



**Nude image of you online?
We can help take it down.**

Report Remove

The NSPCC and the Internet Watch Foundation (IWF), in partnership with age verification platform Yoti, have developed the Report Remove tool to support young people to remove sexual images of themselves online.

Report Remove can support a young person in reporting sexual images or videos shared online and helps the young person to get the image removed if it is illegal. The NSPCC's Childline service ensures that the young person is safeguarded throughout the process.

How does Report Remove work?

1. Young people aged 13+ are first directed to Yoti to verify their age using ID (because the IWF's legal remit means they can only remove images of children). Children aged under 13 do not need to prove their age.
2. Once children have proved they are younger than 18, they are prompted to create a Childline account, which allows them to be safeguarded and supported throughout the process.
3. Young people are then taken to a dedicated IWF portal where they can securely upload images, videos or URLs (website addresses).
4. IWF analysts assess the reported content and take action if it meets the threshold of illegality*. The content is given a unique digital fingerprint (a hash) which is then shared with internet companies to help prevent the imagery from being uploaded, or redistributed online.
5. The outcome will be conveyed to Childline who will then contact the young person via their Childline account to keep them updated and offer further support.

Why is this important?

This solution provides a child-centred approach to image removal which can be done entirely online. The young person does not need to tell anyone who they are (their ID is not linked to their report), they can make the report at any time, and further information and support is always available from the Childline website.

Each hash is tagged as originating from 'Report Remove'. This ensures that law enforcement bodies are aware that this is a self-referred image, plus the NCA can assess whether any further action is needed. As the Report Remove tool develops, we hope it may be possible to gain further information on those images that are at the lower end of the severity grading to see how this process and the laws surrounding it could be improved to better protect children.

How can I support?

We are asking a selected group of child protection organisations to support the launch of the tool and help us raise awareness via:

- social media channels
- any youth-facing resources
- youth-facing webpages that they may have.

You can use the **approved copy below** to support the launch on your social media channels, from **22 June**.

- Want to take down an online nude? Childline and IWF's Report Remove tool is here to help young people under the age of 18 remove nude or sexual images and videos of them online. Visit Childline.org.uk/Remove to find out more.

NSPCC





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- Worried about how to support a young person who has had a sexual image or video of themselves shared online? If they're under 18, they can use Childline and IWF's Report Remove tool to see if it can be taken down. childline.org.uk/remove.
- Want To Remove an Online Nude? It can be a scary situation, but if you're under 18, Childline and IWF Report Remove tool is here to help you take it down. Visit Childline.org.uk/Remove to find out more and how to make a confidential report to the IWF.

Social media tags:

- IWF Twitter: @IWFHotline
- IWF Instagram: @internet.watch.foundation
- IWF Facebook: @InternetWatchFoundation
- IWF LinkedIn: Internet Watch Foundation
- Childline Twitter: #Childline
- Childline Instagram: @Childline_official
- Childline Facebook: @Childline
- Childline LinkedIn: #Childline

We kindly ask adult facing services to please tag NSPCC instead of Childline.

- NSPCC Facebook: @NSPCC
- NSPCC Instagram: @NSPCC_Official
- NSPCC LinkedIn: NSPCC
- NSPCC Twitter: @NSPCC

You can use the approved copy below to signpost to Report Remove on any webpages or youth-facing resources you have:

'Young people aged under 18 who are worried a sexual image or video of them may have been shared online can use Childline and IWF's Report Remove tool at <https://www.childline.org.uk/Remove> This helps children and young people to report an image or video shared online, to see if it is possible to get it removed. Once the report has been made, it keeps the young person informed at each stage and provides support and feedback where necessary.'

Report Remove visuals: [Report Remove – Dropbox](#)

Report Remove tool: childline.org.uk/remove.

** The IWF assesses content in accordance with the Protection of Children Act (1978) and Sentencing Council Guidelines (2014).*