

Congress of the United States

Washington, DC 20515

November 25, 2024

Tim Cook
Chief Executive Officer
Apple
One Apple Park Way
Cupertino, CA 95014

Dear Mr. Cook:

We are writing to express our serious concern regarding the increasing prevalence of deepfake pornography on the platforms you own, host, and operate. This trend represents a significant threat to the safety of women, who are overwhelmingly targeted by this abuse. We know that gender-based violence and harassment is a persistent issue both in the United States and across the globe,¹ and rapid technological advancements have exacerbated this abuse. As deepfake technology – content that has been convincingly altered and manipulated to misrepresent someone as doing or saying something they did not actually say – becomes more sophisticated, it has enabled abusers to create and disseminate realistic, non-consensual pornographic content, causing emotional, psychological, and reputational harm. The spread of this content, often with little recourse for victims, underscores the need for stronger and effective protections.

A comprehensive report into deepfakes in 2023 determined that deepfake pornography constitutes 98 percent of all deepfake videos found online, and 99 percent of the videos' targets are women.² The phenomenon received global attention when music superstar Taylor Swift was targeted by the technology early this year.³ The images were viewed over 27 million times in 19 hours before the account that initially posted the images was suspended, indicative of the alarming rate at which these images can spread. While women in the public eye are particularly targeted, deepfake pornography is not limited to people of any specific background, occupation, or age.

The impact of being targeted by deepfake pornography is multifaceted, leading to mental, emotional, and financial harm. Victims often feel isolated and distrustful of those around them,

¹ Hicks, Jacqueline. "Global Evidence on the Prevalence and Impact of Online Gender-based Violence (OGBV)." *Figshare*, 8 Oct. 2021, opendocs.ids.ac.uk/articles/report/Global_Evidence_on_the_Prevalence_and_Impact_of_Online_Gender-based_Violence_OGBV_/26428096?file=48181987.

² *2023 State of Deepfakes: Realities, Threats, and Impact*. www.securityhero.io/state-of-deepfakes.

³ "Nude Deepfakes of Taylor Swift Went Viral on X, Evading Moderation and Sparking Outrage." *NBC News*, 26 Jan. 2024, www.nbcnews.com/tech/misinformation/taylor-swift-nude-deepfake-goes-viral-x-platform-rules-rcna135669.

experience mental health symptoms like depression, anxiety, suicide, withdrawal from areas of public life, and potentially lose jobs and job opportunities.

While many online platforms have banned non-consensual deepfakes, companies have struggled to keep up with how quickly they spread and how easily they are able to override safeguards.

Earlier this year, Apple removed three apps used to create deepfakes off of its app store after an independent report by 404 Media provided links to the apps and their related ads. While it is positive that these apps were removed, it is concerning that Apple was not able to identify the apps on their own. The App Store requires developers to undergo a screening process, but the persistence of these apps illustrate that loopholes exist in Apple's guidelines.⁴ As Apple works to address these loopholes, we would like to understand what steps are being taken, and what additional guidelines may need to be put in place to curb the spread of deepfake pornography.

This Congress, we have worked in a bipartisan manner to address the growing threat of technology-based abuse. Bipartisan, bicameral legislation, including the TAKE IT DOWN Act, are important tools to empower victims and hold abusers accountable for disseminating deepfake content and non-consensual intimate images. As Congress works to keep up with shifts in technology, Republicans and Democrats will continue to ensure that online platforms do their part to collaborate with lawmakers and protect users from potential abuse.

As technology continues to evolve and bad actors improve their ability to exploit loopholes in the law and in company policy, please respond to the following questions regarding your plan of action to protect users, particularly women, within one month of receiving this letter:

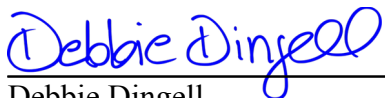
- What plans are in place to proactively address the proliferation of deepfake pornography on your platform, and what is the timeline of deployment for those measures?
 - Specifically, please detail the methods that exist on your platform to detect deepfake pornographic content.
- What individuals or stakeholders, if any, are included in developing these plans?
- What is the process after a report is made and what kind of oversight exists to ensure that these reports are addressed in a timely manner?
- What is the process for determining if an application needs to be removed from your store?
 - Please detail your removal process, specifically:
 - Is there a claims process?
 - How long does an average review take?
 - How quickly are apps taken down if they are found to be in violation of company policy?

⁴ Gray, Jeremy. "Apple Battles AI Deepfake Apps but the War Looks Unwinnable." *PetaPixel*, 26 Apr. 2024, petapixel.com/2024/04/26/apple-battles-ai-deepfake-apps-but-the-war-looks-unwinnable.

- Is an app removed temporarily with the opportunity for readmission after developers address concerns?
- What, if any, remedy is available to users who report that their image was non-consensually used in a deepfake?
 - Are there efforts in place to increase user awareness of these remedies? Including how to protect themselves on the platform?

Thank you, and we look forward to your prompt response.

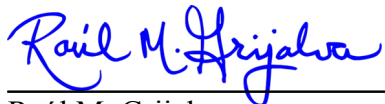
Sincerely,



Debbie Dingell
Member of Congress



August Pfluger
Member of Congress



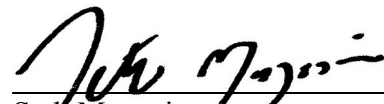
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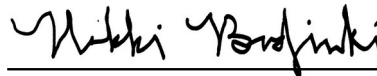
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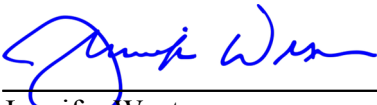
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Member of Congress



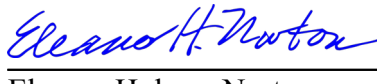
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Madeleine Dean
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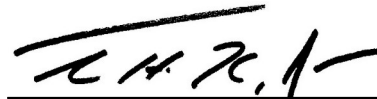
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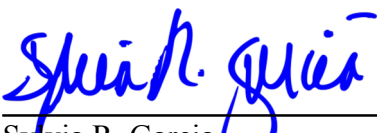
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Lori Trahan

Lori Trahan
Member of Congress

Congress of the United States

Washington, DC 20515

November 25, 2024

Liang Rubo
Chief Executive Officer
ByteDance Inc.
10100 Venice Blvd,
Culver City, CA 90232

Dear Mr. Rubo:

We are writing to express our serious concern regarding the increasing prevalence of deepfake pornography on the platforms you own, host, and operate. This trend represents a significant threat to the safety of women, who are overwhelmingly targeted by this abuse. We know that gender-based violence and harassment is a persistent issue both in the United States and across the globe,¹ and rapid technological advancements have exacerbated this abuse. As deepfake technology – content that has been convincingly altered and manipulated to misrepresent someone as doing or saying something they did not actually say – becomes more sophisticated, it has enabled abusers to create and disseminate realistic, non-consensual pornographic content, causing emotional, psychological, and reputational harm. The spread of this content, often with little recourse for victims, underscores the need for stronger and effective protections.

A comprehensive report into deepfakes in 2023 determined that deepfake pornography constitutes 98 percent of all deepfake videos found online, and 99 percent of the videos' targets are women.² The phenomenon received global attention when music superstar Taylor Swift was targeted by the technology early this year.³ The images were viewed over 27 million times in 19 hours before the account that initially posted the images was suspended, indicative of the alarming rate at which these images can spread. While women in the public eye are particularly targeted, deepfake pornography is not limited to people of any specific background, occupation, or age.

The impact of being targeted by deepfake pornography is multifaceted, leading to mental, emotional, and financial harm. Victims often feel isolated and distrustful of those around them,

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experience mental health symptoms like depression, anxiety, suicide, withdrawal from areas of public life, and potentially lose jobs and job opportunities.

While many online platforms have banned non-consensual deepfakes, companies have struggled to keep up with how quickly they spread and how easily they are able to override safeguards.

In 2023, TikTok announced updated rules and standards for content and users, including restrictions on deepfakes, saying all deepfakes or manipulated content that shows realistic scenes must be labeled to indicate they are fake or altered in some way. The policy was also updated to say that deepfakes of private figures and young people are not allowed.⁴ We would like to further clarify the outcome of these updates and understand what additional guidelines may need to be put in place to curb the spread of deepfake pornography.

This Congress, we have worked in a bipartisan manner to address the growing threat of technology-based abuse. Bipartisan, bicameral legislation, including the TAKE IT DOWN Act, are important tools to empower victims and hold abusers accountable for disseminating deepfake content and non-consensual intimate images. As Congress works to keep up with shifts in technology, Republicans and Democrats will continue to ensure that online platforms do their part to collaborate with lawmakers and protect users from potential abuse.

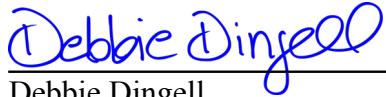
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- What individuals or stakeholders, if any, are included in developing these plans?
- What is the process after a report is made and what kind of oversight exists to ensure that these reports are addressed in a timely manner?
- How are you working to address the loopholes in company policy that have allowed users to spread deepfake pornography, despite language that prohibits it?
- What, if any, remedy is available to users who report that their image was non-consensually used in a deepfake?
 - Are there efforts in place to increase user awareness of these remedies? Including how to protect themselves on the platform?

⁴ Chan, Kelvin. "TikTok Bans Deepfakes of Young People as It Updates Guidelines | AP News." *AP News*, 21 Mar. 2023, apnews.com/article/tiktok-china-cybersecurity-data-privacy-595f9ae7c0a1fc22f0b285ced6bd67c.

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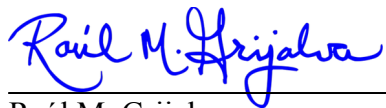
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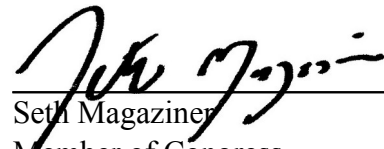
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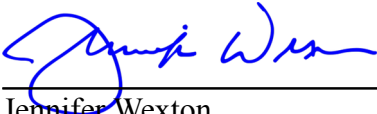
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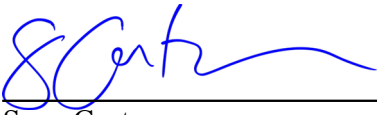
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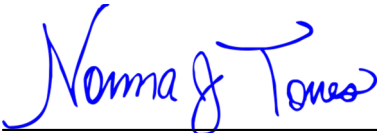
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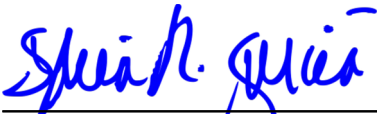
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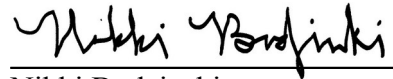
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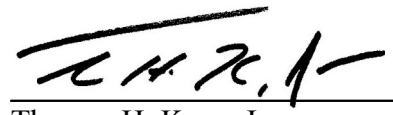
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Tony Cárdenas

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Lori Trahan

Lori Trahan
Member of Congress

Congress of the United States

Washington, DC 20515

November 25, 2024

Sundar Pichai
Chief Executive Officer
Alphabet Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

Dear Mr. Pichai:

We are writing to express our serious concern regarding the increasing prevalence of deepfake pornography on the platforms you own, host, and operate. This trend represents a significant threat to the safety of women, who are overwhelmingly targeted by this abuse. We know that gender-based violence and harassment is a persistent issue both in the United States and across the globe,¹ and rapid technological advancements have exacerbated this abuse. As deepfake technology – content that has been convincingly altered and manipulated to misrepresent someone as doing or saying something they did not actually say – becomes more sophisticated, it has enabled abusers to create and disseminate realistic, non-consensual pornographic content, causing emotional, psychological, and reputational harm. The spread of this content, often with little recourse for victims, underscores the need for stronger and effective protections.

A comprehensive report into deepfakes in 2023 determined that deepfake pornography constitutes 98 percent of all deepfake videos found online, and 99 percent of the videos' targets are women.² The phenomenon received global attention when music superstar Taylor Swift was targeted by the technology early this year.³ The images were viewed over 27 million times in 19 hours before the account that initially posted the images was suspended, indicative of the alarming rate at which these images can spread. While women in the public eye are particularly targeted, deepfake pornography is not limited to people of any specific background, occupation, or age.

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experience mental health symptoms like depression, anxiety, suicide, withdrawal from areas of public life, and potentially lose jobs and job opportunities.

While many online platforms have banned non-consensual deepfakes, companies have struggled to keep up with how quickly they spread and how easily they are able to override safeguards.

Earlier this year, Google announced it would ban advertisements for websites and services that produce deepfake pornography. As you know, the emergence of deepfakes has resulted in an increase in ads for programs that cater to users who wish to produce sexually explicit content. While Google's updated policy instructs AI app developers to build in precautions against offensive content, adds in-app flagging and reporting mechanisms for users, and devalues deepfake porn results in internal search.⁴ However, despite these efforts, recent reports have highlighted that Google continues to promote results for apps that use AI to generate nonconsensual nude images.⁵ This development raises concerns about Google's complicity and role in the proliferation of deepfakes. We would like to further clarify the outcome of these updates and understand what additional guidelines may need to be put in place to curb the spread of deepfake pornography, including efforts to remove deepfake platforms from Google's search results.

This Congress, we have worked in a bipartisan manner to address the growing threat of technology-based abuse. Bipartisan, bicameral legislation, including the TAKE IT DOWN Act, are important tools to empower victims and hold abusers accountable for disseminating deepfake content and non-consensual intimate images. As Congress works to keep up with shifts in technology, Republicans and Democrats will continue to ensure that online platforms do their part to collaborate with lawmakers and protect users from potential abuse.

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- What plans are in place to proactively address the proliferation of deepfake pornography on your platform, and what is the timeline of deployment for those measures?
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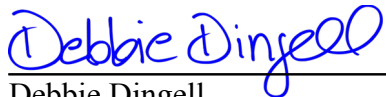
⁴ DiBenedetto, Chase. "Google Play Issues New Generative AI Prohibitions for Apps." *Mashable*, 6 June 2024, mashable.com/article/google-play-regulating-ai-apps-deepfake-nudes?test_uid=01iI2GpryXngy77uIpA3Y4B&test_variant=a.

⁵ Maiberg, Emanuel. "Google Search Includes Paid Promotion of 'Nudify' Apps." *404 Media*, 8 Aug. 2024, www.404media.co/google-search-includes-paid-promotion-of-nudify-apps/?ref=daily-stories-newsletter.

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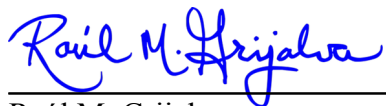
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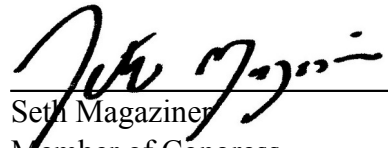
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Randy K. Weber, Sr.
Vice Chair
Subcommittee on
Communications and
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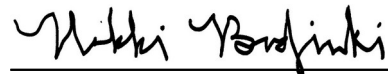
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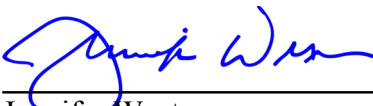
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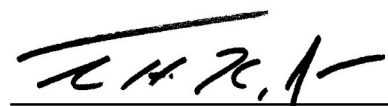
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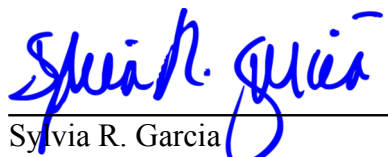
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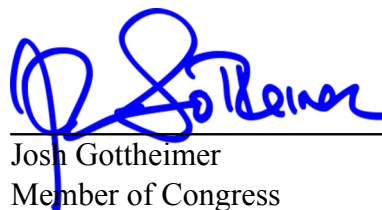
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Congress of the United States

Washington, DC 20515

November 25, 2024

Mr. Mark Zuckerberg
Chief Executive Officer
Meta Platforms, Inc.
1 Hacker Way
Menlo Park, CA 94025

Dear Mr. Zuckerberg:

We are writing to express our serious concern regarding the increasing prevalence of deepfake pornography on the platforms you own, host, and operate. This trend represents a significant threat to the safety of women, who are overwhelmingly targeted by this abuse. We know that gender-based violence and harassment is a persistent issue both in the United States and across the globe,¹ and rapid technological advancements have exacerbated this abuse. As deepfake technology – content that has been convincingly altered and manipulated to misrepresent someone as doing or saying something they did not actually say – becomes more sophisticated, it has enabled abusers to create and disseminate realistic, non-consensual pornographic content, causing emotional, psychological, and reputational harm. The spread of this content, often with little recourse for victims, underscores the need for stronger and effective protections.

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While many online platforms have banned non-consensual deepfakes, companies have struggled to keep up with how quickly they spread and how easily they are able to override safeguards.

Earlier this year, the Meta Oversight Board took on two cases dealing with the spread of deepfake technology on its platforms. In each case, the images were removed, however they were not removed under Meta's policies on pornography. They were removed for violating Meta's policies on bullying and harassment. Meta, however, prohibits "content that depicts, threatens or promotes sexual violence, sexual assault or sexual exploitation" and does not allow pornography or sexually explicit ads on its platforms. While Meta has acknowledged the need for stronger deepfake detection systems and improved moderation of content outside of western markets, we would like more information on the steps being taken to make those improvements.⁴

This Congress, we have worked in a bipartisan manner to address the growing threat of technology-based abuse. Bipartisan, bicameral legislation, including the TAKE IT DOWN Act, are important tools to empower victims and hold abusers accountable for disseminating deepfake content and non-consensual intimate images. As Congress works to keep up with shifts in technology, Republicans and Democrats will continue to ensure that online platforms do their part to collaborate with lawmakers and protect users from potential abuse.

As technology continues to evolve and bad actors improve their ability to exploit loopholes in the law and in company policy, please respond to the following questions regarding your plan of action to protect users, particularly women, within one month of receiving this letter:

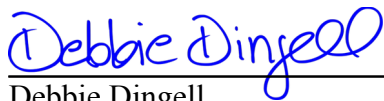
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 - Specifically, please detail the methods that exist on your platform to detect deepfake pornographic content.
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- What is the process after a report is made and what kind of oversight exists to ensure that these reports are addressed in a timely manner?
- What is the process for determining if an application needs to be removed from your store?
 - Please detail your removal process, specifically:
 - Is there a claims process?
 - How long does an average review take?

⁴ Elliott, Vittoria. "Celebrity Deepfake Porn Cases Will Be Investigated by Meta Oversight Board." *WIRED*, 16 Apr. 2024, www.wired.com/story/meta-oversight-board-deepfake-porn-facebook-instagram/#:~:text=Meta%2C%20however%2C%20prohibits%20%E2%80%9Ccontent,explicit%20ads%20on%20its%20platforms.

- How quickly are apps taken down if they are found to be in violation of company policy?
- Is an app removed temporarily with the opportunity for readmission after developers address concerns?
- How are you working to address the loopholes in company policy that have allowed users to spread deepfake pornography, despite language that prohibits it?
- What, if any, remedy is available to users who report that their image was non-consensually used in a deepfake?
 - Are there efforts in place to increase user awareness of these remedies? Including how to protect themselves on the platform?

Thank you, and we look forward to your prompt response.

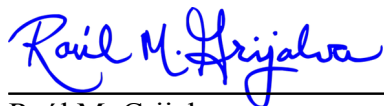
Sincerely,



Debbie Dingell
Member of Congress



August Pfluger
Member of Congress




Raúl M. Grijalva
Member of Congress



Randy K. Weber, Sr.
Member of Congress



Nicholas A. Langworthy
Member of Congress



Seth Magaziner
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Henry C. "Hank" Johnson, Jr.
Member of Congress



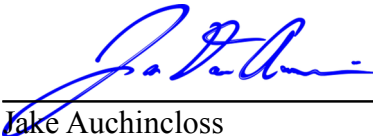
Stacey E. Plaskett
Member of Congress



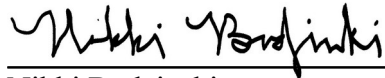
Donald G. Davis
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Seth Moulton
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Jake Auchincloss
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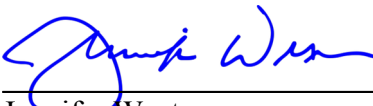
Nikki Budzinski
Member of Congress



Christopher H. Smith
Member of Congress



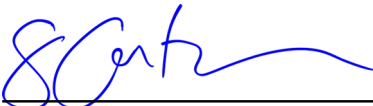
Madeleine Dean
Member of Congress



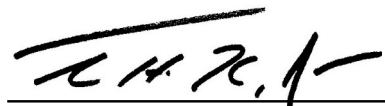
Jennifer Wexton
Member of Congress




Eleanor Holmes Norton
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Sean Casten
Member of Congress



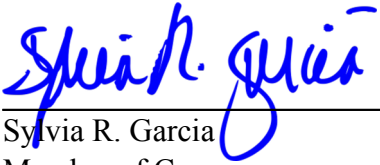
Thomas H. Kean, Jr.
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Norma J. Torres
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Sylvia R. Garcia
Member of Congress



Josh Gottheimer
Member of Congress



Diana Harshbarger
Member of Congress



Earl L. "Buddy" Carter
Member of Congress



Tony Cárdenas
Member of Congress



Lori Trahan
Member of Congress

Congress of the United States

Washington, DC 20515

November 25, 2024

Satya Nadella
Chief Executive Officer & Chairman
Microsoft
1 Microsoft Way
Redmond, Washington, 98052

Dear Mr. Nadella:

We are writing to express our serious concern regarding the increasing prevalence of deepfake pornography on the platforms you own, host, and operate. This trend represents a significant threat to the safety of women, who are overwhelmingly targeted by this abuse. We know that gender-based violence and harassment is a persistent issue both in the United States and across the globe,¹ and rapid technological advancements have exacerbated this abuse. As deepfake technology – content that has been convincingly altered and manipulated to misrepresent someone as doing or saying something they did not actually say – becomes more sophisticated, it has enabled abusers to create and disseminate realistic, non-consensual pornographic content, causing emotional, psychological, and reputational harm. The spread of this content, often with little recourse for victims, underscores the need for stronger and effective protections.

A comprehensive report into deepfakes in 2023 determined that deepfake pornography constitutes 98 percent of all deepfake videos found online, and 99 percent of the videos' targets are women.² The phenomenon received global attention when music superstar Taylor Swift was targeted by the technology early this year.³ The images were viewed over 27 million times in 19 hours before the account that initially posted the images was suspended, indicative of the alarming rate at which these images can spread. While women in the public eye are particularly targeted, deepfake pornography is not limited to people of any specific background, occupation, or age.

The impact of being targeted by deepfake pornography is multifaceted, leading to mental, emotional, and financial harm. Victims often feel isolated and distrustful of those around them,

¹ Hicks, Jacqueline. "Global Evidence on the Prevalence and Impact of Online Gender-based Violence (OGBV)." *Figshare*, 8 Oct. 2021, open.ox.ac.uk/articles/report/Global_Evidence_on_the_Prevalence_and_Impact_of_Online_Gender-based_Violence_OGBV_/26428096?file=48181987.

² *2023 State of Deepfakes: Realities, Threats, and Impact*. www.securityhero.io/state-of-deepfakes.

³ "Nude Deepfakes of Taylor Swift Went Viral on X, Evading Moderation and Sparking Outrage." *NBC News*, 26 Jan. 2024, www.nbcnews.com/tech/misinformation/taylor-swift-nude-deepfake-goes-viral-x-platform-rules-rcna135669.

experience mental health symptoms like depression, anxiety, suicide, withdrawal from areas of public life, and potentially lose jobs and job opportunities.

While many online platforms have banned non-consensual deepfakes, companies have struggled to keep up with how quickly they spread and how easily they are able to override safeguards.

In response to reports that Microsoft's Designer tool was used to create deepfakes of celebrities such as Taylor Swift, a spokesperson announced that Microsoft would take steps to address the misuse of their services.⁴ Microsoft has also faced challenges with deepfakes appearing in results on its search engine, Bing.⁵ Early this year, Microsoft announced a comprehensive approach to combating AI threats, including a strong safety architecture that proactively addresses harmful content, watermarking, and collaboration across industry, with government, and with civil society.⁶ We would like further clarification on the details of this approach and understand what additional guidelines may need to be put in place to curb the spread of deepfake pornography across Microsoft's platforms, including efforts to remove deepfake platforms from Bing's search results.

This Congress, we have worked in a bipartisan manner to address the growing threat of technology-based abuse. Bipartisan, bicameral legislation, including the TAKE IT DOWN Act, are important tools to empower victims and hold abusers accountable for disseminating deepfake content and non-consensual intimate images. As Congress works to keep up with shifts in technology, Republicans and Democrats will continue to ensure that online platforms do their part to collaborate with lawmakers and protect users from potential abuse.

As technology continues to evolve and bad actors improve their ability to exploit loopholes in the law and in company policy, please respond to the following questions regarding your plan of action to protect users, particularly women, within one month of receiving this letter:

- What plans are in place to proactively address the proliferation of deepfake pornography on your platform, and what is the timeline of deployment for those measures?
 - Specifically, please detail the methods that exist on your platform to detect deepfake pornographic content.
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- What is the process after a report is made and what kind of oversight exists to ensure that these reports are addressed in a timely manner?
- What is the process for determining if an application needs to be removed from your store?

⁴ Giret, Laurent. "Microsoft Designer Adds New Safeguards to Block Porn Deepfakes." *Thurrott.com*, 29 Jan. 2024, www.thurrott.com/a-i/296936/microsoft-designer-adds-new-safeguards-to-block-ai-generated-porn-deepfakes.

⁵ "Google and Bing Put Nonconsensual Deepfake Porn at the Top of Some Search Results." *NBC News*, 12 Jan. 2024, www.nbcnews.com/tech/internet/google-bing-deepfake-porn-image-celebrity-rcna130445.

⁶ Smith, Brad. "Combating Abusive AI-generated Content: A Comprehensive Approach." Microsoft on the Issues, 14 Feb. 2024, blogs.microsoft.com/on-the-issues/2024/02/13/generative-ai-content-abuse-online-safety.

- Please detail your removal process, specifically:
 - Is there a claims process?
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Thank you, and we look forward to your prompt response.

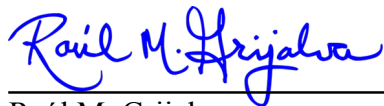
Sincerely,



Debbie Dingell
Member of Congress



August Pfluger
Member of Congress



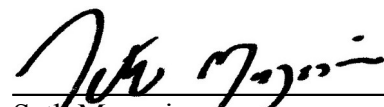
Raúl M. Grijalva
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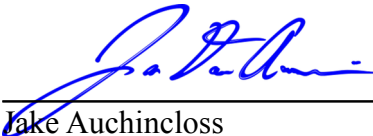
Stacey E. Plaskett
Member of Congress



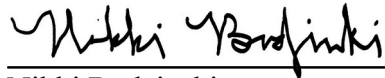
Donald G. Davis
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Seth Moulton
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Jake Auchincloss
Member of Congress



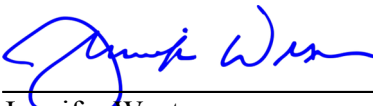
Nikki Budzinski
Member of Congress



Christopher H. Smith
Member of Congress



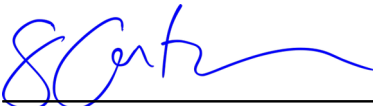
Madeleine Dean
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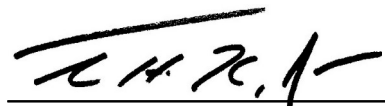
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Sean Casten
Member of Congress



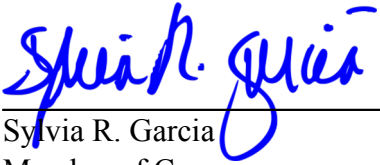
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Josh Gottheimer
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Diana Harshbarger
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Earl L. "Buddy" Carter
Member of Congress



Tony Cárdenas
Member of Congress



Lori Trahan
Member of Congress

Congress of the United States

Washington, DC 20515

November 25, 2024

Evan Spiegel
Chief Executive Officer
Snap Inc.
4080 Lafayette Center Dr., Suite 340
Chantilly, VA 20151

Dear Mr. Spiegel:

We are writing to express our serious concern regarding the increasing prevalence of deepfake pornography on the platforms you own, host, and operate. This trend represents a significant threat to the safety of women, who are overwhelmingly targeted by this abuse. We know that gender-based violence and harassment is a persistent issue both in the United States and across the globe,¹ and rapid technological advancements have exacerbated this abuse. As deepfake technology – content that has been convincingly altered and manipulated to misrepresent someone as doing or saying something they did not actually say – becomes more sophisticated, it has enabled abusers to create and disseminate realistic, non-consensual pornographic content, causing emotional, psychological, and reputational harm. The spread of this content, often with little recourse for victims, underscores the need for stronger and effective protections.

A comprehensive report into deepfakes in 2023 determined that deepfake pornography constitutes 98 percent of all deepfake videos found online, and 99 percent of the videos' targets are women.² The phenomenon received global attention when music superstar Taylor Swift was targeted by the technology early this year.³ The images were viewed over 27 million times in 19 hours before the account that initially posted the images was suspended, indicative of the alarming rate at which these images can spread. While women in the public eye are particularly targeted, deepfake pornography is not limited to people of any specific background, occupation, or age.

The impact of being targeted by deepfake pornography is multifaceted, leading to mental, emotional, and financial harm. Victims often feel isolated and distrustful of those around them,

¹ Hicks, Jacqueline. "Global Evidence on the Prevalence and Impact of Online Gender-based Violence (OGBV)." *Figshare*, 8 Oct. 2021, opendocs.ids.ac.uk/articles/report/Global_Evidence_on_the_Prevalence_and_Impact_of_Online_Gender-based_Violence_OGBV_/26428096?file=48181987.

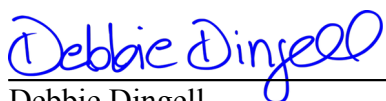
² *2023 State of Deepfakes: Realities, Threats, and Impact*. www.securityhero.io/state-of-deepfakes.

³ "Nude Deepfakes of Taylor Swift Went Viral on X, Evading Moderation and Sparking Outrage." *NBC News*, 26 Jan. 2024, www.nbcnews.com/tech/misinformation/taylor-swift-nude-deepfake-goes-viral-x-platform-rules-rca135669.

- Are there efforts in place to increase user awareness of these remedies? Including how to protect themselves on the platform?

Thank you, and we look forward to your prompt response.

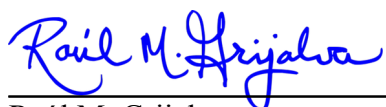
Sincerely,



Debbie Dingell
Member of Congress



August Pfluger
Member of Congress



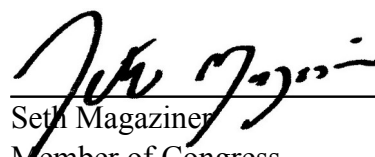
Raúl M. Grijalva
Member of Congress



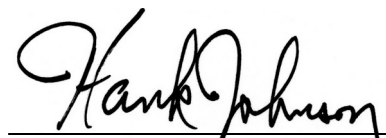
Randy K. Weber, Sr.
Member of Congress



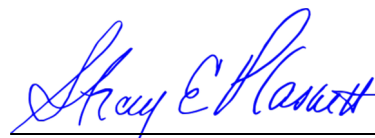
Nicholas A. Langworthy
Member of Congress



Seth Magaziner
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Henry C. "Hank" Johnson, Jr.
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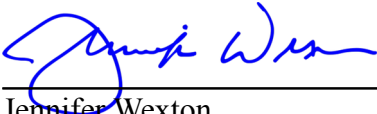
Seth Moulton
Member of Congress



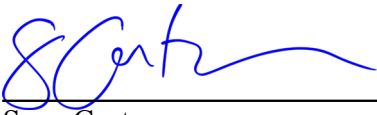
Jake Auchincloss
Member of Congress



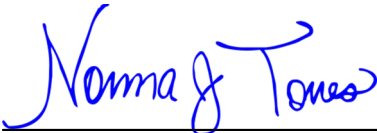
Christopher H. Smith
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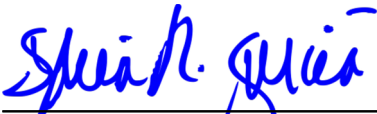
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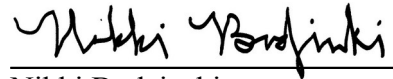
Norma J. Torres
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Diana Harshbarger
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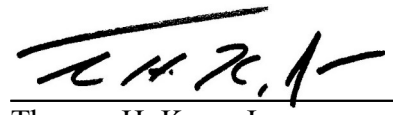
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Earl L. "Buddy" Carter
Member of Congress

Tony Cárdenas

Tony Cárdenas
Member of Congress

Lori Trahan

Lori Trahan
Member of Congress

Congress of the United States

Washington, DC 20515

November 25, 2024

Linda Yaccarino
Chief Executive Officer
X, Inc.
1355 Market Street, Suite 900
San Francisco, CA 94103

Dear Ms. Yaccarino:

We are writing to express our serious concern regarding the increasing prevalence of deepfake pornography on the platforms you own, host, and operate. This trend represents a significant threat to the safety of women, who are overwhelmingly targeted by this abuse. We know that gender-based violence and harassment is a persistent issue both in the United States and across the globe,¹ and rapid technological advancements have exacerbated this abuse. As deepfake technology – content that has been convincingly altered and manipulated to misrepresent someone as doing or saying something they did not actually say – becomes more sophisticated, it has enabled abusers to create and disseminate realistic, non-consensual pornographic content, causing emotional, psychological, and reputational harm. The spread of this content, often with little recourse for victims, underscores the need for stronger and effective protections.

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² *2023 State of Deepfakes: Realities, Threats, and Impact*. www.securityhero.io/state-of-deepfakes.

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experience mental health symptoms like depression, anxiety, suicide, withdrawal from areas of public life, and potentially lose jobs and job opportunities.

While many online platforms have banned non-consensual deepfakes, companies have struggled to keep up with how quickly they spread and how easily they are able to override safeguards.

In May 2024, X announced its new policy allowing “adult nudity or sexual behavior” content on the platform as long as it is “consensually produced and distributed.” X has clarified that these rules do apply to AI-generated and animated content, but AI experts have expressed concerns that the new language is too vague to effectively police what is and is not acceptable on the platform. Specifically, there are concerns regarding how X will be able to determine whether the content was “consensually produced”.⁴ We would like a more comprehensive understanding of the efforts X is taking to curb the spread of non-consensual, deepfake pornography and understand what additional protections may need to be put in place.

This Congress, we have worked in a bipartisan manner to address the growing threat of technology-based abuse. Bipartisan, bicameral legislation, including the TAKE IT DOWN Act, are important tools to empower victims and hold abusers accountable for disseminating deepfake content and non-consensual intimate images. As Congress works to keep up with shifts in technology, Republicans and Democrats will continue to ensure that online platforms do their part to collaborate with lawmakers and protect users from potential abuse.

As technology continues to evolve and bad actors improve their ability to exploit loopholes in the law and in company policy, please respond to the following questions regarding your plan of action to protect users, particularly women, within one month of receiving this letter:

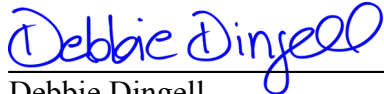
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- What is the process after a report is made and what kind of oversight exists to ensure that these reports are addressed in a timely manner?
- How are you working to address the loopholes in company policy that have allowed users to spread deepfake pornography, despite language that prohibits it?

⁴ Mather, Katie. “Experts Worry X’s New Policy on AI-generated Adult Content Will Lead to More Deepfake Porn.” *Yahoo News*, 11 June 2024, www.yahoo.com/news/experts-worry-xs-new-policy-on-ai-generated-adult-content-will-lead-to-more-deepfake-porn-220208863.html?guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAD9U7chbEsUmZfrMo6Enwk32PcZaCttywh7bo9kC-tUczrLEDnMTkcVB1R4Ho1Q5LZBBY84-bmRJq-BRCYzuDLq7aVY5g3k9uMLTmCnv9a1cFsMLp6Jm2PWO64Sl66gXFFDRsOOtAVPsfBJ4eJbAFocEJjItt77A9jqFJSH7e9k&guccounter=2

- What, if any, remedy is available to users who report that their image was non-consensually used in a deepfake?
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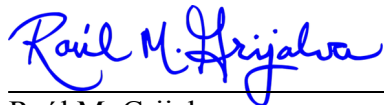
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Debbie Dingell
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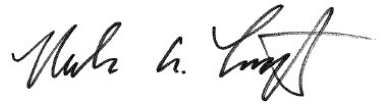
August Pfluger
Member of Congress



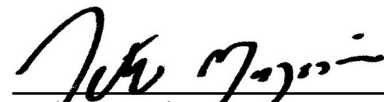
Raúl M. Grijalva
Member of Congress



Randy K. Weber, Sr.
Member of Congress



Nicholas A. Langworthy
Member of Congress



Seth Magaziner
Member of Congress



Henry C. "Hank" Johnson, Jr.
Member of Congress



Stacey E. Plaskett
Member of Congress



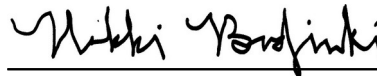
Donald G. Davis
Member of Congress



Seth Moulton
Member of Congress



Jake Auchincloss
Member of Congress



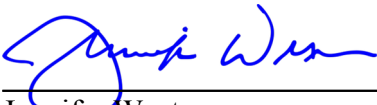
Nikki Budzinski
Member of Congress



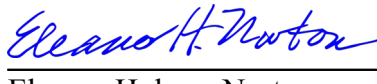
Christopher H. Smith
Member of Congress




Madeleine Dean
Member of Congress



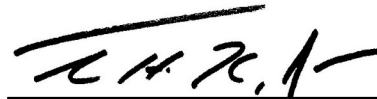
Jennifer Wexton
Member of Congress



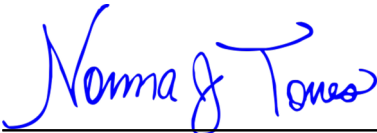
Eleanor Holmes Norton
Member of Congress



Sean Casten
Member of Congress



Thomas H. Kean, Jr.
Member of Congress



Norma J. Torres
Member of Congress



Rashida Tlaib
Member of Congress



Sylvia R. Garcia
Member of Congress



Josh Gottheimer
Member of Congress

Diana Harshbarger

Diana Harshbarger
Member of Congress

Earl L. "Buddy" Carter

Earl L. "Buddy" Carter
Member of Congress

Tony Cárdenas

Tony Cárdenas
Member of Congress

Lori Trahan

Lori Trahan
Member of Congress