

# AI and nude images

## Advice for Parents and Carers

AI is designed to complete tasks that, in the past, would have needed human thinking. Generative AI can be found on many different platforms and is used to create things, such as photos, music and text.

### What has AI got to do with nude images?

Although AI is a useful tool and has many positive uses, it can also be misused, causing harm and upset to others.

One way in which generative AI can be misused is to edit or create a picture of someone so that they appear nude or naked. This is sometimes referred to as 'nudification', 'deepfakes', 'synthetic sexual content' or 'non-consensual intimate image abuse'. These images may then be shared further, for example using messaging apps or social media.

"Regardless of whether it's AI or whether it's real, it still has the same negative impact on the person, because they still feel the same things about the same image that's been shared. So it doesn't really matter whether it's real or fake, it still has that same impact on the person."

*Young person, Childnet Focus Group.*

### Why might young people use AI to create nude images?

Some young people are using AI generated nude images to target each other, whilst others may use AI in this way because they do not realise it is harmful. Examples include:

- As a form of online bullying
- To get revenge on someone who has annoyed, upset or hurt them
- As a joke or because they think it's funny
- To blackmail someone
- Because of peer pressure to join in with this kind of behaviour
- Because they are attracted to someone
- Because they are curious.

## What can I do to support my child with this issue?

Talk openly with your child about their understanding of what generative AI is, how it can be used safely and responsibly, and how it can be misused.

Make it clear that using AI to create nude images of anyone without their consent is never okay and that it can be especially serious if the person is under the age of 18.

Make sure your child knows they can come to you if anything online worries or upsets them, even if they find it embarrassing or are worried about getting in trouble. Some of the barriers to talking to a trusted adult can be guilt, shame, and even a fear of losing access to their life online.

"I feel like some young people would be too scared to go to their parents or a teacher."

*Young person, Childnet Focus Group.*

If your child comes to you about something that has happened to them online, do not deny access to their devices in response, and instead provide them with the support that they need.

Plan how you would respond if your child told you they have been a victim of this sort of abuse, for example by staying calm, offering support, assisting with reporting, and seeking further help.

Talking to a trusted adult will often provide young people with the correct help and support that they need. However, some young people may still feel unable to talk to a trusted adult for a number of reasons. As a result, it's also important to share the numbers and websites for child helplines with your family as an alternative if they would feel more comfortable speaking to someone else about a concern.

## A note about the law

The law differs from country to country. However, a nude or sexualised image of someone under the age of 18, even if it has been created using AI, may be illegal.

## What can I do if my child is targeted in this way?

If your child is targeted by AI- generated nude images, it is important to remember that it is not their fault.

They are likely to be feeling embarrassed, upset and alone, so reassure them that you are there to help and that you will work together to try help resolve the issue.

You should always report the image on the platforms where it has been shared. If you are not sure how to make a report, search the name of the platform and 'reporting' online. Many platforms may have a centralised portal for reporting concerns.

When making a report, you may be asked to choose a category for what you are reporting. Nude images created using AI can generally be categorised as "non-consensual intimate imagery". If your child is under 18, it can likely also be reported as "child sexual abuse material".

If your child has the nude image on their device, they can use services such as [Take It Down](#) (for global use) and [Report Remove](#) (UK only). These are free online services that can help a young person remove or stop the online sharing of nude, partially nude or sexually explicit images or videos of them before they are 18. They can be used for all nude images, including those created using AI.

If the incident involves other young people at your child's school, raise it with the teacher or other relevant staff so that they can help investigate and offer further support. It is important to know that a child's online life is not separate from their 'real' life – what happens online can have a direct impact on their life, and affect their mental health and schoolwork, which is why in-person and personal support is important.

### **If your child has used AI to create nude images, you should:**

- Talk to them about why this behaviour isn't okay and the potential harms of this behaviour.
- If your child has targeted other young people at their school, work cooperatively with your child's school as part of any investigation.
- Tell your child to delete any nude images they have created from their devices and from any platforms that they have shared it on and get them to ask anyone they have shared it with to do the same. Remind them to always report this kind of content to the platform(s).

## **Conversation starters**

What do you think generative AI is?  
Do you use it? What do you use it for?

Some people might choose to use AI  
to make a picture of someone  
appear nude or naked. This is  
sometimes called 'nudification.'  
Have you heard of this before?

Why is targeting someone using AI  
to make them appear nude not  
okay? Do you know what the law  
says about this?

Is there anything that would prevent  
you from asking for help if this  
happened to you?

How might someone use generative  
AI to target someone else? (e.g. to  
bully someone, to make fun of  
somebody, etc.) Why might someone  
target someone else in this way?

Do you think using AI to make  
someone appear nude is something  
happening with young people your  
age?

What advice would you give to  
someone who had been targeted in  
this way? Would you know how to  
report this kind of issue and what  
help is available?

How would you like me to support  
you if something like this ever  
happened to you?