



Revenge Porn  
**Helpline**

# *Revenge Porn Helpline*

## Annual Report 2025

By Sophie Mortimer,  
Head of Support Services, SWGfL

DELIVERING  
**EQUALLY SAFE**

  
Home Office

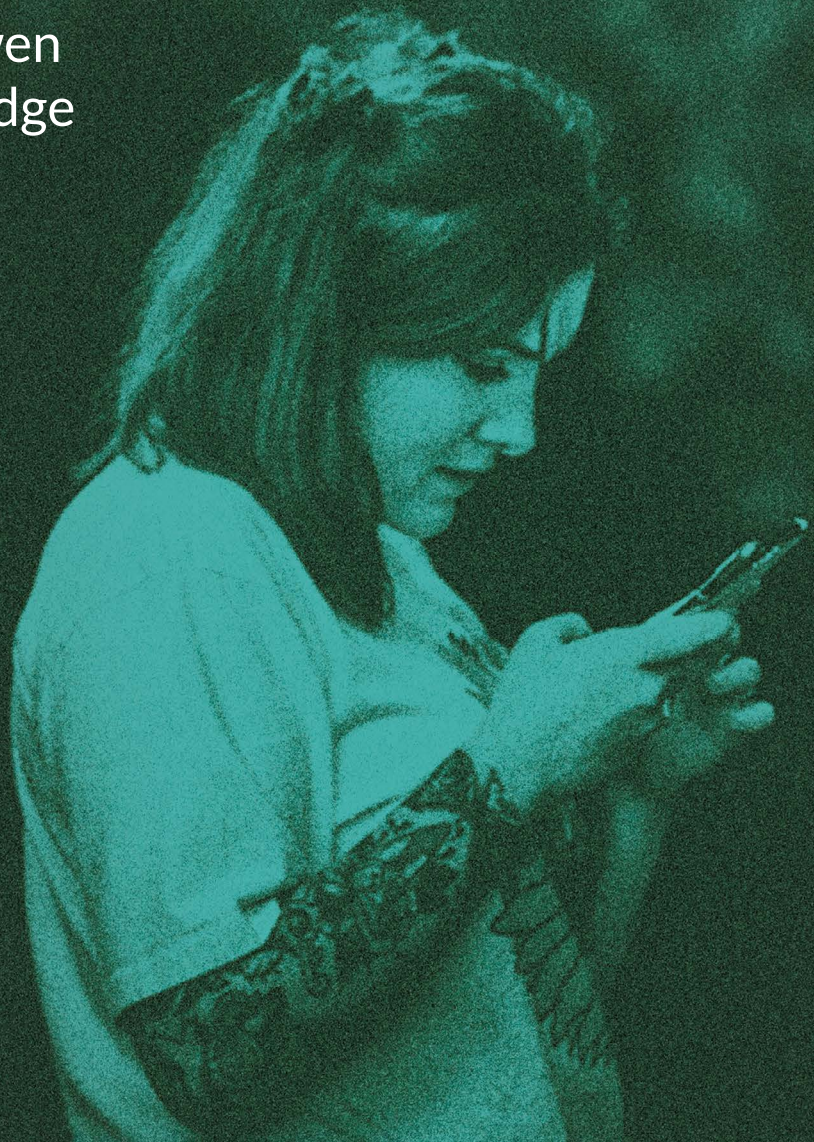
 **SWGfL**  
Safe, Secure, Online

 **UK Safer  
Internet  
Centre**  
[www.saferinternet.org.uk](http://www.saferinternet.org.uk)

*“The baseline  
should always  
be a woman’s  
consent; there  
is nothing more  
important.”*

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Baroness Owen  
of Alderley Edge



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# *The Revenge Porn Helpline*

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The Revenge Porn Helpline is operated by SWGfL, a partner in the UK Safer Internet Centre. The Helpline was founded in 2015 following the criminalisation of the sharing of intimate images without consent and an increase in the number of calls to the Professionals Online Safety Helpline, highlighting a significant issue that demanded dedicated support.

Helpline Practitioners assist adults affected by intimate image abuse by providing practical advice and support. Primarily, the Revenge Porn Helpline provides guidance and information regarding:

- The law around intimate image abuse
- How to report to the police and what that experience might be like
- How to collect evidence
- The reporting of private sexual images online for removal.

The Helpline also signposts to a variety of support services where appropriate, including emotional and legal support. It is available to adults living in the UK who are over the age of 18 and can be contacted by either telephone or email. The website also hosts Reiya, a chatbot that can guide users through the website advice pages.

In 2025, the Helpline marked its tenth anniversary, less a celebration than an opportunity to reflect on our achievements. It also allowed us to reflect on how the landscape has changed in that decade and the new challenges and opportunities coming down the track.

From 2015 to the end of 2025, the Helpline had taken 85,000 reports and reported over 450,000 intimate images for removal with a success rate of over 90%. While we are pleased with the effectiveness of our reporting, we know that any image left behind continues to cause distress and trauma to victims/survivors who are left not knowing if those images continue to be viewed, downloaded or reshared. Therefore, we have continued our advocacy on behalf of the people that we support to remove more images and, where images cannot be removed, reduce their visibility.

As well as working with Government to help get better outcomes for UK citizens, we have continued our international efforts, highlighting the effectiveness of StopNCII.org as an effective solution that gives better outcomes while protecting the wellbeing and dignity of those affected by this abuse.

2015 to 2025

85,000

Reports taken

450k

Images reported for removal

90%

Images reported removed

# Executive Summary

2025

# 24,786

Reports taken  
**+ 11.2%** YoY

# 20,841

Images reported  
for removal  
**+ 34.3%** YoY

# 94%

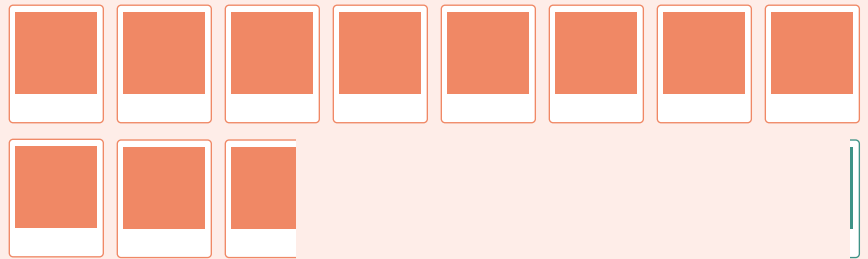
Images reported  
removed

## Images reported



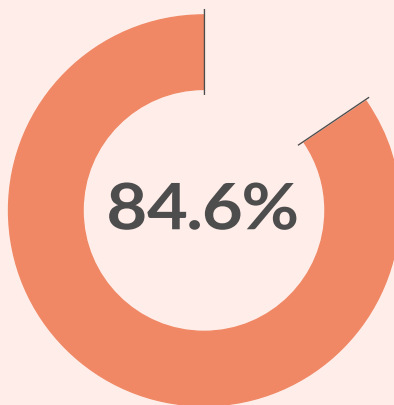
98.9%  
were of women

1.1%  
were of men

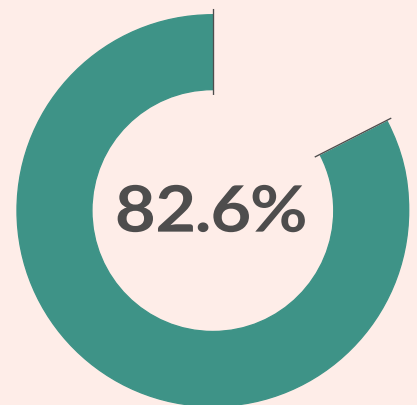


10.9  
average image per  
person for women

0.13%  
average image per  
person for men



of women reported  
a male perpetrator



of men reported the  
perpetrator as a criminal  
gang (sextortion)

# Report Findings

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All data presented in this report was sourced from the internal systems of the Revenge Porn Helpline and reflects cases handled throughout 2025. To maintain confidentiality, all personally identifiable information has been removed, and only aggregated data is included. The analysis provided is descriptive, with no predictive assessments made.

Demand for support from the Revenge Porn Helpline continued to increase throughout 2025. A rise in total reports of 11.2% saw a total of 24,765, up from 22,275 in 2024. This total is made up of

4,390 (a 5.4% increase) direct contacts to the Helpline via phone or email and 20,396 individual sessions run through the Reiya chatbot (a 12.3% increase). The data shows clearly the importance of the chatbot in providing advice 24 hours a day and triaging people in need to the best sources of help as quickly as possible.

The two main means of contact to the helpline are phone and email. Clients first reached out for support to the Helpline 66% of the time via email and 29% of the time by the phone line.

We know that people who come to the Helpline for advice are very often experiencing complicated situations. As far as we are able, based on disclosures by clients, we track other issues highlighted by our clients. In 2025, the 4,390 direct clients led to the logging of 4,794 issues including harassment, impersonation and voyeurism.

# 4,390

direct contacts to the Helpline via phone or email

# Reiya Chatbot

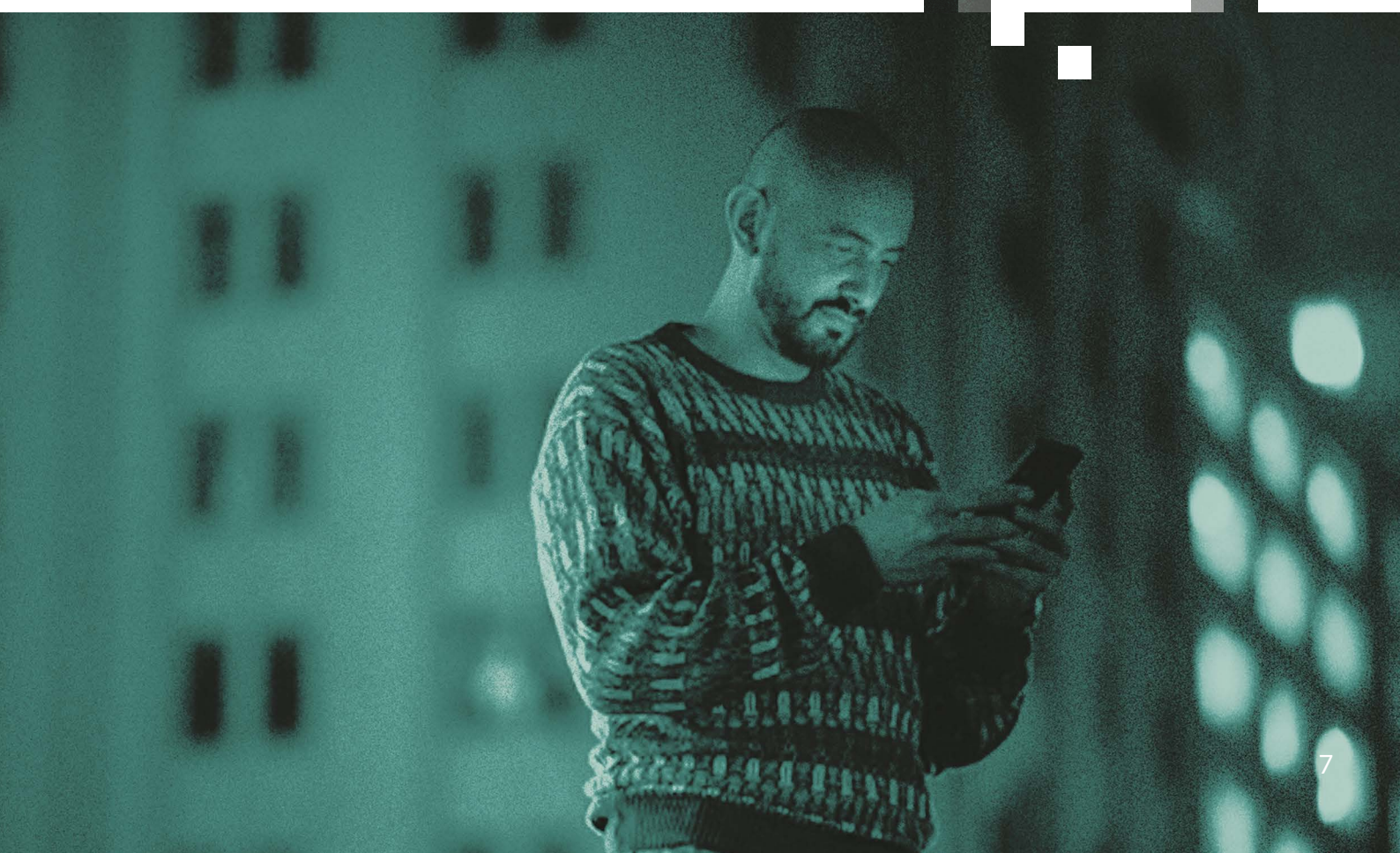
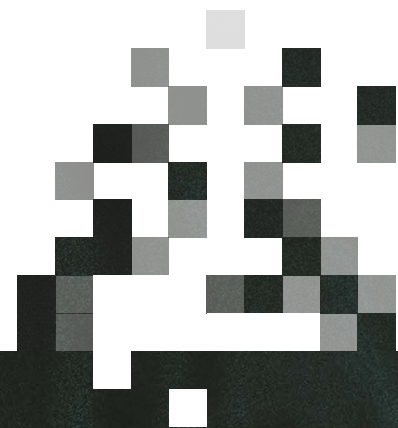
Reiya was developed in 2021, launching in February 2022 and funded by Comic Relief’s Tech for Good fund. Helpline data had identified that 60% of enquiries came to both the Revenge Porn Helpline and Report Harmful Content service out of operational hours, in evenings and at weekends. While both websites contained extensive information on relevant topics and advice on what to do in crisis situations, we were concerned that people in distress might find locating the right information overwhelming. Reiya was developed to provide assistance in navigating the websites for advice whilst ensuring that help was at hand whenever it was needed.

Analysis of the sessions run through Reiya shows that the most common issues searched have remained consistent throughout the year. As with direct reports to the Helpline, users of the chatbot are able to flag multiple issues during their session. In 2025, 15,686 users asked for advice on “Threats to Share Images” online; 17,366 queried “Person Making Threats” and 14,755 asked for information on “Private Images”.

# 20,396

individual sessions run through the Reiya chatbot

**+ 12.3%** YoY



# *How Women Experience Intimate Image Abuse*

Data collected by the Revenge Porn Helpline over more than 11 years has continued to demonstrate how experiences of intimate image abuse vary depending on the gender of the victim. The overall gender breakdown of clients coming to the Helpline looks, on the surface, to be similar: 1,890 women (43.1%) and 1,615 men (36.8%); 914 are not known (20.8%). However, analysing the data to understand how each gender experiences the abuse shows significant differences.

The clearest disparity is in the sharing of intimate images. In 2025, a staggering 98.9% of the images that we reported for removal were of women (averaging over 10 images for every person). This is an astonishing difference compared to men's experience and shows beyond doubt the gendered nature of this abuse.

# 98.9%

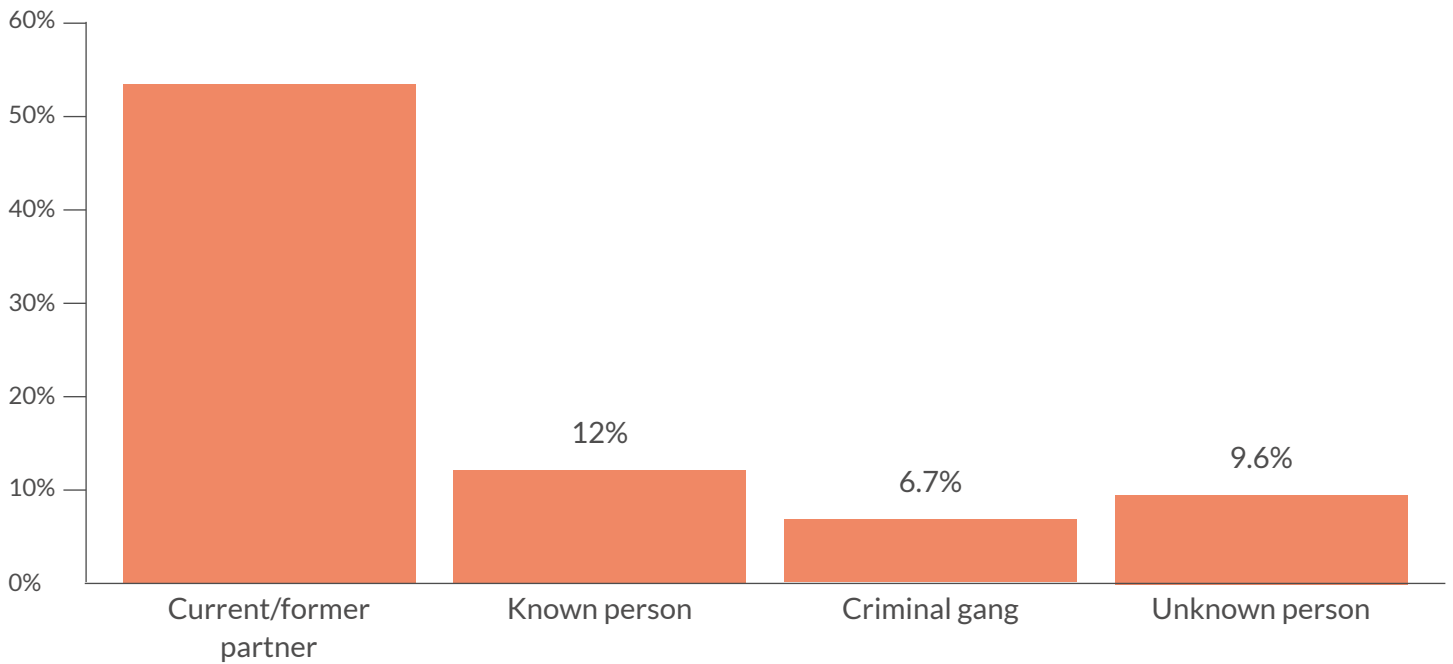
of images reported for removal were of women

Looking at the data of direct clients to the Helpline, we can see the range of experiences that women have alongside issues related to intimate images. Nearly a third of the women who contacted us had had intimate images of themselves shared, and 7% disclosed that they had not had knowledge, nor given consent, for those images to be created in the first place (voyeurism). This information is commonly disclosed as an aside, suggesting that the true prevalence is much higher. Almost 6% of women were experiencing harassment, 2.5% impersonation and almost 12% were being threatened with the sharing of their intimate images.

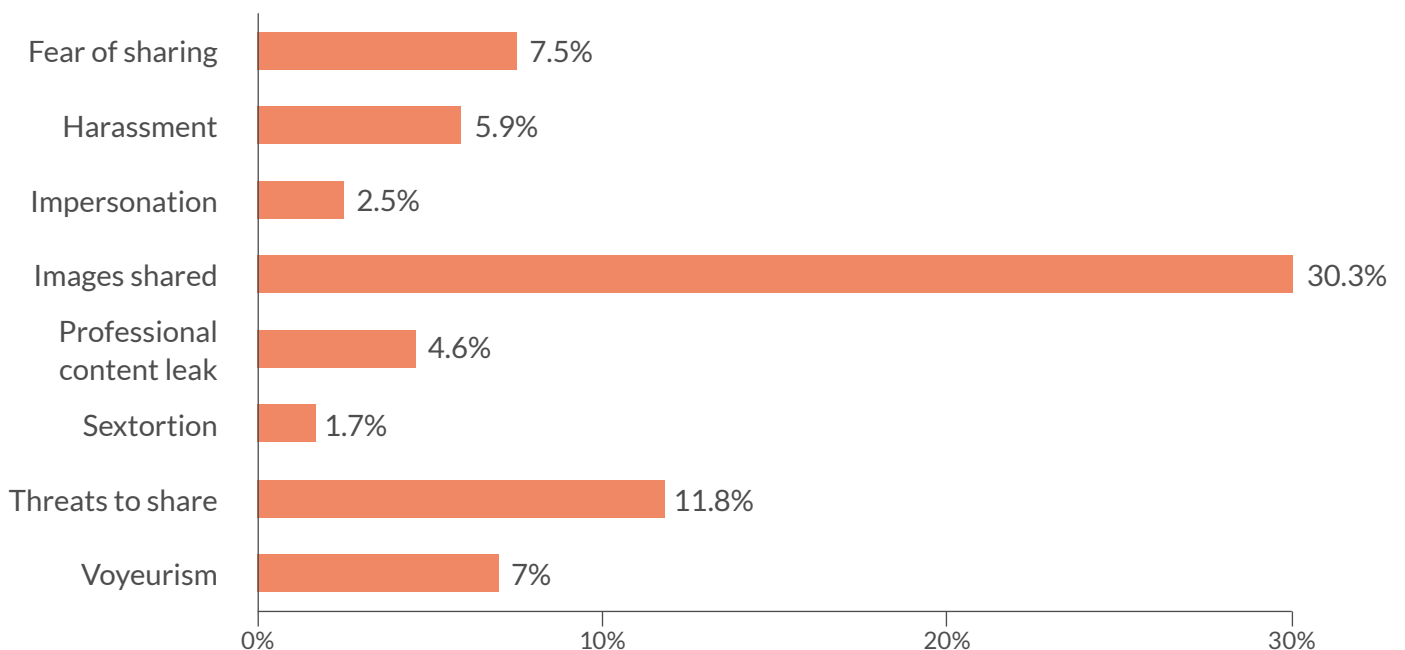
There are further differences when looking at the perpetration of intimate image abuse. Women who contacted the Helpline, who were able to identify the perpetrator, reported that 84.6% were male and only 8.6% were female and 6.7% were a criminal gang. When looking at the relationships between victims and perpetrators, 53.2% were a current or former partner and 12% were a known person.

And, as noted above, it is images of women that make up the vast majority of the content that is reported for removal at 98.9%. Women tend to have more intimate images that have been created of them which are then shared more widely across more sites.

### Who Is The Perpetrator Against Female Victims?



### How Women Experience Intimate Image Abuse



# *How Men Experience Intimate Image Abuse*

As noted in the data on the gender of people that come to the Helpline for advice and support, men represent nearly 37% of the total. However, the problems that they report and for which they need help, are largely different from those reported by women.

The most common form of abuse for which men came to the Helpline for advice was Financially Motivated Sexual Extortion (FMSE), often referred to as “sextortion”. This is a form of blackmail carried out by overseas crime gangs, often based in the Philippines or Nigeria, where the victim is approached by someone online. Conversation quickly becomes flirtatious/ sexual and moves to a video call for sexual activity. Unbeknownst to the victim, their friends/followers’ lists have been captured and the activity has been recorded. Threats follow, that the images will be shared directly to the victim’s friends and followers or uploaded to an adult site unless money is paid, sometimes hundreds or even thousands of pounds.

# 94%

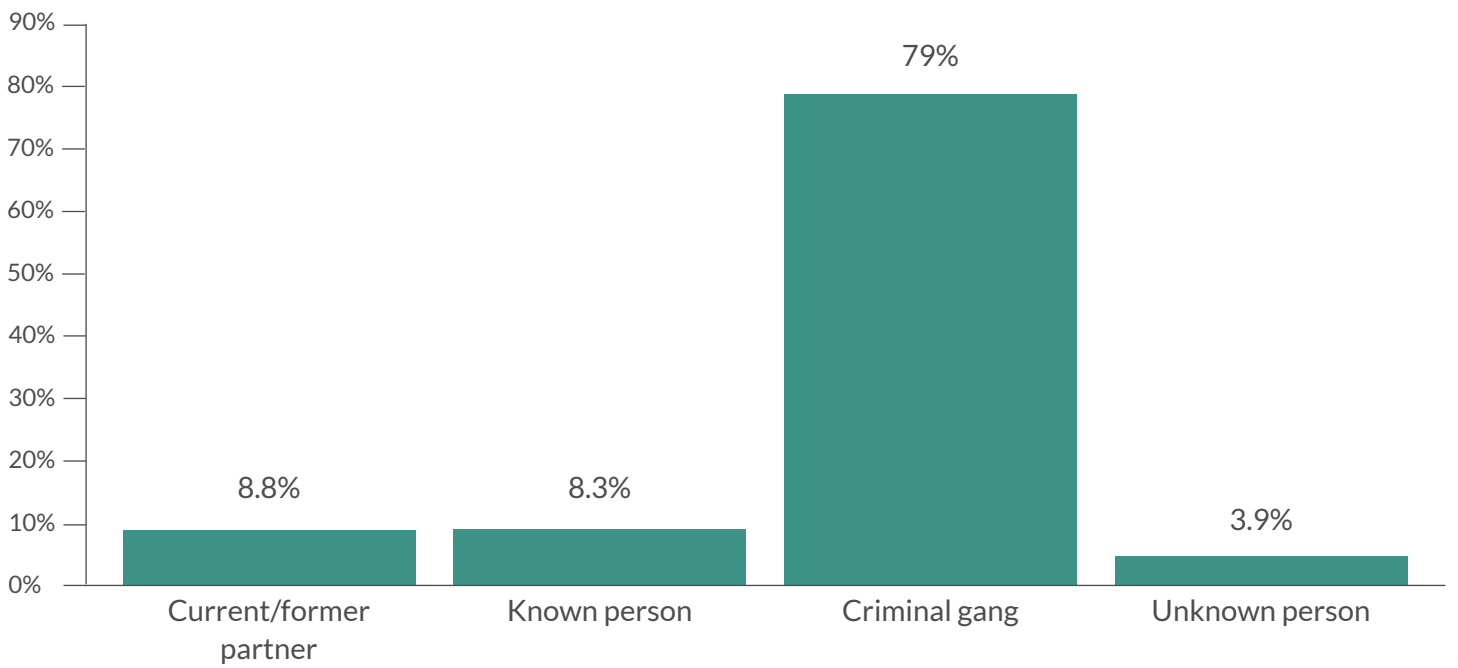
of those coming to the Helpline for advice regarding FMSE were male

Reports of FMSE to the Helpline made up 24% of all direct cases (1,059) representing a drop in both number (from 1,163 in 2024) and proportion of cases (28.3% in 2024). It is hard to identify the reason for the reduction in prevalence of FMSE but we hope that increasing awareness of such criminal activities by campaigns from government, policing and other agencies are starting to have an impact. FMSE can be devastating for those who experience it, causing deteriorating mental health, damaged personal relationships and professional standing.

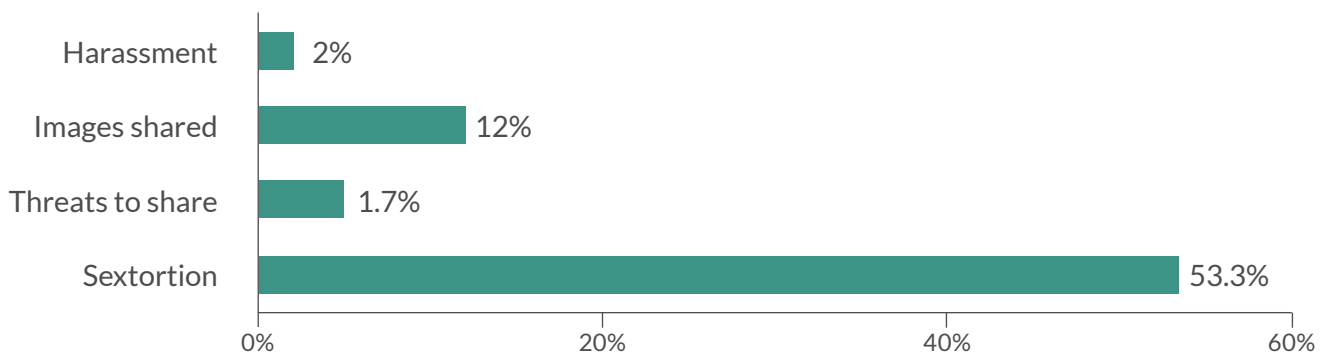
FMSE is a form of intimate image abuse predominantly affecting men: in 2025, 94% of those coming to the Helpline for advice regarding FMSE were male and 53.3% of all male clients were getting in touch about FMSE. 12% of men getting in touch reported images being shared and 5% reported they were being threatened with the sharing of intimate images (separate from FMSE).

Turning to the perpetrators of intimate image abuse against male victims, the pattern again differs from the abuse experienced by women. Where both the gender of client and perpetrator were known, 82.6% were recorded as a criminal gang (compared to 84% in 2024), directly relating to the high proportion of men experiencing FMSE. 8.6% of perpetrators were recorded as female and 8.6% male. Looking at who the perpetrator was, rather than their gender, alongside the prevalence of criminal gangs noted above, 8.8% of perpetrators against male victims were a current or former partner and 8.3% were a known person.

### Who Is The Perpetrator Against Male Victims?



### How Men Experience Intimate Image Abuse



# Voyeurism

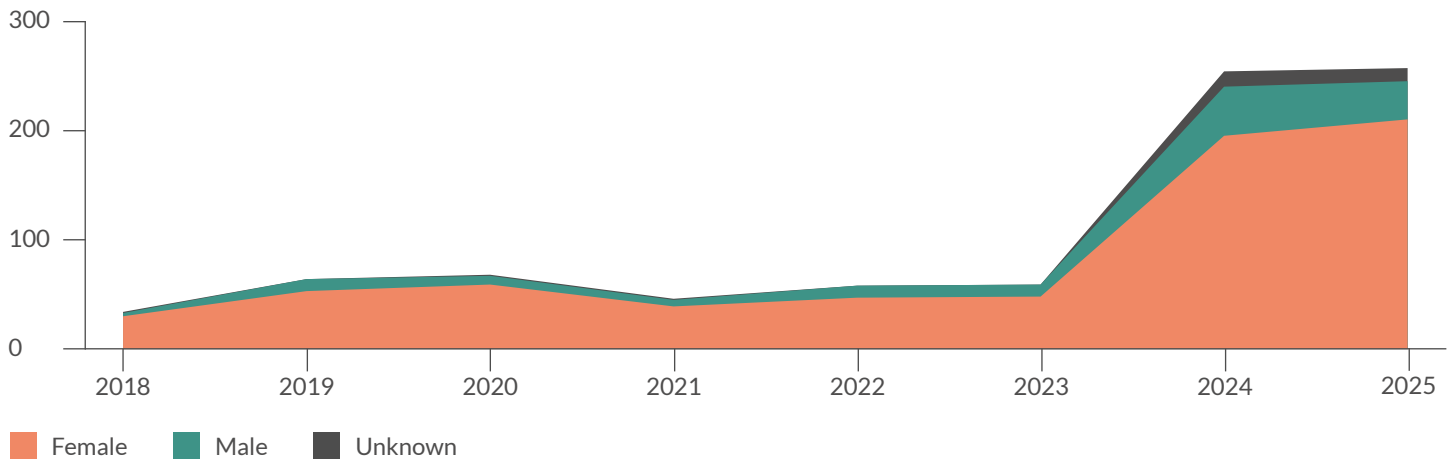
Voyeurism is the recording or viewing of someone doing a “private act”, usually being naked or engaging in sexual activity, with the intention of sexual gratification, either their own or somebody else’s. In practice, this is usually seen on the Helpline as someone looking for help with intimate images being shared without their consent but remarking that they didn’t even know the

images had been created. Awareness that recording someone in this way is a serious sexual offence still appears to be low, raising concerns that it is much more prevalent than we know. Reports of voyeurism have increased sharply since 2024, more than quadrupling between 2023 and 2024, with similar numbers in 2025. Women are disproportionately affected by this abuse, with nearly

82% of victims of voyeurism coming to the Helpline being female, a rise from 76.7% in 2024.

Where perpetrators of voyeurism are known, female victims have reported in 82% of cases that their perpetrator was male while male victims have reported that 37% of perpetrators are male and 31% are female (the rest are unknown).

## Reports Of Voyeurism Per Year From 2018-2025



# Synthetic Sexual Images

Reports of the sharing of synthetic sexual images rose slightly in 2025 to 63 from 58 in 2024. But these figures do not reflect the likely reality of this harm. The behaviour appears to have different drivers from the sharing of genuine images, including the seeking of approval from peers and a desire to create the “best” content as well as sexual

63

Number of reports of the sharing of synthetic sexual images in 2025

gratification. This inevitably means that victims are often unaware that such content has been created and are therefore unable to report it.

# Reported Content

At the time of writing, the Helpline had reported 20,841 images for clients that came to us in 2025. In addition, the Helpline continued to report images for cases that started before 2025, in total, a further 4,165 images. So far, over 94% of these images have been removed.

Images continue to be shared across a wide range of locations. Most common is general adult content websites (26.8%), a clear indication of the way such images are replicated across multiple platforms requiring repeated reporting. The next largest locations are Emails/texts/WhatsApp and Instagram, both at 8.4% followed by Telegram at 7.4% and X at 6.2%. However, if private channels (emails, direct messaging etc) are combined, they make up 19.6% where Instagram public is 8.4% and Facebook public is 6.5%. The whole picture, however, demonstrates that intimate images are shared without consent across the whole ecosystem of online spaces, both public and private, and therefore protective and preventative measures need to be equally comprehensive to reduce harm.

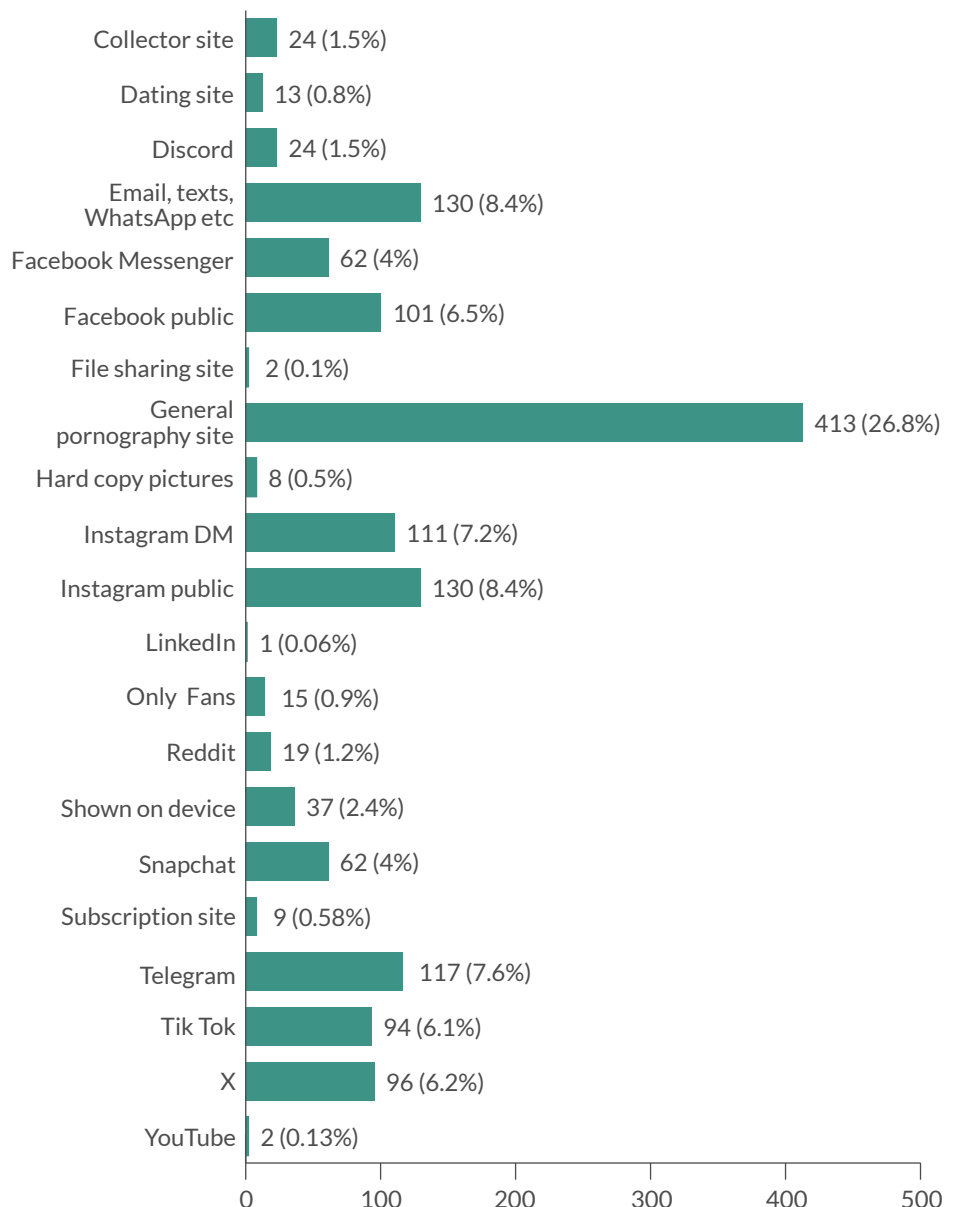
## Reporting to the police

The Helpline will always encourage someone to report what has happened to the police if we believe that a criminal offence has been committed though we understand that this is not the right course of action for everyone. Criminal justice processes can be lengthy and traumatic to experience, and many

people simply want their images to be removed from the internet so that they can move on. But of those that have already reported to the police when they contact us, many have unfortunately reported negative experiences.

Of the 320 clients that told us they had reported to the police, 244 (76%) reported that it was a negative experience either because of the unsympathetic response they received, inaction by the police or victim-blaming language.

## Locations Of Images Shared



# Signposting

One of the key things that Helpline Practitioners do for the people that come to us is to give details and signpost them to other services who may be of benefit to them in their particular circumstances. This is because, for many victims of intimate image abuse, the sharing of images is often part of a wider pattern of abuse that they are experiencing and may require other specialist support. We work hard to build effective relationships with services across the sector to ensure that we understand them enough to signpost effectively and appropriately. We are grateful to

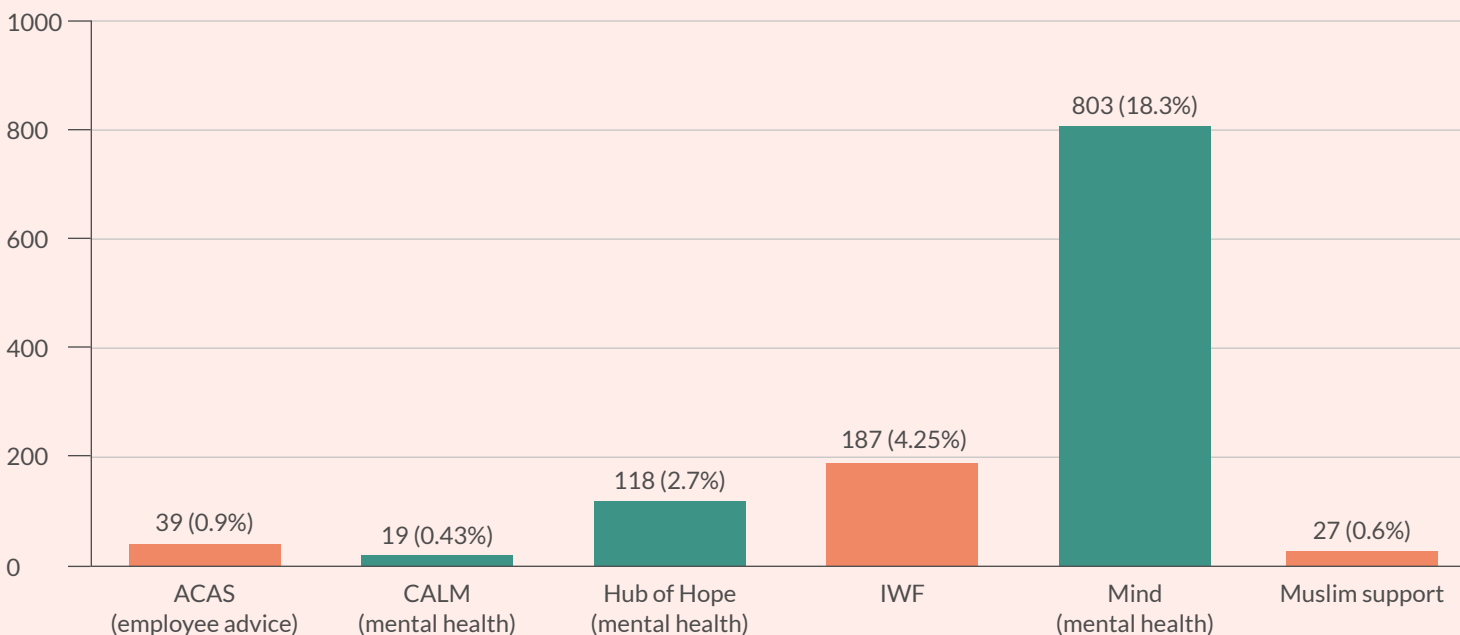
our friends at the National Stalking Helpline, Refuge, Karma Nirvana, Galop and many others for helping us to offer the comprehensive support that is necessary for victims and survivors.

The most common signpost was to a service offering mental health support for the emotional and psychological harm of intimate image abuse (in total 23%). We also signposted to legal advice services in 14% of cases and our own preventative StopNCII.org tool in 22.5%.

# 22.5%

Of cases signposted to our own preventative tool StopNCII.org

## Number Of Cases Signposted



■ Values used to calculate total mental health support

# Impact On Clients

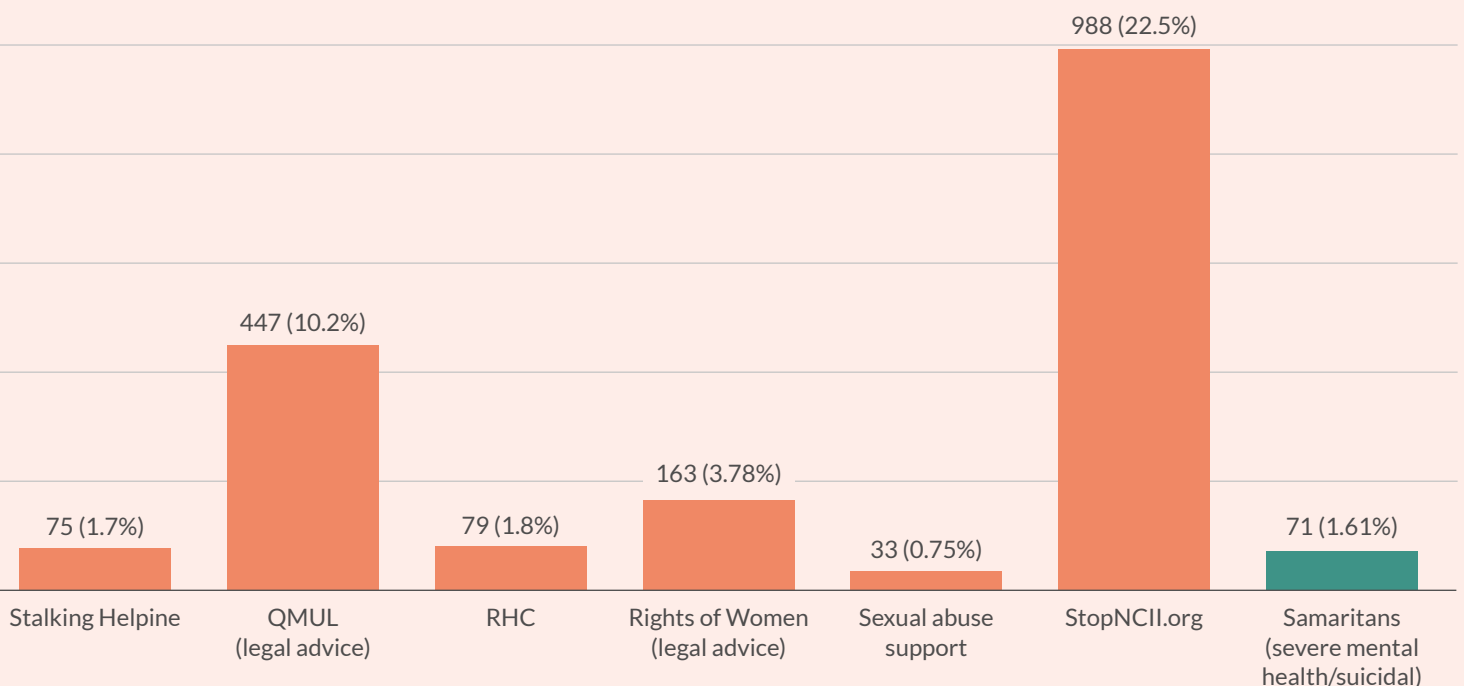
In 2024, the Helpline started to collect data on the impacts of intimate image abuse. Comparing the data collected in 2025 to the previous year, we see that reports of worsening pre-existing mental health conditions continued to be high at 225 reports compared to 111 the previous year. Suicidal ideation was reported 50 times, compared to 83, depression 11 times and paranoia 18 times.

There continued to be impact on all areas of people’s lives with job disruption reported 36 times, financial impacts 13 times and relationship breakdown 25 times.

There were also 39 reports relating to culturally sensitive images compared to 35 reports in 2024. This relates to cases where someone has reported images to the Helpline for removal that don’t meet the legal standard in the UK for an intimate image. This is because the images often show something culturally intimate (for example, a woman with a bare head who would usually be wearing a hijab). It is important that we recognise that definitions of intimacy vary between countries, religions and cultures and solutions to these forms of abuse need to be inclusive and supportive of all.

# 225

Clients reported the worsening of pre-existing mental health conditions



# *Revenge Porn Helpline Activities*

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## Legislative Changes

2025 saw significant momentum in building a legislative and regulatory framework that provides effective support to victims of intimate image abuse. In 2024, Parliament's Women and Equalities Committee had begun an inquiry into responses to the abuse in law, new regulation by Ofcom under the Online Safety Act and from platforms. The Revenge Porn Helpline contributed significant data and insights to the inquiry both in writing and orally in a public evidence session. In March 2025, they published their report, and in May, the Government published their response, rejecting almost all of the Committee's recommendations.

In June 2025, the Data (Use and Access) Act received Royal Assent. Key amongst its provisions was, at section 138) an amendment to the Sexual Offences Act 2003 making it a criminal offence to "create a purported intimate image" without the consent of the person in the image. This amendment was conceived and fought for by Baroness Owen of Alderley Edge who worked with survivors, activists and support services across the VAWG sector to make it against the law for someone to use a person's image to create sexual or nude fake images without their permission. Crucial to the debate was the principle, to quote Baroness Owen, "The baseline should always be a woman's consent; there is nothing more important." However, despite

this, the provision was not brought into force until February 2026.

Throughout 2025, Parliament saw the progression of the Government's substantial Crime and Policing Bill (now Act). The Revenge Porn Helpline, alongside many campaigners across the sector including the End Violence Against Women Coalition, Professor Clare McGlynn, #NotYourPorn and Refuge, had been arguing for more effective means to support victims and survivors of the sharing of intimate images. Specifically, the Helpline had been asking for measures to tackle images that remain online when platforms, mostly based overseas, refuse to comply with takedown requests. Child Sexual Abuse Material (CSAM) and terrorist content can be removed from view even if platforms do not take it down but, because of its status in law, NCII cannot.

With support from the Helpline, the Women and Equalities Committee had made recommendations (see above) to address this, but they were rejected by Government. We therefore worked with Baroness Owen in the House of Lords on a series of amendments that would address the issue. By the end of 2025, negotiations with Government were ongoing and by April 2026, agreement had been reached. At the time of writing, the Crime and Policing Act has

received Royal Assent and includes amendments mandating the hashing of NCII, mandating the sharing of those hashes across industry and the creation of an NCII Register of confirmed NCII with an evaluation of how best those images can be removed and reduce the extensive harm caused by repeated sharing and resharing.

## Global Clearing Centre

The Revenge Porn Helpline started work with the Foreign, Commonwealth and Development Office (FCDO) on a new pilot project to provide a global clearing centre for NCII content. Available to NGOs across the world, the global clearing centre looks to create an improved response towards removing NCII content across the world.

To coincide with this, the Global Clearing Centre is supported by the development of a Model National Response (MNR) framework, creating a network of shared best practice and international collaboration in the response towards intimate image abuse.

We provide training and support to the participating NGOs throughout the programme to upskill them and increase their understanding of NCII abuse whilst supporting them to access and use the StopNCII system to respond and remove NCII content through hash matching and URL sharing.

# In 2025...

## Working with the Police

Our data shows that only 4% of those who contact us go on to report their abuse to the police. This reflects a lack of confidence in the reporting process and concerns about privacy, stigma, and victim-blaming attitudes. To address this, we are continuing to work closely with police partners to improve how cases are reported and handled, including exploring technologies such as image hashing to reduce the need for victims to reshare intimate images and to support faster content removal. While reporting to the police is always a personal choice, we are committed to ensuring that those who do come forward feel heard, protected, and supported.

## Events

NCII Summit New York March 2025

NCII Summit London September 2025

## Media

A day with the Revenge Porn Helpline: 'You can sense the callers' desperation' – **The Guardian**

Revenge porn victim 'constantly paranoid' after topless images shared online – **BBC**

Record numbers of women in Scotland are victims of fake image 'revenge porn' – **The Times**

Revenge porn linked to rise in sex offence reports - **BBC**

Why reports of image-based abuse are surging by 57% every year, according to a revenge porn charity – **Women's Health**

Revenge porn: Victim support in NI 'not good enough' - **BBC**

Online forums being used to trade explicit images of local women, says charity – **The Guardian**

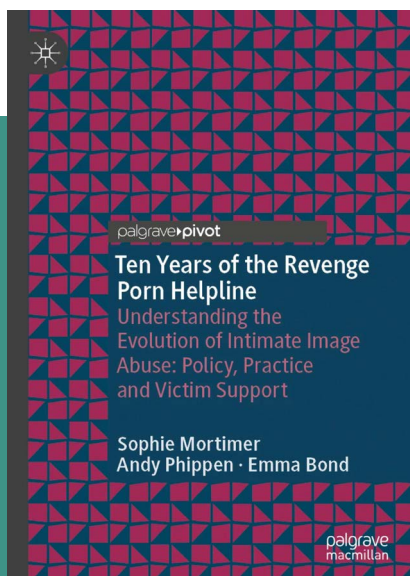
'Revenge porn' abusers allowed to keep devices with explicit images – **The Guardian**

'Would love to see her faked': the dark world of sexual deepfakes – and the women fighting back – **The Guardian**

## Awards

In 2025, the Revenge Porn Helpline was announced as Helpline of the Year at the annual Helpline Partnerships Awards

SWGfL was awarded special consultative status with the United Nations Economic and Social Council



## Ten Years of the Revenge Porn Helpline

February 2025 marked the tenth anniversary of the Revenge Porn Helpline as well as the anniversary of the original criminalisation of the sharing of intimate images without consent. This pivotal moment was marked by the publication of *Ten Years of the Revenge Porn Helpline*, by Sophie Mortimer, then manager

of the Revenge Porn Helpline and Professor Andy Phippen from Bournemouth University. The book reflects on the policy and practice surrounding intimate image abuse for the previous ten years and looks ahead to how the ecosystem needs to evolve to reduce the ongoing harm.

# Glossary

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**Case:** Direct contact with the Helpline through telephone or email

**CSAM:** Child Sexual Abuse Material

**FMSE:** Financially Motivated Sexual Extortion, also known as “sextortion”. A form of blackmail used by overseas crime gangs to acquire intimate images from someone which are then used for the purpose of extorting money.

**IIA:** intimate image abuse

**NCII:** Non-Consensual Intimate Image

**NCVPP:** National Centre for Violence Against Women and Girls and Public Protection (part of the National Police Chiefs Council)

**OSA:** Online Safety Act

**Reiya:** website chatbot

**Reports:** overall, combining requests received from the chatbot and the Helpline contact points

**“Revenge porn”:** an outdated phrase referring to the sharing of intimate images without consent by a current or former partner. Now referred to as intimate image abuse.

**Revenge Porn Helpline (RPH):** also referred to as ‘the Helpline’

**SWGfL:** South West Grid for Learning

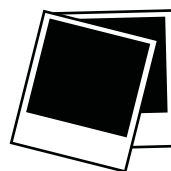
**VAWG:** Violence Against Women and Girls

*“We’ve made real progress, but the system is still too slow, too fragmented, and too difficult for those affected. We need a coordinated response, from platforms, policymakers and law enforcement, to truly tackle this harm.”*

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Sophie Mortimer  
Head of Support Services at SWGfL

**Website:** [revengepornhelpline.org.uk](https://revengepornhelpline.org.uk)  
**Email:** [help@revengepornhelpline.org.uk](mailto:help@revengepornhelpline.org.uk)  
**X (Twitter):** @RPhelpline  
**Instagram:** @rphelpline



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