



SPOTLIGHT ON SAFEGUARDING

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New law on AI-generated indecent images: What parents/carers need to know

A new UK law has come into effect making it illegal to create or request the creation of non-consensual (without consent) intimate images using artificial intelligence (AI). This includes images that show individuals in sexualised or nude scenarios without their consent, even if the images are entirely fake. The law specifically targets AI-generated content that could be used to harass, bully or exploit individuals, including children.

Why this matters for parents and carers

Today, AI tools are easily accessible for children and there is a growing risk that young people might misuse these technologies to create inappropriate images as pranks or forms of cyberbullying. This can have severe emotional impact on victims and legal consequences for those using the tools. It's crucial for parents and carers to understand these risks and communicate effectively with their children about the responsible use of technology.

It's important to recognise that AI-generated images don't have to be sexual to cause real harm. Some young people have used AI to create fake images of others in embarrassing or upsetting situations, for example, making it look like someone is crying, failing at something or behaving in a way that could damage their reputation. Even if the image is obviously fake, it can still spread quickly and lead to humiliation, anxiety and social isolation. The emotional impact can be very serious.

Parents and carers should talk to their child about the wider risks of misusing AI, not just the legal side but also how it can hurt people. Encourage your child to think about how they treat others online and to speak to you or a trusted adult if they see or experience image-based bullying. Remind them that creating or sharing fake images to mock or upset someone is not harmless; it can have lasting consequences for everyone involved.