

July 26, 2024

The Honorable Chuck Schumer  
Senate Majority Leader  
322 Hart Senate Office Building  
Washington, DC 20510

The Honorable Mitch McConnell  
Senate Minority Leader  
317 Russell Senate Office Building  
Washington, DC 20510

The Honorable Maria Cantwell  
722 Hart Senate Office Building  
Washington, DC 20510

The Honorable Ted Cruz  
167 Russell Senate Office Building  
Washington, DC 20510

Dear Senators Schumer, McConnell, Cantwell, and Cruz:

No one should have sexually explicit images of themselves released online and distributed without consent. With the advancement of artificial intelligence (AI), these images no longer need to be real to cause harm. The rise of AI-generated non-consensual intimate imagery, previously referred to as “deepfakes”, is abhorrent and is increasingly harming victims indiscriminately. While popular celebrities like Taylor Swift have been victimized, there are also countless stories of adult victims as well as teenage girls at high schools in your community. While several states have taken action to address this issue, only federal legislation can reign in this growing problem.

That is why we are pleased to see the leadership of Senators Ted Cruz and Amy Klobuchar who have co-authored S. 4569, the TAKE IT DOWN Act. This bipartisan bill will protect the victims of digital exploitation, hold internet platforms accountable by requiring them to remove such imagery and



provide justice for victims by allowing prosecutors to go after those who publish non-consensual explicit images.

This appropriately-targeted legislation focuses on specific harms. The notice-and-takedown provision of the TAKE IT DOWN Act is incredibly important and differentiates it from similar legislative attempts. Currently, no federal law requires online platforms to remove non-consensual intimate images upon request. Victims have seen time and time again that social media sites are unwilling to prioritize the takedown of such images. The bill corrects this problem and holds Big Tech accountable to prevent the further sharing of such imagery. The distribution of non-consensual intimate images often causes victims significant emotional, psychological, and social distress, anxiety, and depression, which in some cases lead to self-harm.

Protecting victims, providing legal recourse, and holding Big Tech accountable are important reasons to take this issue seriously.

We the undersigned organizations fully support the TAKE IT DOWN Act and call on the Senate Commerce Committee to pass this landmark, bipartisan, and lifesaving legislation now. We urge Senate leadership to swiftly move this legislation to the floor after it passes the Committee.

Sincerely,

Rape, Abuse & Incest National Network

National Children's Alliance

National Association of Chiefs of Police

Parents Television and Media Council

Porn Free Colorado

American Principles Project

National Decency Coalition

Family Policy Alliance

Citizens for Decency

Talk More Tech Less

SAG-AFTRA

Street Grace

Hope for Justice

National Organization for Women (NOW)

Becca Schmill Foundation

The Institute for Family Studies

Institute for Strategic Dialogue

Dorota Mani, Mother, Women, Educator

Raven

Bumble

Enough Is Enough

Global Hope 365

David's Legacy Foundation

Bull Moose Project

Anna McAdams