

CASE STUDY

A TOOL TO DETECT
AND BLOCK THE
SHARING OF
INTIMATE IMAGES
ONLINE

StopNCII.org
Stop Non-Consensual Intimate Image Abuse

Check Case Status



What do you do if someone is **threatening to share** your intimate images?

Create Your Case



Region: Western Europe

PROBLEM ADDRESSED

Non-consensual intimate images refers to sexually explicit images and videos that are captured, published or circulated without the consent of one or more persons in the frame. They can have lasting and devastating impact on victims.

For years, photo – and video – matching technology was used to remove non-Consensual Intimate Image (NCII). Victims and experts expressed the need for a stronger platform adopted across the tech company that puts the victims first and reduces the risk of further spread of an image or video.

STAKEHOLDERS INVOLVED

This work is the result of a collaboration between Meta and “more than 50 civil society organizations from across the world”.

Building on technology developed by Facebook and Instagram NCII pilots, the tool is operated by the UK Revenge Porn Helpline.

In 2022, Bumble and TikTok joined Meta as industry partners.

APPROACH

Launched in December 2021, [StopNCII.org](https://stopncii.org) is a free tool designed to help victims stop the proliferation of their intimate images. When someone is concerned their intimate images have been posted or might be posted to online platforms like Facebook, they can create a case through StopNCII.org to proactively detect them.

The tool uses ground-breaking technology enabling the image to be identified and blocked without the user having to send the photo or link to anyone. It indeed creates hashes (or digital fingerprints) of intimate images directly on a user’s device. StopNCII.org then shared the hash with participating tech platforms so that they can detect and block the images from being shared online.

IMPACT

The initial version was launched in English. Meta and UK Revenge Porn Helpline are in the process of working with partners across the globe to translate the tool and adapt it to local contexts. One of the first non-English languages the tool was launched in was Urdu.

There is no data yet available on the impact of this tool. The operational partner – UK Revenge Porn Helpline – has successfully removed over 200,000 individual non-consensual intimate images from the internet.