

UK Government Demands Musk's X Tackle Grok AI Deepfakes

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London, January 06 – The UK government has called on Elon Musk's platform X to urgently address the misuse of its AI chatbot Grok, which has been used to create non-consensual sexualized images of women and girls.

Technology Secretary Liz Kendall described the situation as “absolutely appalling” and emphasized that the proliferation of such degrading images cannot be tolerated. Kendall fully supports regulator Ofcom, which has made urgent contact with xAI to investigate Grok's production of “undressed” or sexualized images.

Grok, a free AI assistant with optional premium features, responds to user prompts and can edit uploaded images. Users have exploited the tool to manipulate pictures of women without consent, generating sexualized content. Victims have described the experience as dehumanizing, with some expressing fear for their personal safety. In response, X stated it takes action against illegal content, including child sexual abuse material, by removing content, suspending accounts, and collaborating with law enforcement. “Anyone using or prompting Grok to make illegal content will face the same

consequences as if they uploaded illegal material themselves,” X said. Kendall stressed that this is not about restricting free speech but enforcing the law. Intimate image abuse and AI-generated sexual content are now priority offences under the Online Safety Act, obliging platforms to prevent and swiftly remove such content. Political and European authorities have echoed Kendall’s call for urgent action, emphasizing that companies must be accountable for the AI tools they deploy.

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