

STRICTLY PRIVATE AND CONFIDENTIAL

## AI MONITORING: PROTECTING PROFESSIONAL PLAYERS / ATHLETES / BRANDS SITUATION ANALYSIS & ADVICE: AI-GENERATED IMAGES OF CONCERN

### BACKGROUND

- AI pornography has been on the rise, and most recently been supercharged by the latest iteration of X's AI assistant Grok which has a “spicy” mode
- This has made it easier for users to generate images on platform, (whereas previously they had to use separate services to copy them onto X)
- Users have been replying to images of players / athletes with a simple prompt often requesting clothes to be removed or changed into high nudity alternatives (underwear, bikinis etc)
- Our analysts have been detecting and reporting instances of this to X who are aware of the issue and have removed a significant volume of these. We are proactively discussing the issue with them and other impacted platforms over how this can be best tackled
- Whilst this is an evolving issue, we have been updating the terminology that we are monitoring for to maximise the volume of this content that is being picked up by Threat Matrix and continue to work with X to remove these
- X have publicly stated that this was a lapse in safeguards which they claim has now been fixed. Elon Musk has also announced that users sharing such materials will face the same consequences as if they had generated it themselves
- The veracity of the fix claims remains to be seen, however Grok has noticeably stopped auto replying to prompts requesting undressing images since Jan 4<sup>th</sup> 2026, but other similar requests such as turning images into bikini photos (or similar) of individuals are still getting through
- Whilst a complete resolution of the issue is evolving as X updates rules and the Grok product, there are steps that can be taken to protect your accounts and persons under your care in the meantime. Please see recommendations (right)

### RECOMMENDED ACTION

Turn off the ability for Grok to use your images and posts, on any official channels. We would also recommend passing this on to athletes, staff or officials who are active on X. The steps to do this are below:

1. Open X: Go to Settings
2. Click “privacy and safety”
3. Click “Grok & 3<sup>rd</sup>-party Collaborators”
4. Turn all toggles OFF

