

## REVENGE PORN HELPLINE

### MEDIA PACK AND ASSETS

last updated 01/01/2022

#### Contact details:

[press.office@swgfl.org.uk](mailto:press.office@swgfl.org.uk)

### Statement

Intimate image abuse is a cruel and invasive crime. It's important that victims are aware that they are not to be blamed, that support is out there, and that they deserve access to it.

We see the rise in cases of intimate image abuse as both positive and negative. Positive because victims are increasingly aware that a crime has been committed against them and feel empowered to take action. Negative because these crimes continue to be committed.

Victims of intimate image abuse need to know that there is support available to them and that they can take some immediate steps to regain control of the situation.

- Don't panic – remember you have done nothing wrong and are the victim of a crime
- Screenshot all evidence – whether it is of the content itself or messages from the perpetrator
- Report the crime to the police – using 101
- After you have contacted the police, or if you are unsure on how to do so, call the Revenge Porn Helpline on 0345 6000 459 or email [help@revengepornhelpline.org.uk](mailto:help@revengepornhelpline.org.uk)

We can advise on reporting to the police and on the law as it applies to each case, signpost to other relevant services and help with content removal – 90% of content reported to us is removed. Calling us can and will help.

### Footer

If you have been a victim of intimate image abuse and require free, non-judgemental and confidential advice and support, contact the Revenge Porn Helpline.

You can call the Helpline on 0345 6000 459 (*Tuesday – Friday, 10am to 4pm*)

You can contact the Helpline via email at [help@revengepornhelpline.org.uk](mailto:help@revengepornhelpline.org.uk) (*Monday – Friday, 10am to 4pm*)

Other contact channels are available via the website: [revengepornhelpline.org.uk](http://revengepornhelpline.org.uk)

### What is The Revenge Porn Helpline?

The Revenge Porn Helpline is the UK's only service dedicated to supporting all adult victims of intimate image abuse.

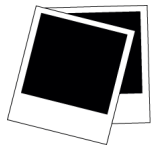
### What do we mean by intimate image abuse?

Though the term "revenge porn" is commonplace, we disagree with that language for a few reasons.

"Revenge" suggests a justification for committing a crime.

"Porn" suggests enjoyment, pleasure, and consent – none of which exist in intimate image abuse.

We respect that revenge porn is common parlance and is easy to understand for most people. That being said, we are trying to move the dial in regards to the language used to discuss this crime.



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### StopNCII.org

The Revenge Porn Helpline and SWGfL have launched a new and ground-breaking platform: StopNCII.org.

StopNCII.org supports adults who are being threatened with the sharing of their private sexual images online. Unique identifiers, called hashes, are created of the images to prevent their spread across the platforms of participating industry partners. StopNCII.org allows adult users to create the hashes securely without the images leaving their devices and upload them to a central bank hosted by the Revenge Porn Helpline. The hashes are then shared and blocked by participating companies who have partnered with StopNCII.org. Find the StopNCII.org press release [here](#) or Find more information on StopNCII.org [here](#).

### Policies

- We do not share details of individual cases or clients. We may be able to provide composite case studies.
- We do not share geographical or demographical data about clients.
- We do not support any communications that shame or victim-blame clients.

### Statistics

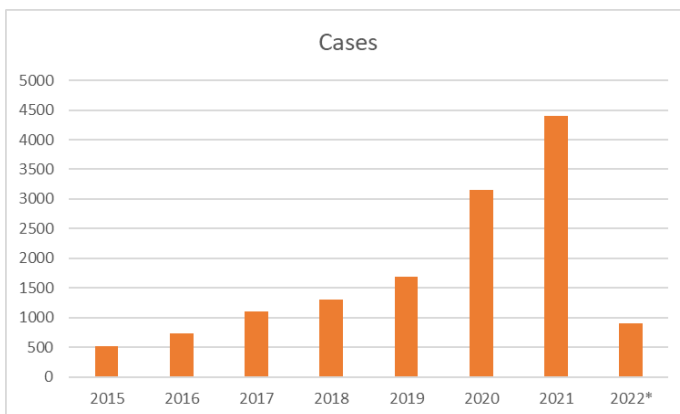
90%\* of content reported to us is removed by the hosting site(s).

We launched in February 2015. In April 2015, intimate image abuse became a specific criminal offence.

Overall, 44% of our clients identify as female, 34% identify as male, 20% identify as another gender or prefer not to disclose. Excluding cases of 'Sextortion', which is a vastly different behaviour to intimate image abuse, clients identify as 56% female, 16% male and 28% unknown.

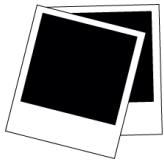
Cases of sextortion equate for 25%\* of cases in 2021 and 90%\* of victims of sextortion identify as male.

**Case count since launch total: 12,901\***



Year	Cases
2015	520
2016	740
2017	1,100
2018	1,300
2019	1,685
2020	3,150
2021	4,406

Logo



Revenge Porn  
**Helpline**

**StopNCII.org**  
Stop Non-Consensual Intimate Image Abuse