

## AG Fitch Urges Tech Companies to Stop the Spread of Deepfake Nonconsensual Intimate Imagery



Online predators are weaponizing new technology and leveraging it against innocent and unsuspecting citizens, especially women and children. Digital exploitation will result in serious consequences. We will hold these tech companies accountable for their complicity. My office will continue to work with our law enforcement partners to stop these criminals, pursue justice for victims, and demand responsibility from those who allow this abuse on their platforms.

*Lynn Fitch*

**(Jackson, Mississippi)** Today, Attorney General Lynn Fitch joined a bipartisan coalition of 47 state Attorneys General in calling on major search engines and payment platforms to take stronger action against the spread of computer-generated nonconsensual intimate imagery (NCII), commonly known as “deepfakes.”

"Online predators are weaponizing new technology and leveraging it against innocent and unsuspecting citizens, especially women and children," **said Attorney General Lynn Fitch**. "Digital exploitation will result in serious consequences. We will hold these tech companies accountable for their complicity. My office will continue to work with our law enforcement partners to stop these criminals, pursue justice for victims, and demand responsibility from those who allow this abuse on their platforms."

In a letter to Google, Microsoft, and Yahoo!, the coalition outlines the failures of these companies to limit the creation of deepfakes and calls for stronger safeguards – such as warnings and redirecting users away from harmful content – to better protect the public. In a separate letter to six payment platforms, the coalition urges these companies to take bolder action to protect the public by identifying and removing payment authorization for deepfake NCII content.

The spread of computer-generated NCII online poses significant harm to the public. It has increasingly been used to embarrass, intimidate, and exploit people around the world, including notable cases involving celebrities like Taylor Swift, as well as teenagers in New Jersey, Florida, Washington, Kentucky, South Korea, and Spain. A recent report found that 98% of fake videos online are deepfake NCII.

In the letters, the coalition points to existing industry practices that can be deployed to address NCII. For example, search engines already limit access to harmful content such as searches for “how to build a bomb” and “how to kill yourself.” The Attorneys General urged these companies to adopt similar measures for searches such as “how to make deepfake pornography,” “undress apps,” “nudify apps,” or “deepfake porn.” The coalition also urged payment platforms to deny sellers the ability to use their services when they learn of connections to deepfake NCII tools and content and remove those sellers from

their network.

The Attorneys General from the following states joined Attorney General Fitch in sending these letters: Alaska, American Samoa, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Georgia, Hawaii, Idaho, Illinois, Iowa, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Puerto Rico, Rhode Island, South Carolina, South Dakota, Tennessee, U.S. Virgin Islands, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.

You can read the letters [here](#).

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