



July 30, 2024

The Honorable Ted Cruz
Ranking Member
Committee on Commerce, Science, and Transportation
United States Senate
512 Dirksen Senate Office Building
Washington, DC 20510

The Honorable Amy Klobuchar
United States Senate
425 Dirksen Senate Office Building
Washington, DC 20510

RE: Support for S. 4569 - The TAKE IT DOWN Act

Dear Ranking Member Cruz and Senator Klobuchar,

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.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Beckerman".

Michael Beckerman
Vice President and Head of Public Policy, Americas, TikTok