TAKE IT DOWN FAQ

Take It Down is a free service, offered by the National Center for Missing & Exploited Children, that helps minors remove nude, partially nude, and sexually explicit images, or videos of themselves from unencrypted online platforms.

HOW DOES TAKE IT DOWN WORK?

NCMEC's *Take It Down* service works by assigning a unique hash value to nude, partially nude, or sexually explicit images or videos of people under the age of 18. A hash value works like a digital fingerprint, making it easier for participating online platforms to find and remove those files. This all happens without the image or video ever leaving the submitter's device. Here's how it works:

- A minor selects a sexually explicit image or video from their device that they want hashed. For each image or video, *Take It Down* will generate a hash or digital fingerprint on the device that can be used to identify exact copies of that image or video. Images and videos remain on the minor's device and are not uploaded to NCMEC or the *Take It Down* service.
- The hash is added to a new hash-sharing list maintained by NCMEC and is shared with participating online platforms who have executed an agreement to receive these hashes submitted by minors.
- Participating online platforms may voluntarily scan their unencrypted services for the hashes and may review any detected matches in order to reduce the circulation of sexually explicit or exploitative content depicting minors.

HASH-SHARING CONSIDERATIONS

Hashes generated by the *Take It Down* service are added to NCMEC's new Take It Down Hash-Sharing List.

- MD5 and PDQ hashes are generated via the *Take It Down* service and are added to NCMEC's Take It Down Hash-Sharing List. This list is separate from NCMEC's NGO Hash-Sharing List and NCMEC's Exploitative Hash-Sharing List.
- Submissions received via NCMEC's *Take It Down* service are not reviewed by NCMEC as hashes are generated on the device, and NCMEC does not have access to the images or videos. Participating online platforms who ingest hashes from this list should review any matches to determine what is depicted.
- Feedback from participating online platforms regarding hashes on the Take It Down Hash-Sharing List that may not be suitable for hash-sharing can be provided to NCMEC.