

Global Threat Assessment 2025

AI: What you need to know to stay safe

What's happening with AI?

Artificial Intelligence (AI) can do amazing things, but some people are using it in harmful ways.

Fake sexual or intimate images (deepfakes): AI can change or make photos or videos that look real even when they are not. These fake images can embarrass or harm children and young people, but it is never your fault if it happens to you.

Exploitation and sexual extortion: Someone might use real or fake images to threaten or pressure you into sending money or more photos. This can cause fear, stress, or hopelessness, but it is never your fault if it happens.

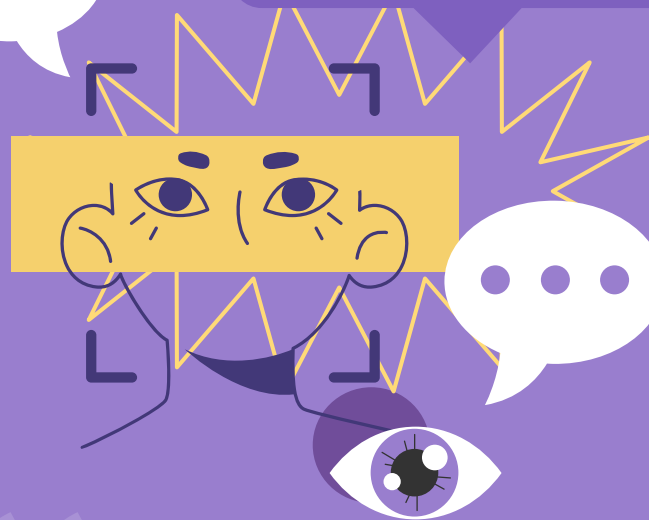
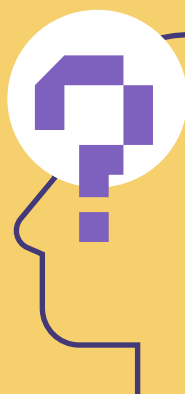
Rapid spread: Friends, classmates, or strangers might share or comment on fake images, which can spread quickly online and be hard to control.

Legal risks: Sharing sexual images of anyone under 18, including AI-made or edited ones, is against the law in many countries.

The good news is that help is available and there are ways to report and remove harmful images to keep you and other children and young people safe.

“AI and how realistic it looks is so normalised, people think it's acceptable and that it's just a joke or it's not that serious. Actually, it's demoralising and it's dangerous.”

13-year-old boy



“If technology can create images and videos that never happened, how will we know what's real in the future?”

15-year-old boy, Ethiopia

If you see or suspect AI-made images or videos that show children in sexual or unsafe ways, **REPORT THEM**. You are not alone – many people have already taken action. In just the first half of 2025, over 440,000 reports were made to a US hotline about AI-related child sexual abuse material, which means photos, videos, or drawings that show a child in a sexual way.

“AI can also play the safety keeper by detecting harmful content. My hopes [are that] the online and digital world [will become] more secure and safe.”

19-year-old female, Nepal

Your rights

- ★ **Consent matters.** No one has the right to use a real or AI-made image or video of you without your permission.
- ★ **It's not your fault.** If someone uses AI to target or harm you, you are never to blame.
- ★ **You deserve to be safe.** Everyone has the right to safety online and offline.
- ★ **Respect others' rights.** Be careful not to share or create images that could harm someone else.



▶▶ How to be S.A.F.E.R. online

S

SAVE EVIDENCE:

Take screenshots and note usernames or messages from anyone trying to harm you.

A

ASK FOR HELP:

Talk to a trusted friend or adult.

F

FLAG OR REPORT: Use the platform's reporting tools, [CyberTipline](#), or local child protection hotlines. Block anyone who threatens, pressures, or shares sexual images.

E

END THE SPREAD:

Never share or forward intimate or sexual images of others, whether fake or real.

R

REMEMBER:

It's not your fault. Even if you sent an image or flirty message, the harm done by others is never your fault.

“There should be a way to know that [the] image was AI. Maybe branded or digital, like QR, something that cannot be taken off by photoshopping. Just something that if deepfakes...were created, the victim can prove that it's not real.”

14-year-old female,
Ethiopia

What adults and communities can do

Parents and caregivers:

Learn about digital safety, listen without blame or judgement, and support your child.

Schools and communities:

raise awareness about AI risks and children's rights to protection.

Leaders and tech companies:

Label AI content clearly so fake images can't be mistaken for real ones.

- ★ Find services available globally on the [Brave Movement](#) website.
- ★ Check [Child Helpline International](#) for helplines in your country.
- ★ Contact the [Internet Watch Foundation](#) and [Take It Down](#) to have sexual images of children taken down.

AI can be used to create harmful fake images, but you have the right to be safe, to speak up, and to get help.

