



# 911 Public Safety Newsletter

July 2026

## The TAKE IT DOWN Act is now federal law



Having an intimate photo or video of you—or your child—shared online without consent can be devastating. These images, including AI-generated deepfakes, can spread rapidly, causing emotional distress, reputational harm, and lasting consequences. To address this growing problem, Congress passed the [TAKE IT DOWN Act \(TIDA\)](#), giving victims stronger protections and holding online platforms accountable.

### What is the TAKE IT DOWN Act?

The TAKE IT DOWN Act is a federal law that targets the spread of nonconsensual intimate imagery (NCII), including digitally altered and AI-generated deepfake content.

Under the law, covered online platforms must provide a clear and accessible way for victims—including minors—to request the removal of intimate images or videos shared without consent. Once notified, platforms are required to remove the content and known identical copies within 48 hours.

The law applies to:

- Real intimate images or videos shared without consent

- Digitally altered or manipulated content
- AI-generated deepfake imagery

### Which platforms are covered?

The law applies broadly to online services where users can share or view content, including:

- Social media platforms
- Messaging apps
- Image and video-sharing services
- Gaming platforms
- Other websites or apps that allow users to post or exchange content

Even platforms where image or video sharing is a secondary feature may be covered.

### Holding platforms accountable

While only platforms can remove harmful content, the [Federal Trade Commission \(FTC\)](#) is responsible for enforcing compliance with the law.

If a platform fails to remove nonconsensual intimate images within 48 hours, or does not provide a working removal process, you can report it at [TakedDown.ftc.gov](#). Reports help the FTC hold platforms accountable and protect victims.

### Report the crime

If someone shares an intimate image of a minor or an image of you without your consent, that's a crime. Report the perpetrator to local criminal law enforcement, as well as the Federal

## Upcoming events



### 4th of July celebration

**Fun Run - 7:15 a.m.**

[Register](#) today and see how you stack up against other runners. For more information, visit:

[runcrimeoutofroseville.org](http://runcrimeoutofroseville.org)

**Parade - 9 a.m.**

Starts at Vernon/Douglas. View the parade route and other event details at [roseville.ca.gov/4th](http://roseville.ca.gov/4th).

**Family-friendly activities at Royer Park - 10 a.m.**

Enjoy some live music while the kids have fun with games and activities. Food will be available for purchase.

**Fireworks @the Grounds - 9:15 p.m.**

Gates open at 4 p.m. Bring a chair or blanket. Seating at the All American Raceway is first-come, first-served. Parking is \$15, cash only. No fee for entrance. No outside food or coolers. Sealed waters are okay. There will be activities for the kids and concessions for the whole family.



### National Night Out

**Time:** 6-9 p.m.

**Date:** Tuesday, August 4

**Location:** Roseville Neighborhoods

National Night Out is an annual event that brings neighbors and law enforcement together to build safer, stronger, and more connected communities. It's all about strengthening relationships, fostering trust, and creating a true sense of neighborhood pride.

However you celebrate, the goal is simple: come together and have fun.

Register for a visit from Roseville PD, Fire, and other City representatives on our website [National Night Out - City of Roseville](#). Registration closes July 18.

## Be safe this 4th of July



The 4th of July is a time for celebrating with family and friends. If you plan to include fireworks in your celebration, there are some important things you need to know.

Only Safe and Sane fireworks sold at licensed fireworks booths throughout the community are legal. These are only sold during designated times between June 28

and July 4 and can only be legally discharged during that time.

Illegal fireworks carry many risks, including injury to yourself or others, property damage from fires or explosions, the safety of our first responders, costs of responding to emergencies, environmental harm to open space and air quality, and legal consequences for people who use them.

The Roseville Police Department will have special fireworks enforcement teams working on July 3 and July 4 to help promote fireworks safety and enforce activities involving illegal fireworks. For more information: [https://www.roseville.ca.gov/fire/information\\_and\\_programs/fireworks.php](https://www.roseville.ca.gov/fire/information_and_programs/fireworks.php)



## Enhance online security with a strong password

You log into your bank account, your credit card account, or even your Starbucks account, and they all require a password. You may be tempted to use the same one for all your accounts, but that is a risky choice. Good password practices and strong passwords can help protect your

personal and sensitive information. As cyberattacks get faster and more advanced, short passwords just aren't good enough. Creating long and secure passwords is not difficult, but increasingly important. With the advent of artificial intelligence (AI), it becomes even more important to secure your personal information. The first line of defense is to create a strong password, and it's not hard.

Trying to remember complex passwords such as "dFl2743mndfe!#3" is often futile. Instead, try using a simple, memorable sentence or phrase

For example: "Eating CupCakes with my 3 cats!" is a lot easier to remember and type out than something like "X&87Rftd,Z2\$."

Advantages of using a phrase or sentence:

- Phrases and sentences are longer,

thus making them more difficult to crack.

- Phrases or sentences are easier to remember and type in.

[Knowledgeflow.com](https://www.knowledgeflow.com) offers the following password checklist

- Unique – Use a different password for each account
- Strong – Make your password long, and use capitals, numbers, and characters
- Secure – Store your passwords in a password manager
- Complex – Enable multi-factor authentication.

By creating a strong password, you are taking the first step in securing your personal information when online.

## Roseville residents scammed

**Beat:** 2

**Date:** 5/6/26

**Neighborhood:** Maidu

The victim reported that on May 6, 2026, at approximately 9 a.m., he received a phone call from an individual claiming to be from his bank. The caller warned the victim that a scammer was attempting to access his account and advised him to "secure" his funds by moving money into other accounts. Following the caller's instructions, the victim withdrew approximately \$30,000 in cash from multiple banks and wired the money to three separate accounts provided by the suspect. Later that evening, the victim realized he had likely been the target of a scam.

**Prevention Tip:** Banks will never ask customers to withdraw cash or wire money to "secure" funds. If contacted about suspicious account activity, hang up and contact your bank directly using the number listed on your debit card or official bank website.

**Beat:** 8

**Date:** 4/23/26

**Neighborhood:** Sierra Vista

The victim reported that on April 23 or April 24, 2026, he met a former coworker from Hong Kong at a grocery store in Roseville. After exchanging phone numbers, the coworker later introduced the victim to a cryptocurrency trading app allegedly created by his daughter. The victim began trading cryptocurrency and was later contacted by someone claiming to be customer service for the app. The suspect told the victim he had approximately \$20,000 available in his account but needed to deposit an additional \$16,500 before he could withdraw the funds. When the victim expressed difficulty wiring the money, the suspect arranged for cash pickup from the victim's residence. On April 27, 2026, an unknown male arrived at the home and collected \$8,000 in cash. The victim has not heard from the "customer service" representative since the pickup.

**Prevention Tip:** Be cautious of investment opportunities introduced through casual acquaintances or online contacts. Legitimate investment companies will not send individuals to collect cash payments from private residences.

**Beat:** 4

**Date:** 4/20/26

**Neighborhood:** Kaseberg-Kingswood

On April 20, 2026, the victim received an email from an individual claiming to represent Geek Squad regarding an unpaid \$200 subscription. The victim clicked a link in the email and entered personal and banking information into an online form. While attempting to pay the \$200 fee, additional zeros allegedly appeared during the transaction process, increasing the amount to \$20,000. The suspect claimed the issue was caused by a keyboard malfunction and instructed the victim to visit his bank to complete a wire transfer while concealing the true purpose of the transaction from bank employees. The victim complied and later received another email directing him to send an additional \$600 to a bank in Bangkok, Thailand. Shortly afterward, the victim's financial advisor discovered that \$60,000 had been transferred into the victim's checking account without authorization, prompting the victim to freeze and close his accounts.

**Prevention Tip:** Never provide banking information or wire money based on unsolicited emails or technical support messages. Contact companies directly using verified customer service numbers.

### Roseville Police Department

1051 Junction Blvd.  
(916) 774-5000  
[roseville.ca.us/police](https://www.roseville.ca.us/police)



### Community Events & Neighborhood Watch

[PDCommunityServices@roseville.ca.us](mailto:PDCommunityServices@roseville.ca.us)  
(916) 774-5050



Please send comments or suggestions to: [pdcommunityservices@roseville.ca.us](mailto:pdcommunityservices@roseville.ca.us) or call (916) 774-5050.  
The "9-1-1" is published for City of Roseville's residents by the Community Relations Division of the Roseville Police Department.

