Explaining *TAKE IT DOWN*: A Resource for After an Adverse Digital Event

WHAT IS IT AND HOW CAN IT HELP?

If a nude, partially nude, or sexually explicit image or video of you was taken when you were under 18 and you're worried it has been—or might be—shared online, Take It Down may be able to help.

You are not alone. Help is out there.

IN DANGER RIGHT NOW? If you are in immediate danger, **call 911**. A parent or trusted adult can call for you. Then keep getting help—you don't have to handle this alone.

ABOUT TAKE IT DOWN

WHAT IS TAKE IT DOWN?

Take It Down is a free service from the National Center for Missing & Exploited Children (NCMEC) designed to help stop or limit the online spread of explicit images or videos taken when someone was under 18.

I'M 18 OR OLDER NOW. CAN I STILL USE IT?

Yes. If you were under 18 when the image or video was taken, you can still use Take It Down.

DO I HAVE TO GIVE MY NAME?

No. You do not have to provide your name, address, or other personal information to create the digital fingerprint.

WILL SOMEONE SEE MY IMAGE?

No. Your image or video stays on your device.

*Take It Down creates something called a **hash**, which is like a digital fingerprint for the image. That fingerprint—not the image—is shared with participating online platforms so they can look for matching content on their public or unencrypted services.*

CAN SOMEONE USE THE HASH TO RECREATE MY IMAGE?

No. Images and videos cannot be reverse-engineered or recreated from the hash values shared with NCMEC.

WILL TAKE IT DOWN REMOVE THE IMAGE EVERYWHERE?

Not necessarily. Take It Down works only with participating platforms and does not work everywhere, including encrypted services. But it can be an important tool for helping limit the spread of an image.

See which platforms participate: **takeitdown.ncmec.org/participants**

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IF THIS IS HAPPENING TO YOU

WHAT IF SOMEONE IS THREATENING TO SHARE MY IMAGE OR BLACKMAILING ME?

You are not alone, and help is out there.

- ***If you are in immediate danger, call 911.*** *You, a parent, or a trusted adult can make the call.*
- ***Tell a trusted adult*** *so they can help you get support.*
- ***Don't pay, and don't send more images.*** *Giving in usually leads to more demands, not fewer.*
- ***Make a report to the NCMEC CyberTipline****—online at* **CyberTipline.org** *or by calling the 24-hour hotline at* ***1-800-THE-LOST****. You, a parent, or a trusted adult can make the report, even if you have already used Take It Down.*

WHAT IF THE IMAGE HAS ALREADY BEEN SHARED?

You can still use Take It Down. It may help participating platforms detect and limit the continued spread of the image. You can also make a report to the NCMEC CyberTipline for additional help.

WHAT IF I DON'T HAVE THE IMAGE ON MY DEVICE?

Do NOT download it, screenshot it, or ask someone to send it to you.

Take It Down says not to download or share an explicit image just to use the service. Instead, ask a trusted adult for help and make a report to the NCMEC CyberTipline.

> **MOST IMPORTANT:**
>
> ***Don't download it. Don't forward it. Don't handle it alone.***
>
> *Tell a trusted adult and get support. There are people and tools that can help.*

WHERE TO GET HELP

In immediate danger	**Call 911**
Use Take It Down	**takeitdown.ncmec.org**
Participating platforms	**takeitdown.ncmec.org/participants**
Report online to the NCMEC CyberTipline	**CyberTipline.org**
NCMEC 24-hour hotline	**1-800-THE-LOST** (1-800-843-5678)

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