

PhotoDNA & PhotoDNA Cloud Service

PhotoDNA

Microsoft believes its customers are entitled to safer and more secure online experiences that are free from illegal, objectionable and unwanted content. PhotoDNA is a core element of Microsoft's voluntary business strategy to protect its customers, systems and reputation by helping to create a safer online environment.

- Every single day, there are over 1.8 billion unique images uploaded and shared online. Stopping the distribution of illegal images of sexually abused children is like finding a needle in a haystack.
- In 2009 Microsoft partnered with Dartmouth College to develop PhotoDNA, a technology that aids in finding and removing some of the "worst of the worst" images of child sexual abuse from the Internet.
- Microsoft donated the PhotoDNA technology to the National Center for Missing & Exploited Children (NCMEC), which established a PhotoDNA-based program for online service providers to help disrupt the spread of child sexual abuse material online.
- PhotoDNA has become a leading best practice for combating child sexual abuse material on the Internet.
- PhotoDNA is provided free of charge to qualified companies and developers. Currently, more than 50 companies, including Facebook and Twitter, non-governmental organizations and law enforcement use PhotoDNA.

PhotoDNA Technology

PhotoDNA technology converts images into a greyscale format with uniform size, then divides the image into squares and assigns a numerical value that represents the unique shading found within each square.

- Together, those numerical values represent the "PhotoDNA signature," or "hash," of an image, which can then be compared to signatures of other images to find copies of a given image with incredible accuracy and at scale.
- PhotoDNA technology can't be used to identify a person or object in an image. It is not facial recognition software. A PhotoDNA hash is not reversible, and therefore cannot be used to recreate an image.
- Microsoft has provided PhotoDNA for free to help fight online child exploitation.
- PhotoDNA is limited to photos at this time.
- PhotoDNA is only used to identify child sexual abuse materials. Microsoft has additional technologies, better suited for other scenarios.

PhotoDNA Cloud Service

[PhotoDNA Cloud Service](#) leverages the speed, security and efficiency of the Microsoft cloud to help detect, report and disrupt the distribution of child sexual abuse materials in an online environment.

- PhotoDNA Cloud Service runs on Azure and is provided free of charge to qualified companies and developers. It is not available to law enforcement at this time.
- PhotoDNA Cloud Service is specifically limited to scanning unknown content to detect illegal images.
- For U.S.-based customers, the PhotoDNA Cloud Service provides an API to submit reports to the National Center for Missing and Exploited Children. Internationally based customers will need to determine how to submit reports on their own.

Additional Resources

[PhotoDNA Cloud Service](#)

[DCU Newsroom](#)

[National Center for Missing and Exploited Children](#)