



Sometimes this experience is so distressing,
people don't feel there is a way out.
There is always a way out.

Anonymous and confidential help is available.
Scan the QR Code for the Kids Helpline Website.



Deepfake abuse:

How it happens and why it's never your fault

If someone uses AI (artificial intelligence) to make a fake intimate image of you, it is never your fault. Ever.

Statistically either you or someone you know will be experiencing this. It can happen to anyone. No one 'deserves' it, no matter what.

How you'd know if this is happening to you

If you become aware of an image which looks like it's you, but shows you doing things you never did, it might be an AI-generated image. If someone makes or shares an intimate image of you without your consent, it's image-based abuse and it's illegal.

An intimate 'deepfake' or digitally altered image might show (or appear to show):

- **You nude or partly naked** - such as a naked selfie or a topless photo if you identify as female or non-binary.
- **Your genitals, bottom or breasts** - even if you have underwear on (this includes upskit shots).
- **You during a private activity** - such as undressing, using the toilet, showering, having a bath or getting sexual.
- **You without clothing of religious or cultural significance.**

It can be very upsetting and confronting for this to be the target of this sort of abuse. It doesn't matter whether you shared nudes in the first place, it is never your fault.

What to do if this happens to you

1. **If you are at immediate risk of harm, call 000.**
2. **Tell someone you trust. This could be a friend or adult.** If you can't tell anyone around you, call or webchat Kids Helpline. They can support you anonymously and confidentially.
3. **Read advice about sextortion and what to do from eSafety and ACCCE, including:**
 - a. Stop contact with the blackmailer and don't send money or images.
 - b. [Collect evidence.](#)
 - c. Block the blackmailer.
 - d. Report them to the platform (use [eSafety's guide](#) to find out how) and to [ACCCE](#).
4. **Get support**
 - a. Kids Helpline (for children and young people aged between 5-25) on 1800 55 1800 <https://kidshelpline.com.au/>
 - b. Bravehearts (support for child sexual abuse survivors) on 1800 272 831 <https://bravehearts.org.au>
 - c. 13YARN on 13 92 76 www.13yarn.org.au

How to tell someone

It can be difficult to know what words to use to talk about this if it happens to you. Here are some ideas:

- Plan a time you think is best to talk about it - e.g. in the car, while you're out walking, before school, after dinner.
- Think about the words you'd like to use - e.g.
 - *'I was wondering if I could tell you about something that's been happening online?'*
 - *'Someone online has been making me feel unsafe, could we talk about it?'*
 - *'Someone has made a fake image of me which make it look like I'm doing sexual things.'*
- Think about what you'd like from the conversation - to feel heard, help making it stop, what would you like them to do?
- Think about what you might do if they don't respond the way you hope - what would you say? Make a plan for who you will talk to next. Never give up. Keep telling people until someone helps you.
- You could write yourself some notes to help you to say what you want to say, even if you're feeling nervous or unsure.

What to do if this happens to a friend

Helping create a supportive environment with your friends/peers means everyone is more likely to tell someone and get help if something bad is happening online.

- Notice if your friend's behaviour changes. If someone's acting secretive or stressed, ask kindly if there's anything worrying them.
- Talk about online safety like any other wellbeing topic, share the things that make you feel safe or unsafe.
- Encourage digital kindness: don't screenshot, share, or tease others' private moments.
- Encourage one another to get help or report if something bad is happening.

If you become aware of an intimate image (whether it's digitally altered or not) of someone else being shared:

1. Don't save, screenshot or share the image.
2. If it feels safe to do so, tell the person that creating or sharing images like this isn't okay, and that it's illegal.
3. Read eSafety's guidance on [receiving unwanted nudes](#). Follow the steps which are relevant to your particular situation (like reporting the images).
4. Tell a responsible adult who you trust. They can help you figure out how you want to handle this. If you don't have anyone you can talk to around you, call or message [Kids Helpline](#). They can help.
5. If you know the person in the image, consider telling them or an adult who could support them, for example a school counsellor.

What to do if you've used AI to create an intimate image

If you have used AI to create explicit images of another person and potentially shared that image:

There are ways you can take responsibility and limit the consequences for those you've harmed and yourself. This is image-based abuse and it's illegal, but if you tell someone and take steps to repair the situation, you can move past this and make safe, more respectful choices in the future.

1. Read eSafety's guidance: [What to do if you shared someone's intimate image or video](#) and follow these steps.
2. Tell a responsible adult you trust to help you navigate what to do next and support you if you're feeling scared or unsure, for example [Kids Helpline](#), your school counsellor or the police.

Myth busting

Myth: I'll get in trouble if people find out what's happening.

Truth: Think about people you trust, who have supported you before. If you are worried about getting in trouble and don't feel there is anyone you can tell, contact Kids Helpline and tell them. No one should handle this alone, and there are people who can support you and give you advice. If you've experienced AI-facilitated image-based abuse, it isn't your fault, and you shouldn't get in trouble. If you've used AI in ways that harm others, taking responsibility for your actions and taking steps to make it right can help you to move on from this situation.

Myth: It's my fault because I shared images I shouldn't have.

Truth: This is a crime, and it's the person who has created and/or shared the image who has done the wrong thing. It is normal to experiment with sexuality online as an adolescent and no one deserves to have their image manipulated or shared without their consent.

Myth: I can't tell my teacher or parent, so there's no one who can help me.

Truth: Even if you feel you can't tell an adult around you, there are organisations who are trained to help with exactly this stuff, and who help young people like you every day. They won't be shocked or react badly. They will listen and help you stop what's happening. You can talk to [Kids Helpline](#), [eSafety](#) and [ACCCE](#).

Myth: No one is going to believe me or take me seriously.

Truth: Supportive responses include 'I believe you', 'I'm so glad you told me', 'We can figure this out together'. If you tell someone and they don't believe you or take you seriously, tell someone else. Keep telling people until you get a supportive response and get the help you need. Unfortunately, people don't always react the way we'd hope, but there is always someone else who will believe you and help you. You deserve to be heard, believed, and supported.

Myth: My parents will find out if I tell police, eSafety or Kids Helpline.

Truth: Every situation is unique and the priority is your safety. If you make a report, tell the police if there's a reason that you're worried about your parents finding out. The police will want to ensure you are safe and have the support of a responsible adult to guide and assist you through this difficult time. Seek help and support from a trusted adult, which could be a relative or school counsellor. Nothing is so bad that you can't tell someone. You don't have to go through this alone, and there is help available. You should feel in control of your story, and if they do feel your parents need to be told, you can speak about how that might happen with the police.