

THE AI SEXTORTION PARENT GUIDE

YOUR CHILD'S SCHOOL PHOTO IS ENOUGH. THEY DON'T HAVE TO SEND ANYTHING.

WHAT IS AI SEXTORTION?

Predators use AI to create fake explicit images of your child — called deepfakes — then threaten to share them unless your child pays money or sends real photos. They don't need your child to do anything wrong. A school photo, sports team picture, or any image from social media is enough for AI to generate a fake.

YOUR CHILD MAY KNOW THIS AS: DEEPFAKES, FAKE NUDES, AI NUDES, OR BEING "DEEP FAKED."

6,343% spike in AI-generated reports to NCMEC*

*National Center for Missing and Exploited Children

100 reports per day of sextortion received by NCMEC in 2025

WARNING SIGNS IN YOUR CHILD:

- † Suddenly **withdrawing** from family or friends
- † **Anxious** or **secretive** about phone activity
- † **Receiving money**, gift cards, or gifts online from strangers
- † **Unexplained** distress, depression, or panic
- † **Deleting apps** or switching to private accounts



THE INNOCENT®

PROTECT TODAY. PRESERVE TOMORROW.

CONVERSATIONS TO HAVE WITH YOUR KIDS

DON'T WAIT FOR SOMETHING TO HAPPEN. HAVE THIS TALK NOW, BEFORE THEY NEED IT.



START WITHOUT SHAME Say: "I want to talk about something that's happening to a lot of kids right now. It's not your fault if it happens, and you won't be in trouble for telling me."

EXPLAIN DEEPFAKES PLAINLY "There's a type of scam where someone takes a regular photo of a person and uses AI to make it look like something it's not. They use it to try to scare or threaten kids into giving them money."

TELL THEM PREDATORS DON'T NEED THEM TO DO ANYTHING WRONG. A photo from your Instagram, a school picture, a team photo, that's enough. Your kids don't have to send anything inappropriate for this to happen.

MAKE THE ASK. "If anyone ever sends you something threatening, or tries to make you pay for something like this, I need you to come to me immediately. I will not be angry. I will help you."

NORMALIZE COMING TO YOU. Kids go silent because they're ashamed or afraid of getting in trouble. Remove that fear directly and repeatedly.

WHAT TO DO IF YOUR CHILD COMES TO YOU

YOUR REACTION IN THE FIRST 60 SECONDS MATTERS.

Stay calm. Your child needs to see you're not spiraling, panic makes them shut down. Say this: "You did the right thing. This is not your fault. We will handle this together."

Don't delete anything. Screenshot messages, usernames, and profile photos first. Law enforcement needs this.

Don't confront the predator. Do not respond, threaten, or negotiate.

Report to NCMEC. Go to report.cybertip.org or call 1-800-THE-LOST.

Report to the platform under the TAKE IT DOWN Act. They must remove content within 48 hours.

Keep checking in. Shame doesn't disappear after one conversation. Keep the door open.