

# AI & Child Safety Online:

## A Guide for Parents and Caregivers

**Generative Artificial Intelligence (GAI)** technology allows a user to create new images, videos, audio and text based on user requests or prompts. This technology has many benefits but also poses potential threats to child safety.

### Understanding the Issues

Some of the possible challenges you or your child may encounter with GAI include the circulation of misinformation or its use to bully or harass others. But NCMEC is especially concerned about the growing use of GAI tools to sexually exploit children. Risks include:

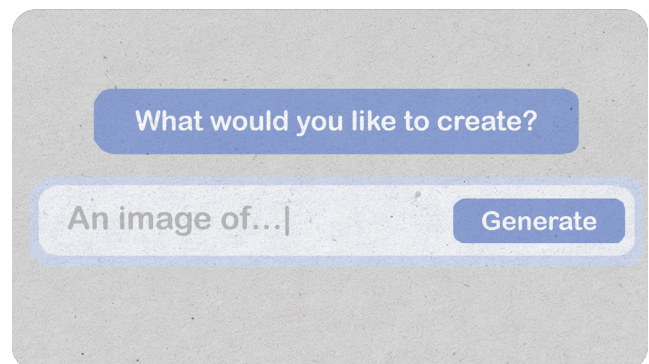
- ▶ **GAI Child Sexual Abuse Material (GAI CSAM):** Illegal, sexual exploitation material depicting children, created or altered using GAI.
- ▶ **Peer Victimization:** Creation and circulation of nude or sexually explicit GAI content among classmates, often created with “nudify” apps, that could be used to bully, harass, exploit or degrade classmates.
- ▶ **Online Enticement:** Creation of fake online accounts to target children with the intent to commit a sexual offense.
- ▶ **Sextortion:** Blackmailing children with GAI CSAM or nude images for money or to coerce them to provide additional explicit content or engage in sexual activity.

### Conversations about GAI Safety




Protecting children from the misuse of GAI to exploit children requires education and guidance from trusted adults. Talking about these issues at home can help protect your children and make sure they are comfortable coming to you if something happens.

#### Getting Started:




- 🗣️ Ask your child about their activities using GAI and ask them to show you how they use it.
- 🤝 Reaffirm to your child that whatever the problem is, you will always be there to help.
- ➡️ Share the resources on this page and encourage them to seek out a trusted adult if something happens.



## Addressing Creating and Sharing Content:

-  **Discourage Creating and Sharing:** Explain that creating or resharing GAI nude images or CSAM is illegal, harmful and can profoundly impact the person depicted, whether the image is real or created using GAI.
-  **Empower Upstander Behavior:** Encourage taking action as upstanders by refusing to engage with or spread GAI-created images and talking to a trusted adult if they become aware of images being shared. Emphasize that they have the power to stop its spread and protect others.
-  **Foster Empathy:** Ask how they would feel if this happened to them or someone they care about. Reinforce the importance of respecting others' dignity, privacy and well-being.

## Supporting a Child Who has Been Victimized:

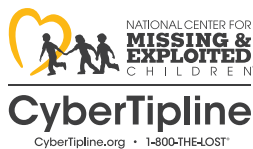
-  **Support the Child:** Focus on the harm they're experiencing, not on investigating how the picture was created.
-  **Report to law enforcement and the CyberTipline:** Take action to access resources and help.
-  **Stay Calm:** Remain composed to reassure and support the child.

## Other Tips

- ▶ Continue to educate yourself about how GAI is being used, new GAI technology that is being released to the public, and potential risks associated with it.
- ▶ Check your child's online privacy settings.
- ▶ Talk to your children's teachers and administrators about how this topic is addressed in school.
- ▶ Carefully read photo consent forms. Ask the organization how they are going to use the photos. Remember, it's okay to say no.

## Resources

NCMEC can help with education, reporting and support for victims and their families if something does happen.



Reporting and Additional Support:  
**CyberTipline.org** or  
**1-800-THE-LOST (1-800-843-5678)**

**Take It Down**

Support to Help Remove Online Content:  
**TakeItDown.NCMEC.org**



Other Support:  
**gethelp@ncmec.org**



For More Information:  
**NCMEC.org/NetSmartz/GAI**