

Catch Deepfakes Before They Cost You.

Deepfakes just became a massive liability.

Let us keep you in the clear.

Background

The TAKE IT DOWN Act was enacted in May 2025, making it a federal crime to create and distribute deepfake pornography, legally known as Non-Consensual Intimate Imagery (NCII).¹

Some states have passed supplementary laws; Tennessee recently outlawed the AI tools used to create NCII entirely.¹

Impact & Consequences

WHO IS RESPONSIBLE

The TAKE IT DOWN Act specifically targets online platforms with user generated content.

REQUIREMENTS

Platforms must remove NCII, and any copies, within 48 hours.

ENFORCEMENT AND PENALTIES

Platforms that fail to comply are subject to:

- Investigation by the Federal Trade Commission (FTC).
- Penalties up to \$53,088 for each violation.
- Severe penalties also apply if a child's likeness is used.

The Detection Dilemma

WHAT IS NCII? Non-Consensual Intimate Imagery (NCII) is the legal term for deepfake pornography.

Although legislation surrounding deepfake pornography is long overdue, some outstanding questions remain:

- How can platforms find NCII if users don't report it?
- How can platforms remove unreported NCII in 48 hours?
- How can platforms detect NCII at scale so they aren't liable?

AI is proven to be the best way to detect prohibited content comprehensively and at scale, but this solution presents the biggest challenge when it comes to NCII takedown:

How can we train AI to detect NCII at scale if possession of deepfake pornography is now a federal crime?

Protecting Your Platform

Peak ensures reliable NCII detection to protect your brand.

WHY

PEAK OFFERS THE ONLY AI DEEPFAKE PORNOGRAPHY DETECTOR TRAINED ON REAL DEEPFAKE PORNOGRAPHY.

Our deepfake detector is trained using exclusively verified synthetic content, purposely generated for model training.

HOW

Peak is the only company cleared by the Department of Homeland Security to generate, possess, and train on NCII.

Put it to the test.

Contact Us to get started today.

