

Single Online Home
Non-Consensual Intimate Image
Abuse – A&I Refresh
Briefing Pack

March 2026

DIGITAL
PUBLIC
CONTACT



Contents

1. Introduction
2. NCII advice and information change summary
3. NCII advice and information changes in detail
4. Rollout

Introduction

The purpose of this pack is to outline changes to the advice and information provided to victims of non-consensual intimate image abuse.

NCII advice and information change summary

Non-consensual intimate image abuse – A&I changes

Key business drivers:

- DPC has been funded by the Foreign, Commonwealth & Development Office to work with the National Centre for VAWG & Public Protection (NCVPP) and South West Grid for Learning (SWGfL)/Revenge Porn Helpline (RPH), in order to explore how our collective services can be improved to better support victims of non-consensual intimate image abuse (NCII).
- This discovery highlighted that a critical user desire is to take down any shared images as soon as possible, coupled with policing looking to minimise the harm to the victim through prolonged publication of these images - whilst still wanting to ensure the victim can receive justice through best evidential preservation opportunities possible.
- Whilst the original NCII advice and information was only drafted in late 2024, much more is now understood through the discovery for this work about better coupling the police reporting aspect with the use of services such as RPH and StopNCII.org to protect the victim, on top of providing information about self-servicing directly through social media, adult or other hosting platforms.
- Following the roll-out of the enhanced signposting to NCII advice at the post-submission end state in relevant services, the same improvements in content structure are now being applied to the advice and information pages.

What is changing:

- The advice and information pages relating to non-consensual intimate image abuse.
- The Advice and Information hub, to better signpost users to this information.

What is not changing:

- The OCR service linked to from this A&I revision.

NCII advice and information changes in detail

Summary of NCII A&I changes

The new advice and information is built on two things: the good starting point from the original NCII advice and information, and the summary information page linked to from the new signposting information at the end of NCII-relevant reporting services.

These have been blended with each other to provide advice and information that:

- Uses the latest language regarding non-consensual intimate image abuse.
- Prioritises providing information about what support is available for takedown and prevention activities, to minimise the impact to the victim.
- Outlines what self-service reporting and prevention tools that are available to the victim if they choose to not rely on a support service, or outside of the operating hours of the available support.
- Expands upon the advice provided to the victim about what information that would be useful for them to capture, if it is safe to do so, in order to better assist an investigation – if they are looking for a criminal justice pathway.
- Helps the reader understand that there are potentially other offences that may have been committed if their experience does not precisely fit the legislation around NCII, such as culturally-sensitive intimate images.
- Provides a broader range of charitable support agencies that can assist the victim.

Sections within the new content:

1. Get started: your options
2. Get help and support
3. Reporting it to the police
4. Further emotional and practical support

NCII advice and information changes

The landing page of the content is now much more action-orientated, briefly explaining the basis of non-consensual intimate image abuse before getting quickly into informing the reader about the options they have from this point, if they've been a victim or are advocating on behalf of one.

New content

Home > Advice and information > Online safety

Non-consensual intimate image abuse (revenge porn)

In this section:

- Get started: your options
- [Get help and support](#)
- [Reporting it to the police](#)
- [Further emotional and practical support](#)

Non-consensual intimate image abuse, or revenge porn, is when:

- someone shares, or threatens to share, intimate photos or videos of you without your permission
- someone creates, or asks someone to create, a fake intimate image or video of you that appears real, without your permission. This might be a [deepfake](#)

It is a serious sexual offence. If someone does any of the following without your permission, it's non-consensual intimate image abuse:

- posts intimate images or videos of you online
- sends the intimate images of you by text, a messaging app (like WhatsApp), social media, or e-mail
- shows someone a physical or electronic intimate image of you
- shares edited or fake images or videos of you, like deepfakes, that appear real
- helps or encourages someone to create a fake intimate image or video of you

If the intimate images were taken without your permission this may also be an offence.

The guidance below will help you understand the options you have.

What you can do if this happens

There is no right or wrong way to feel if someone shares, or threatens to share, intimate images or videos of you without your permission. We want you to know that it's not your fault.

You have options available to you depending on what you want to do next. The links below go to a dedicated page where you can find more information on each option. You don't need to do these things in any particular order, or do any of them at all. You can choose whatever feels right for you.

Get help and support

The [Revenge Porn Helpline](#) can help you get your intimate images or videos removed from online spaces. Tools like StopNCII.org can also help stop your intimate images or videos from being uploaded if someone is threatening to share them.

Our [get support and help page](#) provides more information on these services. This includes how you can take action by reporting directly to social media companies and adult sites.

Reporting it to the police

Old content

Home > Advice and information > Online safety

Intimate image abuse (revenge porn)

In this section:

1. What is intimate image abuse (revenge porn)
2. [What you can do: reporting it to us](#)
3. [Reporting it to social media companies if it happened online](#)
4. [Help and support](#)

Intimate image abuse or 'revenge porn' is when:

- someone shares, or threatens to share, intimate photos or videos of you without your permission
- someone creates, or asks someone to create a fake intimate image or video of you that appears real, without your permission. This might be a [deepfake](#)

It is a serious sexual offence. If someone does any of the following without your permission, it's intimate image abuse:

- posts intimate images or videos of you
- sends the intimate images of you by text, a messaging app (like WhatsApp), social media, or e-mail
- shows someone a physical or electronic intimate image of you
- shares edited or fake images or videos of you, like [deepfakes](#), that appear real
- helps or encourages someone to create a fake intimate image or video of you

An intimate image or video could show someone's private parts exposed or in underwear. It could also show someone having sex or doing something private in their bathroom. The image or video must not have been consensually shared in public previously.

Intimate image abuse can involve someone you know, like a partner or ex-partner. But you may not know the person. It can be done by anyone. It doesn't matter who did this to you: it's never your fault, you are not to blame and have done nothing wrong.

[Sexortion](#) is different from intimate image abuse. It's when criminals threaten to share sexual pictures, videos, or information about you unless you pay money or do something else you don't want to. Both are illegal, but you do not need to work out which offence applies to you. Report it to the police and they will work it out.

If you are a victim of intimate image abuse, you might feel anxiety, fear and feelings of distrust and violation. There's no right or wrong way to feel, and we understand that. There is help and support available to you how ever you feel.

We understand it takes courage, but reporting to us is the first step. We can help you with getting the intimate content removed, and give you the support you need.

NCII advice and information changes

The first step beyond the landing page has pivoted from reporting to the police to ensuring the victim has timely access to support that can help either take down their non-consensually-shared content or prevent it from being shared in the first place, across serviced support streams such as RPH or through self-service options – the latter to either complement or instead of the former.

New content

Home > Advice and information > Online safety > Non-consensual intimate image abuse (revenge porn)

Non-consensual intimate image abuse (revenge porn): get help and support

In this section:

- Get started: your options
- Get help and support
- Reporting it to the police
- Further emotional and practical support

There are several ways you can take action if someone has shared, or is threatening to share, your intimate images or videos without your permission.

It's worth knowing these services won't contact the police for you. You'll need to make a report to the police separately.

Support for adults aged 18 and over

Revenge Porn Helpline

For advice and help getting the intimate images or videos removed, you can contact the [Revenge Porn Helpline](#).

They will talk to you to understand what your circumstances are. They can then also put you in touch with organisations and charities that can offer you emotional and practical support. For example, this might be a domestic abuse charity.

Their service is:

- available to anyone over 18
- open 10am-4pm, Monday to Friday
- available via phone and email

You can also use their chatbot on their website at any time if you want support, advice and links to helpful websites. If you're making a request for support on behalf of someone else, you'll need to get their permission before requesting support from the Revenge Porn Helpline.

Further information, including how to get in touch is [available on the Revenge Porn Helpline's website](#).

Other ways you can get help

We understand that you may not want to talk to anyone about what's happened. You may also need help getting the images or videos taken down outside of the Revenge Porn Helpline's opening hours.

Old content

Home > Advice and information > Online safety > Intimate image abuse (revenge porn)

Intimate image abuse: reporting it to us

▲ Is it an emergency?

Call **999** now in emergency situations like these:

- there is an immediate danger to life
- someone is using violence or is threatening to be violent

Hearing or speech impairments

- If you've pre-registered with the [emergency SMS service](#), use our telephone service 18000 or text us on 999.
- Call [999 BSL](#) to use a British Sign Language interpreter.

In this section:

- What is intimate image abuse (revenge porn)
- What you can report to us
- Reporting it to social media companies if it happened online
- Help and support

You can report to us, and then if it happened online you can also report to the social media company. First, we'll tell you how you can report to us.

As it is a sexual offence, you will have anonymity after reporting intimate image abuse. This means your name won't be in any publications, like news articles or journals.

Before you report

It's helpful for our investigation if you can give us evidence of what's happened. This could be screenshots, text messages, videos or photos. It's even more helpful if you can put the evidence in a timeline.

If you're not able to do this, or you're worried it's not safe, don't worry. You can still report what's happened to us.

Useful information if you have it:

- sender's name
- username
- user ID
- which platform, app, social media site, or online space you were using
- when it happened
- details of what was sent, written, or spoken in a voice note or video

You should only screenshot an intimate image if you are sure the person is over 18. If you are unsure, don't screenshot, record, or share it with anyone, even the police. It could be a criminal offence.

Ways to report

You can report these [crimes online](#).

NCII advice and information changes

Beyond gaining support for their situation, the new page covering reporting to the police now has enhanced information regarding evidential capture, to give the victim the best opportunity at gathering the information needed for an investigation, if it is safe to do so.

New content

Home > Advice and information > Online safety > Non-consensual intimate image abuse (revenge porn)

Non-consensual intimate image abuse (revenge porn): reporting it to the police

In this section:

- [Get started: your options](#)
- [Get help and support](#)
- [Reporting it to the police](#)
- [Further emotional and practical support](#)

We understand reporting to the police might feel like a big step. You might feel anxious or scared. We want you to know that you have done nothing wrong and we are here to help.

Non-consensual intimate image abuse, or revenge porn, is a serious sexual offence. This means you will have anonymity after reporting it to the police. Your name won't be in any publications, like news articles or journals.

It's important you know that [you can request support from the Revenge Porn Helpline](#) whilst also reporting to the police. They can help get your images or videos taken down. They can also put you in touch with organisations and charities that can give you emotional and practical support.

Advice for reporting

When reporting to the police, it's helpful if you can give us evidence of what's happened. This could be screenshots, text messages, videos or photos. It's even more helpful if you can put the evidence in a timeline. Within this timeline, it's useful if you can tell us how you were feeling and how it impacted you. This might be emotionally, like feelings of stress, anxiety or being scared. It could be socially, like problems with your family or friends. It could also be that you have experienced an impact at your job, or your ability to work.

While we understand it might be difficult at the time, we recommend saving any evidence as soon as you can if it's safe to do so. This is because social media platforms and adult sites may take your intimate images or videos down. The person who did this to you might also try and remove the images. If you can, try and save evidence somewhere only you can access.

You should also only take screenshots and screen recordings if you are sure the person in the images or videos is 18 or over. If you are unsure if everyone in the image or video is 18 or over, don't screenshot, record, or share it with anyone, even the police. It could be a criminal offence.

If you're not able to capture evidence, or you're worried it's not safe to do it, don't worry. You can still report what's happened to us, even without it.

Old content

Home > Advice and information > Online safety > Intimate image abuse (revenge porn)

Intimate image abuse: reporting it to social media companies if it happened online

In this section:

- [1. What is intimate image abuse \(revenge porn\)](#)
- [2. What you can do: reporting it to us](#)
- [3. Reporting it to social media companies if it happened online](#)
- [4. Help and support](#)

Most social media sites have rules against sharing intimate image abuse or 'revenge porn' content without your permission, so you should be able to get the material removed.

Find out how to [report to the most popular social media companies](#) and what will happen next.

There are also organisations that can support you in getting intimate image abuse content removed from social media and other online locations.

Adults of 18 and over

[Revenge Porn Helpline](#)

Advice and information if you experience intimate image abuse or 'revenge porn' and help getting images removed. They can also put you in touch with organisations that provide emotional support.

[StopNCII](#)

StopNCII.org helps adults detect and remove intimate images shared without their permission online across a wide range of popular websites. It can also help to prevent any intimate images being uploaded.

[Report Harmful Content](#)

The website Report Harmful Content can also help you get content removed.

- [Report Harmful Content: child friendly version](#)

Children and young people under 18

[Childline](#)

Help and advice for under 18s. Childline can help you to [get shared images removed from the internet](#).

NCII advice and information changes

Finally, the emotional and practical support page has been lightly enhanced with further agencies discovered as part of this work, as well as improving the outline of RPH's and StopNCII.org's functions.

New content

Home > Advice and information > Online safety > Non-consensual intimate image abuse (revenge porn)

Non-consensual intimate image abuse (revenge porn): further emotional and practical support

In this section:

- [Get started: your options](#)
- [Get help and support](#)
- [Report it to the police](#)

Further emotional and practical support

There are specialist support organisations and charities that can help you get through what you're experiencing. These are also available if you are the friend, carer or parent of someone who is the victim of non-consensual intimate image abuse.

If you report what's happened to the police you'll be asked if you want to be put in touch with a victim support organisation.

[Read: What to expect as a victim or witness of a crime](#)

If you don't want to report to the police you can still get help from those same organisations.

[Read: Support for victims and witnesses](#)

Support for adults aged 18 and over

[Revenge Porn Helpline](#)

Advice and information if you experience intimate image abuse or 'revenge porn' and help getting images or videos removed. They can also put you in touch with organisations that provide emotional support.

- open 10am to 4pm, Monday to Friday.
- the Revenge Porn Helpline's service is for adults (18 or over) only.
- available via phone or e-mail.

[StopNCII.org](#)

StopNCII.org helps adults (18+) to detect and protect intimate images or videos from being shared without their consent on participating platform.

[UK Safer Internet Centre](#)

Advice for children, young people, parents and carers on keeping safe online and dealing with online harm.

Old content

Home > Advice and information > Online safety > Intimate image abuse (revenge porn)

Intimate image abuse: help and support

In this section:

- [What is intimate image abuse \(revenge porn\)](#)
- [What you can do: reporting it to us](#)
- [Reporting it to social media companies if it happened online](#)
- [Help and support](#)

There is help and support available if you are the victim of intimate image abuse or 'revenge porn' or if you are the friend, carer or parent of someone who has been.

If you report what's happened to the police you'll be asked if you want to be put in touch with a support organisation.

[Read: What to expect as a victim or witness of a crime](#)

If you don't want to report to the police you can still get help from those same organisations.

[Read: Support for victims and witnesses](#)

Adults of 18 and over

[Revenge Porn Helpline](#)

Advice and information if you experience revenge porn and help getting images removed.

0345 6000 459

You can also email help@revengepornhelpline.org.uk

Open 10am to 4pm, Monday to Friday.

The Revenge Porn Helpline's service is for adults (18 or over) only.

[StopNCII](#)

StopNCII.org helps adults remove intimate images shared without their permission online.

[UK Safer Internet Centre](#)

Advice for children, young people, parents and carers on keeping safe online and dealing with online harm.

[The Cyber Helpline](#)

Free expert help for victims of cybercrime and online harm.

[Samaritans](#)

Provides trained volunteers to talk to about any abuse you've experienced.

Children and young people under 18

[Childline](#)

Help and advice for under 18s. Childline can help you to [get shared images removed from the internet](#)

Rollout

Rollout

Release process

- The changes will be released on March 17th.

Force readiness

- Please communicate these changes to your operational teams.
- If you have any questions about the changes, or require further information, please contact ben.sherwin@met.police.uk

Thank you
