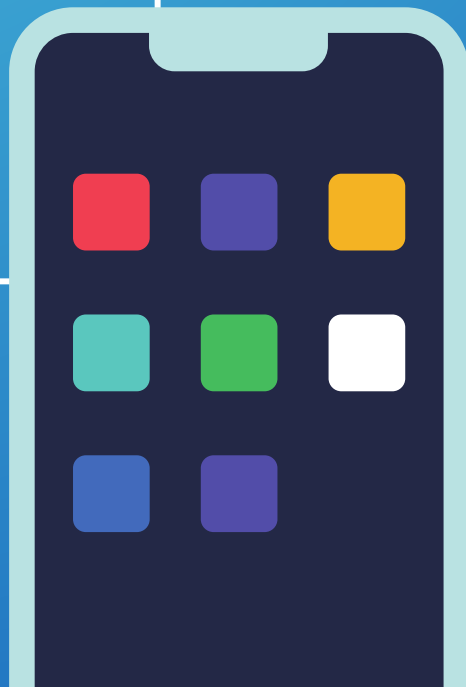


Understanding 'Nudify' Apps

This guide is designed to help parents and caregivers understand what **'Nudify' apps** are, how they impact children, and how to have essential conversations about online safety and consent. Featuring insights and practical tips, this resource aims to empower families to address this serious issue effectively.



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What are 'Nudify' apps?

The invention of 'Nudify' platforms is affecting kids all over the world. Kids (usually young girls) are discovering fake nude images of themselves being shared around their schools and communities. Typically, these images are created by their peers (usually young boys) using 'Nudify' apps.

This process is non-consensual and wrong.



How can Nudify apps affect my child(ren)?

There have been many cases of 'Nudify' apps being used in schools. In most of these cases, a boy (or a few boys) take clothed, normal photos of their girl classmates from social media, put them into a 'Nudify' app, and, for a small fee, a fake nude photo is generated. Then, these photos are shared with their fellow classmates via social media platforms.

This, of course, affects the victims on many levels: emotionally, psychologically and socially. The victims now have to live with the fact that there are nude images of them in the world, possibly forever. They've also likely lost trust in their peers and are dealing with feelings like shame and anger.

For the young people who have created these photos, they can face consequences ranging from suspension to jail time.

Creating these images is illegal.





How should I talk to my child(ren) about 'Nudify' apps?

This is an important conversation. It's also a tough one to have. Make sure your child is feeling safe and comfortable before you start to talk about this subject.

It's important to instill in your children that 'Nudify' apps are **wrong**. This is a great time to have a conversation about consent. Creating and sharing a naked photo of someone without their knowledge or permission violates their right to consent, and should not be done.

Ask your children if they've heard of this happening in their schools or communities. Make sure they know that they can tell you about incidents like this without getting in trouble.

Make sure your child(ren), especially young boys, understand the stakes of using apps like these. They are causing harm to their peers that cannot be reversed. They can also face consequences at school or even legally.

Start talking to your kids about their digital lives early and often. Make sure they know you are a trusted resource and confidant when it comes to all things online safety. Then, they will know they can come to you with questions about any issue, including 'Nudify' apps.

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My child has been a victim of a Nudify app. Where can I turn to for help?



If your child was harmed by a classmate, tell the school immediately. Get a clear plan of action from the school administrators - what is the punishment for the creator of these images? What will the school do to make sure your child feels safe at school going forward? Next, you should:

- Alert your local law enforcement, and make sure to tell them your child is a minor.
- If you are in the U.S., report the incident to NCMEC's "Take it Down" platform to help it get cleared from the web.*
- Some states have passed laws to address this issue. Look up if your state is one of them and if there are services provided by the law as well. Your local representative may have guidance for how to proceed.
- Seek help for your child from a licensed mental health professional. They can help your child work through their feelings and trauma.

*If you are a victim living in the U.K., please visit the Internet Watch Foundation to help get the images cleared from the web.

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