



THE
BACHCHAO
PROJECT

**SOMEONE HAS
UPLOADED A PICTURE/
VIDEO OF ME ONLINE
WITHOUT MY CONSENT.
WHAT CAN I DO?**

LAST UPDATED JULY 2025

AUTHOR'S NOTE

Content once uploaded is very hard to remove. Even if not visible on platforms in most popular social media platforms it is already a part of their data chain. If it is in your control, it always the best to avoid uploading content online if it is not intended.

If an image or video is uploaded non consensually, it's important to remember to be kind to yourself. It's not on you and there are still things you can do to protect yourself and fight for justice.

This resource hopes to provide ways to navigate the situation and help you make decisions. It applies to Facebook, Instagram, Whatsapp and Bumble in India.

From our experience, this can be a hard fight. We recommend that you to reach out to people you trust and organisations which can help if you are in such a situation. You are not alone and there are people who care about you, including us.



01

MY FRIEND / ACQUAINTANCE HAS UPLOADED A PICTURE OF ME ONLINE WITHOUT ASKING ME, WHAT CAN I DO?

ALTERING VISIBILITY & TAGGING

Tagging and sharing increases the visibility in any platform.

- Removing tags considerably reduces the visibility. Here are ways to do it -

Facebook:

<https://www.facebook.com/help/140906109319589/>

Instagram:

<https://help.instagram.com/178891742266091/>

- Instead of removing tags it is also possible to reduce visibility by hiding photos on your timeline and controlling who it is visible to

Facebook:

<https://www.facebook.com/help/267508226592992/>

Instagram:

<https://help.instagram.com/194153147399441/>

REMOVING PICTURES FROM PLATFORMS

- The best way to remove pictures from a platform is asking for removal from source. So ask your friend/ acquaintance to remove the picture. Mention you are uncomfortable with your pictures being posted and they must remove it.
- Platforms will be able to help private individuals (some platform have additional rules for public figures) if the pictures violate community standards which means
 - If the pictures are posted with an intend to harm an individual or incite violence on them
 - If the picture is meant to demean you
 - If the picture is used to impersonate you

In these cases considering reporting on posts or stories through report settings if removal is not done by the author



02

**A STRANGER HAS
UPLOADED A
PICTURE/VIDEO OF ME
ONLINE, WHAT CAN I DO ?**

ALTERING VISIBILITY & TAGGING

Tagging and sharing increases the visibility in any platform.

- Removing tags considerably reduces the visibility. Here are ways to do it -

Facebook:

<https://www.facebook.com/help/140906109319589/>

Instagram:

<https://help.instagram.com/178891742266091/>

- Instead of removing tags it is also possible to reduce visibility by hiding photos on your timeline and controlling who it is visible to

Facebook:

<https://www.facebook.com/help/267508226592992/>

Instagram:

<https://help.instagram.com/194153147399441/>

- Consider changing your tagging settings to opt who can tag you

Facebook:

<https://www.facebook.com/help/226296694047060/>

Instagram:

<https://help.instagram.com/496738090375985/>

REMOVING PICTURES FROM PLATFORMS

- The best way to remove pictures from a platform is asking for removal from source. Reach out to the individual or page and request for removal.
- Platforms will be able to help private individuals (some platform have additional rules for public figures) if the pictures violate community standards which means
 - If the pictures are posted with an intend to harm an individual or incite violence on them
 - If the picture is meant to demean you
 - If the picture is used to impersonate you

In these cases, considering reporting on posts or stories through report settings. Also consider reporting on cybercrime portal.



03

A HOSTILE ACQUAINTANCE HAS UPLOADED A PHOTO OF ME TO HURT ME, WHAT CAN I DO ?

FIRST STEP: SECURE YOUR ACCOUNTS

We are sorry this happened to you. We recommend you to reach out to trusted loved ones for support to start with. Here are some of the small first steps that will help with securing you.

- Please change your passwords on personal social media, communication and financial accounts to a stronger password. Here is a video on how to create a stronger password - <https://youtu.be/aEmF3lylvr4>
- This will prevent further access to your accounts or information to your abuser incase they have any access to these.
- If you have lost access to your account we recommend that you try recovery and if that fails please check the section below on reaching for additional support
- Add more recovery options to your account and remove any potential recovery options that may be controlled by the abuser
- Add login notifications to your account to know if someone else has logged in.
- Add a two factor authentication to your account.

- Secure timeline and sharing by changing your privacy settings

Facebook:

fb.me/PrivacyCheckup

Instagram:

<https://help.instagram.com/196883487377501/>

SECOND STEP: DOCUMENT THE PICTURES OR VIDEO POSTS

Once you have done first steps if you are still able to work we recommend documenting the posts.

- Take screenshots of the posts and store them offline

Facebook provides detailed instructions on how to take screenshots:

facebook.com/help/225186287544704

- Make backups of the screenshots on a secure storage device and if possible share a copy with another trusted person.
- Make notes on dates and times of these posts in case there are multiple posts.
- Write down the details as much as you remember of the incident and any interactions with the person.

THIRD STEP: CONSIDER REPORTING

Reporting may not lead to resolution in all cases. We also understand its time consuming and sometimes a financial strain.

Reporting with platforms is still important as it helps to remove content in cases where community standards of platforms are clearly violated.

Reporting on platforms or through law enforcement also strengthens your documentation on harassment. Unfortunately, sometimes reporting is the only way to demonstrate how serious harassment has been.

Reports can be offline and online.

- Cyber crime portal can be used to make anonymous and trackable complaints especially harassment against women and children.

<https://cybercrime.gov.in/>

- Cyber Crime Helpline can also be used to make these complaints – **1930**
- Reporting on platforms.

- One can also report capture and transmission of images and sextortion in a local police station under Section 66E of IT Act and Section 48 of BSA
- At your local police station and speak to the cyber help desk/ go to the cyber crime cell if you have it in your city.

FOLLOW UP FOR OFFLINE REPORTS

These are some additional steps one can follow to ensure strict and prompt action is taken for your offline reports

- File an FIR parallel to the cyber crime online complaint.
- Track your online complaints to ensure it has reached FIR stage.
- If not contact 1930 to get a follow up on your complaints.
- If the police station refuse to register one can also call the cyber crimes department to report at state level.

https://cybercrime.gov.in/Webform/Crime_NodalGrivanceList.aspx

- Ensure to ask your friends also to report the post on whichever platform the post is made.

WHAT DOES THE LAW SAY ?

Here are some of the provisions of law that would apply to usage of images or videos without consent. But we recommend consulting a lawyer to find provisions and tactics which better suit your case.

- Section 66E of the IT Act (The Information Technology Act, 2000) penalizes the capture, publishing, or transmission of an image or video of the private area of a person without that person's consent, under circumstances violating her privacy.
- Section 48 of the Bharatiya Sakshya Adhinyam, 2023 (BSA) (Character of Woman) states that if consent is in question, evidence of the victim's character or past sexual experiences with anyone will not be considered relevant in determining consent.
- Section 79 of the BNS (Word, Gesture or Act Intended to Insult Modesty of a Woman)
- Section 75 of the BNS (Sexual Harassment)
- Section 77 of the BNS (Voyeurism)

REPORTING ON PLATFORMS



Bumble

<https://bumble.com/en/help/how-can-i-report-someone>



Facebook

<https://www.facebook.com/help/1753719584844061/>



Instagram

(Instagram allows reports if you are not it too)

<https://help.instagram.com/contact/383679321740945>



Whatsapp

<https://faq.whatsapp.com/414631957536067/>

Most platforms have trusted partners* who can offer more support for such circumstance. It is recommend to find a trusted partner who can help you through the reporting process.

**** trusted partner is a organisation chosen by platforms to support people resolve issues on platforms by providing access escalation and direct communication with platform policy teams***

FOURTH STEP: DELETING THE CONTENT ONLINE

Besides reporting on the platforms. One can also try deleting the shared pictures from search engines

Google Search supports removal of images here -

<https://support.google.com/websearch/answer/6302812>

DeleteMe is a platform that can help remove content from search engines.

<https://www.deleteme.com/search-engine-removal/>



CREDITS



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