# Jess Davies on digital exploitation and the fight against image-based abuse



Jess Davies, now a 32-year-old presenter, influencer, and women’s rights campaigner, recalls with vivid detail the moment her life dramatically changed at just 15 years old during an art lesson in Aberystwyth, Wales. While working on a fairytale project, her phone vibrated with messages that shattered her sense of trust and security. A photograph she had shared privately with a boy, depicting her in her underwear, was circulated around her school and throughout her small home town. The messages ranged from superficial compliments to deeply invasive comments, thrusting Davies into an unwanted and cruel spotlight.

Davies's experience was profound and isolating. She became a "local celebrity" in all the wrong ways, her reputation and privacy stripped by classmates and peers. Younger children would approach her with laughter and requests for hugs, while members of the men’s football team and even those connected to her family became aware of the image’s circulation. Reflecting on this experience, Davies observes how early physical development subjected her to the male gaze and comments from the age of ten, something that shaped her identity and how she was perceived by others.

Despite the trauma, Davies chose to face the ordeal head-on, adopting a brave front amid the shame and stigma. She acknowledges that there was no precedent for coping with such violation in her social environment, and she initially responded by trying to "own" the situation. By the time she was 18 and attending university, she had begun working as a glamour model for lads’ magazines—an unexpected pivot shaped by her early exposure to public scrutiny and body confidence.

Davies’s new book, *No One Wants to See Your D*ck*, provides an in-depth exploration of the harmful consequences of non-consensual sharing of intimate images and broader misogynistic practices online. It details her encounters with cyberflashing—receiving unsolicited explicit images—and the pervasive misuse of her pictures on pornographic and escort websites without her consent. The book also exposes the extensive online subcultures where millions of men on mainstream platforms such as Reddit, Discord, and 4chan exchange images, personal details, and misogynistic content with impunity. Speaking on these communities, Davies told* The Guardian\*, “These are men writing about their wives, their mums, their mate’s daughter, exchanging images, sharing women’s names, socials and contact details, and no one – not one man – is calling them out. They’re patting each other on the back.”

Her personal experiences also include moments of betrayal and further exploitation. For instance, a former partner secretly photographed her while she slept and shared the image in a group chat without her knowledge. Davies describes her reaction as one of resigned acceptance, a reflection of a broader societal norm that normalises viewing women as objects.

The consequences of her modelling agency’s practices also weighed heavily on Davies. She was required to send weekly selfies to a website that resembled a precursor to subscription platforms like OnlyFans, where images she uploaded, intended for a limited audience, were disseminated widely and beyond her control. These images, often taken in low-quality settings like her student flat, became the basis for ongoing harassment and victimisation.

The ongoing digital invasion of her privacy led to persistent efforts to remove her images from the internet, an exhausting and seemingly endless task. Davies recounts the damage this caused to her confidence and personal life—fearing job rejections and social stigma. Her fortunes began to change when she was contacted by victims of scams using her images, prompting her to publicly raise awareness through social media and ultimately participate in a BBC documentary titled *When Nudes Are Stolen*. This marked a turning point, with Davies receiving affirmation that the violations she suffered were unequivocally wrong, lifting "the weight off [her] shoulders."

Davies’s book also sheds light on the brutal games played by men on these platforms, including “Risk,” where participants gamble personal information about women to provoke reactions, and “Captions,” which involves creating violent fantasies about women prominently featured with their full names. One particularly harrowing example involved a man risking images of his own wife and daughter, illustrating the disturbing normalisation of such behaviour. Davies recounts the chilling reality of these activities: “Someone posts a picture of a girl with freckles and ‘kind brown eyes’ along with her contact details and the instruction, ‘Go ruin her.’ Others add, ‘Let her know she’s a whore’ and ‘Tell her how she needs to get fucked.’”

Despite the grim content she has uncovered, Davies expresses gratitude for her insight into these underground communities, which remain largely invisible in public discourse. Her book provides practical advice on digital self-protection, content removal, and support avenues. Through her advocacy, she visits schools to educate young boys on consent and the realities they face online—a conversation often absent due to cuts in youth services funding, which she identifies as an important factor in these online dynamics.

Davies acknowledges progress, such as regulatory moves represented by the UK’s Online Safety Act 2023 and the significant reduction of illicit content on sites like Pornhub following financial service bans. However, she also signals ongoing resistance within certain online spaces, describing it as "the jeopardy just before the happy ending in a Disney movie."

On a personal level, the impact of her experiences continues to affect her. She has withdrawn from dating and refrains from using dating apps, noting the challenge of rebuilding trust after repeated violations. She highlights the absence of accountability from those who misused her images or contributed to their spread, sharing a poignant reflection: “No one from that adult football team when I was 15 years old. Not the people who ran my website, or distributed my image or started the fake accounts. I’m not saying: ‘Lock them up and throw away the key’ but there should be some accountability.”

Jess Davies’s story and her work bring critical attention to the experiences of women subjected to image-based abuse and underline the substantial challenges that remain in digital consent, privacy, and online culture. The *Guardian* is reporting on her journey as part of the broader conversation about online exploitation and the urgent need for systemic change in how these issues are addressed by society, law enforcement, and technology platforms.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.bbc.co.uk/programmes/p09bljg9> - This BBC Three documentary, 'When Nudes Are Stolen,' features Jess Davies investigating the misuse of her intimate images online, aligning with her personal experiences of image-based abuse.
* <https://www.telegraph.co.uk/women/life/making-bbc-documentary-revealed-truth-nude-photos-stolen-online/> - In this article, Jess Davies discusses her journey of discovering how her private photos were stolen and used to defraud men online, echoing the events described in the article.
* <https://www.telegraph.co.uk/tv/2021/04/07/nudes-stolen-review-bbc-documentary-needs-watched-without-judgment/> - A review of the BBC documentary 'When Nudes Are Stolen,' which examines the impact of non-consensual sharing of intimate images, a central theme in Jess Davies's story.
* <https://www.glamourmagazine.co.uk/article/when-nudes-are-stolen-ewhoring-documentary> - An interview with Jess Davies discussing the phenomenon of 'eWhoring,' where her images were used to scam men, reflecting the exploitation she faced.
* <https://www.inkl.com/news/former-glamour-model-s-personal-pictures-stolen-and-used-to-defraud-men-online> - This article details how Jess Davies's personal photos were stolen and used to defraud men online, corroborating the experiences she recounted.
* <https://www.inkl.com/news/welsh-former-model-puts-pressure-on-the-government-to-make-image-based-sexual-abuse-illegal> - Jess Davies advocates for legal reforms to address image-based sexual abuse, a cause she champions following her own experiences.
* <https://www.theguardian.com/society/2025/apr/30/i-dont-date-at-all-now-one-womans-journey-into-the-darkest-corners-of-the-manosphere> - Please view link - unable to able to access data