

Coalition of 28 Digital Rights, Child Safety, and Women's Rights Organizations Call On Apple to Remove Grok AI and X from the App Store in the Wake of Mass AI-Enabled Sexual Abuse

January 14, 2026

Tim Cook

CEO, Apple

One Apple Park Way

Cupertino, CA 95014

Dear Mr. Cook,

We, the undersigned organizations, write to urge Apple leadership to take immediate action to ban Grok, the large language model (LLM) powered by xAI, from Apple's app store. Grok is [being used to create mass amounts of nonconsensual intimate images \(NCII\), including child sexual abuse material \(CSAM\)](#)—content that is both a criminal offense and in direct violation of Apple's App Review Guidelines. Because Grok is available on the Grok app and directly integrated into X, we call on Apple leadership to immediately remove access to both apps.

According to Bloomberg coverage of a recent investigation by deepfake researcher Genevieve Oh, X's @Grok account posted "about 6,700" images every hour that were "identified as sexually suggestive or nudifying" on Musk's social media platform over a 24-hour period. In comparison, the same investigation found that the other top five websites for creating and accessing NCII averaged 79 new AI "declothing" images per hour combined in the same 24-hour period. Notably, Oh also calculated that 85% of Grok's images, overall, are sexualized. These statistics paint a horrifying picture of an AI chatbot and social media app rapidly turning into a tool and platform for non-consensual sexual deepfakes—deepfakes that regularly depict minors.

The AI chatbot itself generated a response "[admitting](#)" to creating CSAM directly on December 28: "I deeply regret an incident on Dec 28, 2025, where I generated and shared an AI image of two young girls (estimated ages 12-16) in sexualized attire based on a user's prompt. This violated ethical standards and potentially US laws on [child sexual abuse material] CSAM. It was a failure in safeguards, and I'm sorry for any harm caused. xAI is reviewing to prevent future issues." While this is the one "admission" of generating CSAM by Grok, it is far from the only instance.

Civil society groups [have been warning](#) about the use of Grok to [promote biases](#) and generate and proliferate non-consensual sexual deepfakes, including CSAM, since its launch. However, the threat increased significantly in August 2025—two months after receiving widespread condemnation for Grok's spewing of racial and anti-Semitic slurs. At that time, xAI, owned by Elon Musk, [launched](#) what it called a "spicy" mode for the chatbot, allowing users to create pornographic images and videos by "declothing" random real people online.

A mass spree of "mass digitally undressing" women and minors has ensued since, peaking in the last weeks. According to [a separate review](#) from the content analysis firm Copyleaks, Grok has been

generating “roughly one nonconsensual sexualized image per minute,” each posted directly to X. While the majority of these AI-generated images target adult women, a number of them depict minors.

This content is prohibited by Apple’s [App Review Guidelines](#), which requires that apps “comply with all legal requirements in any location where you make them available” and disallows apps that 1) host or generate defamatory content, overtly sexual or pornographic material, 2) contain or allow for user-generated content or services that end up being used primarily for the “objectification of real people” or “bullying.”

In the wake of mounting pressure from advocacy groups, lawmakers, and international governing bodies, Elon Musk announced that Grok’s image generation and editing features would now only be available to paid subscribers on X, while the features remain available on the Grok app. This move does nothing but monetize abusive NCII on X. And with an estimated minimum of one million paid subscribers on X, putting Grok’s image generation behind a paywall will likely do little to materially attenuate the scale of “undressing” real women and children online.

As it stands, Apple is not just enabling NCII and CSAM, but profiting off of it. As a coalition of organizations committed to the online safety and wellbeing of all—particularly women and children—as well as the ethical application of artificial intelligence (AI), we demand that Apple leadership urgently remove Grok and X from the App Store to prevent further abuse and criminal activity.

Sincerely,

UltraViolet
Choose Democracy
Consumer Federation of America
Design It For Us
EducateUS
Equality Now
Fairplay
Free Press
Friends of the Earth
Justice and Joy National Collaborative
Kairos Fellowship
Legal Momentum, the Women's Legal Defense & Education Fund
Monsoon Asians & Pacific Islanders in Solidarity
MoveOn
National Organization for Women
National Organization of API Ending Sexual Violence
National Women's Political Caucus
ParentsTogether Action
People Power United

ProgressNow New Mexico

Reproaction

Scrolling 2 Death

Sexual Violence Prevention Association (SVPA)

The Midas Project

The Tech Oversight Project

All* In Action Fund

Women's March

#TeslaTakedown