the bill's intent is workable in practice without unduly infringing on the privacy of other law-abiding, upstanding users. We believe the substitute amendment helps improve the ability of small and medium-sized companies to comply with the intent of the bill and enable the greatest impact for victims.

We look forward to continuing to work with you and members of the Senate Committee on Commerce, Science, and Transportation to improve the bill and be a thoughtful voice in preserving the internet as a place of limitless possibility for all Americans. **– Peter Chandler, Executive Director, Internet Works**

Meta

"Meta supports Sen. Cruz and Sen. Klobuchar's TAKE IT DOWN Act. Having an intimate image shared without consent can be devastating, and we're proud of Meta's industry-leading efforts to help prevent it. Those include supporting our partners to develop StopNCII.org and Take It Down, both of which give people back control of their images and help stop them spreading online. This bill is an important step forward in fighting this abuse and supporting those affected across the internet." **- Antigone Davis, VP Global Head of Safety, Meta**

TikTok

TikTok Inc. (TikTok) is writing to express our strong support for the Tools to Address Known Exploitation by Immobilizing Technological Deepfakes on Websites and Networks (TAKE IT DOWN) Act, your legislation to protect and empower victims of non-consensual intimate imagery (NCII) abuse, including AI-generated NCII.

As a video-sharing entertainment platform dedicated to providing a safe and positive environment for all users, TikTok fully understands the importance of protecting individuals from exploitation in any form. We applaud your efforts to address the evolving challenges posed by advancements in technology, particularly the rise of artificial intelligence, which can be misused to create harmful and illegal content.

With the advent of sophisticated digital tools based on AI technologies, there is a critical need to create a uniform federal standard to ensure that victims have reasonable mechanisms to remove realistic fake exploitative content. By expanding the scope of existing provisions, the TAKE IT DOWN Act ensures that victims of NCII abuse can work with social media and video sharing platforms to reduce its spread.

TikTok is committed to maintaining a platform where safety and security are paramount. TikTok prohibits content that violates our Community Guidelines, regardless of how the content is generated. We have already implemented rigorous measures to help detect and prevent the dissemination of inappropriate content, including that which involves NCII. TikTok partners with StopNCII.org, which has developed a hash matching system that helps us proactively remove potential NCII content on the platform. Our existing participation in these industry-wide programs underscores our dedication to this cause and our support for the TAKE IT DOWN Act.

We believe that this legislation is a vital step forward in protecting victims from digital harm and ensuring that our laws keep pace with technological advancements. We commend you for your leadership on this critical issue and stand ready to work with you on the passage of this important bill. **– Michael Beckerman, Vice President and Head of Public Policy, Americas, TikTok**

U.S. Chamber of Commerce

The Commission did recognize an area of concern that merited more immediate legislation involving prohibiting the use of nonconsensual intimate deepfakes. Given the urgent need and lack of current authority to combat non-consensual deepfake images, the Chamber supports S.4569 the "TAKE IT DOWN Act." We look forward to working with Senators Cruz and Klobuchar as well as the Committee to refine this legislation as the legislative process continues. **– Jordan Crenshaw, Senior Vice President, Chamber Technology Engagement Center, U.S. Chamber of Commerce**

Microsoft

"Earlier today, we released a set of policy recommendations aimed at stopping abusive AI-generated content. We are now proud to endorse the TAKE IT DOWN Act. We strongly support federal legislation that will empower victims of non-consensual intimate imagery to remove harmful content and punish the perpetrators committing these heinous acts. We thank Senators Klobuchar and Cruz, look forward to this markup and hope for bipartisan consideration in the U.S. Senate." **– Fred Humphries, Corporate Vice President, U.S. Government Affairs, Microsoft**

Bumble

For nearly a decade, Bumble has been dedicated to creating a world where women feel safe and respected online and we have been systematically focused on championing measures that curb online abuse and harm. We are already seeing deepfake material have a profound negative impact on its victims, and it's imperative laws keep pace with rapid technology development. The Take It Down Act is an important initiative to protect victims of deepfake revenge porn, and we are honored to support this inspiring legislation. We thank the Senators for their bipartisan efforts in introducing this bill and joining this crucial conversation to ensure digital spaces are safer and kinder for women in the US.

ChildFund International

"The creation and distribution of AI-generated sexually exploitative images is causing very real harm to survivors, including the many children that have already been impacted. We applaud Senators Cruz and Klobuchar for their leadership on the Take it Down Act, which will not only help prevent this new technology from being manipulated to facilitate and perpetuate this growing form of sexual abuse of children online but also ensure the swift takedown of these abusive images from online platforms. We appreciate their rapid focus and action on this critical issue." – **Danielle Lilly, Policy Director, ChildFund International**

National Hockey League (NHL)

"The National Hockey League (NHL) is proud to endorse the TAKE IT DOWN Act, essential legislation designed to combat non-consensual intimate imagery (NCII) and deepfake exploitation", **said Jared Maples, NHL Chief Security Officer.** "The NHL is committed to fostering a safe and respectful environment for all our players and their families. By supporting this legislation, we aim to ensure the safety and well-being of everyone in the hockey community, preventing the lasting harm caused by NCII and deepfake content."

Alecto AI

"For too long, image-based sexual violence has been allowed to flourish online causing severe and lasting trauma and harm to millions of American citizens. Victims have suffered without legal recourse while abusers continued to freely inflict pain by weaponizing technology as a form of sexual violence. Alecto AI is pleased to endorse Take It Down so that survivors will have legal protection, abusers will be held criminally liable and nonconsensual intimate images will be removed across platforms, reducing the devastation that their spread causes so many today." **- Breeze Liu, CEO and Founder, Alecto AI**

Paving the Way Foundation

"The rise in AI tools and their accessibility has led to a dramatic increase in Internet-Based Sexual Abuse, severely impacting our youth. At Paving the Way Foundation, we are dedicated to empowering and educating young people to prevent them from being exploited. We hear their stories every day—the unsolicited DMs and pictures they never asked for but constantly receive. The threats from strangers using pictures they didn't take or send, being used as a method of extortion and bullying. They are exhausted, crying out for help; desperate for someone to listen. The Take It Down Act provides the crucial protection that's been lacking in our nation.

AI tools and apps have unfortunately simplified the process of extorting children, often disregarding the significant long-term mental and emotional effects on the victims. The Take It Down Act makes it illegal for anyone to knowingly publish or threaten to publish Internet-Based Sexual Abuse (IBSA), and it protects good faith efforts to assist victims. Where other laws continue to fall short in protecting victims from this crime, by placing accountability on both the perpetrators and the platforms, the Take It Down Act prioritizes the safety of our children and all victims of IBSA. By passing this legislation, our children and adult victims will have the experience of finally being heard. We fully support this important legislation!" **- Jan Edwards, Founder and President, Paving the Way Foundation**

Heritage Action

"The lack of accountability for Big Tech and rapid development of AI has left victims of non-consensual porn distribution without the ability to fight back. Empowering those victims and requiring pornographic websites to act more responsibly are two bipartisan positions that deserve the support of all lawmakers. Heritage Action thanks Sen. Cruz for shining light on a disturbing crime impacting far too many Americans." **– Ryan Walker, Executive Vice President, Heritage Action**

Major League Baseball

Major League Baseball said in a statement that "protecting children from exploitation is a shared societal responsibility. MLB is proud to support the TAKE IT DOWN Act and its enactment into law."

Entertainment Software Association

As a leader in player safety, the video game industry is constantly evolving its services, tools, and approaches to create spaces that are positive and welcoming for everyone who chooses to play. We support common-sense policies that advance online safety, such as the TAKE IT DOWN Act (S. 4569), which reinforces our long-standing position that using online platforms to harm another person is never acceptable. We appreciate the leadership of Sens. Cruz and Klobuchar and encourage Congress to continue working on this important issue.

Google

We're proud to support efforts including the Take it Down Act to make it as difficult as possible for bad actors to produce and disseminate nonconsensual explicit images. This is an area we continue to invest in at Google to build on our longstanding policies and protections to ultimately help keep people safe online. We look forward to collaborating with the bill's sponsors to achieve its goals. **– Kent Walker, President of Global Affairs and Chief Legal Officer**