2015 Annual Report



Europear ommission

FASTER, BETTER, **STRONGER** TOGETHER



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"Faster, Better, Stronger Together"

The theme of this 2015 annual report echoes the action message of INHOPE "Faster, Better, Stronger Together". Together, INHOPE and its member Hotline work to eradicate child sexual abuse material (CSAM) online. INHOPE has grown stronger and demonstrated its ability to forge new relationships with law enforcement, child advocates and the Internet industry. *Better*, during 2015, the number of reports being processed through the INHOPE network has increased and the resulting information is being shared with industry and law enforcement *faster* than ever before. This has resulted in a reduction in the average time between a report being received by a Hotline and the CSAM website content being removed (notice & takedown).

During 2015 INHOPE appointed a new Executive Director to lead INHOPE is an association or network of Hotlines, and many of its the organisation – Ms Verónica Donoso. Verónica has more than 13 members face significant domestic challenges. Working together, vears of academic and professional experience working in the field INHOPE does and will continue doing all possible to assist and support of online safety and child online protection. She is a strong advocate its members, as the strength of INHOPE comes from its members. for the need to better protect and empower children online through effective and coordinated multi-stakeholder collaboration. The As a Board of Directors directly elected by Member Hotlines to ensure Board looks forward to continuing to work closely with Verónica into the effective operation, development and growth of INHOPE – we are the future as INHOPE develops and grows. satisfied with the progress made by INHOPE during 2015. Into the

In 2015 INHOPE successfully worked with the European Commission on two tendered projects (LOT1 & LOT2). LOT1 involved the creation of core service platform for resources and capacity building for

In 2014. INHOPE celebrated its 15th anniversary. It was formed in 1999 as a group of six Internet hotline providers in Europe, which has grown and developed into a global network with 51 Hotlines in 45 countries. All Hotlines operate with the shared common objective which is to eradicate child sexual abuse material (CSAM) from the Internet.

Hotlines while LOT2 involved the creation of a core service platform. This platform provides a database and technical infrastructure to facilitate inter Hotline operations which results in faster removal of CSAM. Both of these projects will continue until mid-2016.

Resources are an ongoing challenge for every organisation and INHOPE is no different. For INHOPE fundraising efforts have been a priority in 2015, with the objective of developing alternative revenue streams in order to remain financially solvent. In support of the INHOPE's effort to improve "notice & takedown" activities, a corporate donor granted 100,000 (USD) in late 2014. While this was a generous donation which is very much appreciated, INHOPE has been and will in the future work with industry partners to develop and improve the organisations financial situation to ensure long term viability.

future INHOPE will continue to place a strong focus on services for Hotlines, law enforcement and the Internet industry in combating online Child sexual Abuse Material, as it is only by working in partnership that we are Faster, Better, Stronger Together.

2.Welcome from the Executive Director



Veronica Donoso INHOPE Executive Director

3. A terminology note Words matter. What are we talking about?

What is a Hotline?

limited to, rape. CSA includes, but is not limited to touching genitals or sexual intercourse with a child. It also consists of non-physical A Hotline offers the public a way of anonymously reporting child contact such as involving children in watching sexual activities, sexual abuse material (CSAM) as well as other content they suspect encouraging children to behave in sexually explicit ways and exposing to be illegal. The Hotline will ensure that the matter is properly them to inappropriate sexual materials." Child sexual abuse material. investigated and if found to be illegal the information will be passed in its turn, is the recording by any means, of the sexual abuse or sexual to the relevant Law Enforcement Agency and in many cases the exploitation of a child. It shows an actual crime scene involving real Internet Service Provider hosting the content. children. Sadly enough there is nothing virtual about these children's suffering.

What is Child Sexual Abuse material?

According to ECPAT International (2014), : "Child sexual abuse (CSA) happens when an adult or a young person involves another child in sexual activity that he or she does not fully understand, or is unable to give informed consent to, or for which he or she is not ready for (perhaps because of his or her age or level of development). Child sexual abuse is intended to satisfy the needs of the abuser, not the child that is being abused. Child sexual abuse includes, but is not

Don't click away, if you see it, don't ignore it, report it to a Hotline and help us make a difference.

www.inhope.org/report

During 2015 I was appointed by the INHOPE Board to the role of INHOPE Executive Director to lead the organisation into the future.

In 2015 the INHOPE Hotline network saw an increase in the number of reports received relating to URLs confirmed to contain child abuse with law enforcement, internet industry and all the INHOPE partners and relevant stakeholders with whom we collaborate on a daily basis

increase in reports indicates a number of issues including greater in general. With this in mind INHOPE during 2015 has taken every

tenure with INHOPE I have been constantly surprised and amazed

forward we see the growth in the INHOPE network continuing into

technologies, processes and procedures. INHOPE's involvement with This has resulted in the ICCAM system which was launched on 1st November 2015 after an initial pilot launch. ICCAM provides data and functionality for INHOPE & Hotlines which was previously not

Board, all of my staff, Hotline members and INHOPE partners to ensure INHOPE is faster, better, stronger, together.



We say Child Sexual Abuse Material NOT child pornography

At INHOPE we use the term Child Sexual Abuse Material (CSAM) when we talk about the reports relating to the sexual abuse & sexual exploitation of children. Even though we are aware that many countries around the world continue to use the term' Child Pornography' in national legislation, at INHOPE we use the term Child Sexual Abuse Material. This decision was made a number of years ago because the term 'pornography' may give the impression that children can agree to participate in the serious abuses shown in this type of material. Furthermore, pornography involves adults in sexual activity who are free to give consent. If a recording involves a child (or even appears to) in sexual activity it is abuse and it is illegal - as they cannot give consent. We use the term 'material' because this is broader than just pornography and includes text, audio, video, pictures and even cartoon-like images of children.

4. INHOPE in focus

Key facts about a growing network



INHOPE and its Member Hotline work closely with their industry & law enforcement partners to combat the distribution of child sexual abuse material on the Internet (CSAM). This has resulted in the faster removal of CSAM from the internet than ever before and that useful data intelligence is provided to law enforcement in a seamless & timely manner. Overall this has improved response times and helped to minimise the revictimisation of child victims by reducing the recirculation of CSAM. Through data intelligence gathered by Hotlines, authorities have in some situations been able to identify and rescue child victims. A specific example of this was where a CSAM report was received by an INHOPE Hotline in Germany which after analysis was uploaded to the INHOPE technology platform (ICCAM). The data from this report was automatically shared with Interpol Crimes against Children unit which flagged the content as brand new material using the ICSE database. This was investigated rapidly and resulted in the location being confirmed as Denmark. Once they were advised by Interpol Danish law enforcement acted immediately in identifying the offender and the victim. The victim was then rescued and the offender prosecuted. The timeline for this whole process was 2 days. This dramatic success story underlines the importance and what can be achieved by all stakeholders working together in combatting CSAM.

INHOPE Launched the **ICCAM** platform to make inter-Hotline reporting faster, more accurate and to provide improved data.

Some facts

2016

- INHOPE is a global network of Hotlines with a variety of different governance structures including NGO's, child welfare organisations, government organisations and Internet Service Provider Associations (ISPA's)
- ICCAM A platform which can deliver unique and almost real-time global data on web based CSAM
- 190+ Hotline Analysts working to common standards responding to reports of CSAM

1999 > 2015

- INHOPE reputation as an international leader in combatting CSAM has grown
- Strong productive relationships with industry and law enforcement
- INHOPE Foundation has successfully supported new Hotlines in emerging countries

- INHOPE has grown to 54 Hotlines in 45 countries
- ICCAM provides vital intelligence to law enforcement including Interpol in identifying previously unseen CSAM and supports the process of victim identification
- INHOPE delivers a range of relevant training to Hotlines via classroom, video link and via webinar. This ranges from ad-hoc on demand online training to structured programs & certification. In 2015 this resulted in:
- 46 Analysts being awarded INHOPE Analyst Certification (ICA 1.1)
- 38 Analysts trained and certified in the ICCAM system in cooperation with Interpol

16 years - Combatting Child Sexual Abuse Material on the internet

- A global Hotline network with 54 member Hotline and growing
- ICCAM Technology platform developed & launched making a big impact in supporting victim identification activities by law enforcement

A mission and a vision

The mission of INHOPE is to support and enhance the work of Hotline to strengthen the International efforts to combat child sexual abuse.

To achieve this mission, INHOPE has five specific objectives:

- To establish policies and best practice standards for Hotline and encourage exchange of expertise among members through fostering good working relationships and trust.
- To ensure rapid and effective response to illegal content reports around the world by developing consistent, effective and secure mechanisms for exchanging reports between Hotlines internationally and ensuring a coordinated approach is taken.
- To expand the network of INHOPE Hotlines around the world by identifying and supporting new Hotlines to become members by providing consultation and training to meet best practice standards.
- To promote a better understanding of the work of Hotline to policymakers at an international level, including government, law enforcement and other related bodies, with the aim of achieving better co-operation internationally.
- To raise awareness of INHOPE and member Hotline with key stakeholders as well as the general public

What is INHOPE?

As mentioned earlier, INHOPE is a growing network of 54 Hotlines in 45 countries handling and exchanging reports regarding online CSAM.

"INHOPE" is actually made up of the INHOPE Association and the INHOPE Foundation.

INHOPE Association

The INHOPE Association is registered in the Netherlands and is governed by its Articles of Association. Hotlines join the Association in a process set out on the articles. Each member Hotline has an equal vote. The Association is administered by a Board which is elected every two years by member Hotlines. The INHOPE Foundation is a charity created in 2010 to support the development of new Hotline, with a focus on emerging countries where there is usually lack of funding or inadequate or deficient legislation and where there appears to be a need for a Hotline. The Foundation has supported the development of three Hotline in: Colombia, Kazakhstan and Thailand. The Foundation is currently working with three new hotline initiatives (Mexico, Peru and Cambodia) in preparing them to join the network in the future.

INTERNATIONAL ASSOCIATION OF INTERNET HOTLINES

INHOPE Foundation

5. **INHOPE** Who it is and what it does

The Hotlines

National Hotline matter and make a difference every day. National Hotline offer the public a way to come forward and report alleged CSAM without having to involve the police. This allows the Hotline to triage and filter reports under "illegal" vs "legal" - with only the "illegal" being advised to law enforcement or passed to another Hotline. Considering that on average only a small proportion of reports are actually "illegal" (for many reasons) – this results in a big saving of police time and resources.

The People

"Child sexual abuse: the people who watch it to remove it" is a headline that a newspaper has used in the past in a feature about Hotline analysts. Our 190+ Hotline analysts take great pride in their work. They are the ones who take the reports from the public, log and assess the content. It is skilled, difficult and often very challenging work, which not many people can consistently do - that is what makes them so special – and this is why we call them the "Unsung Heroes".



The Network

The internet is borderless – but laws do have to respect borders. When a report is assessed by a Hotline it works within national laws & regulations in cooperation with law enforcement. If a report is found to contain CSAM the content is then traced to its apparent hosting location. 'In most cases this is almost always in another country. The report is entered into the ICCAM system along with the results of the analysis by the Hotline. The report is then automatically forwarded to the relevant Hotline in the second country. The receiving Hotline will then review the report, put in place the relevant actions (e.g. report to law enforcement and potentially initiate notice & takedown), and update the report to indicate what has been done. This process is seamless and allows INHOPE to monitor the generic flows of reports and gather hosting patterns and trends in regard to CSAM.

INHOPE Training & Development

eLearning update

developed & launched

46 Hotline Analysts completed the INHOPE Certified Analyst programme

10 web based training delivered to members

INHOPE is a network spread across the globe in almost every time zone with multiple cultures involved. This dispersed map presents many challenges from a training perspective. To best serve Hotlines and to ensure consistent standards across the network, INHOPE offers a range of programmes based around needs-based training for all member Hotline. The INHOPE Training and Skills strategy delivers:

- Classroom based Hotline Analyst training 'Core programme'
- · 'On demand' one to one training tailored to individual Hotline needs delivered via video conferencing
- Group training via regular Webinar training blocks
- INHOPE Certified Analyst online learning program via the Docebo LMS platform

Overall - the range, technicality and availability of training for Member Hotlines has improved during 2015. This growth in scale and range will continue and accelerate in the future so that member hotlines are fully equipped to face the challenges ahead in combatting online CSAM.

INHOPE Foundation -**Capacity Building and Hotline** Development

3 Hotline participation agreements signed

Greater understanding by emerging countries of the need for Hotlines

2 Regional exchange groupings of Hotline have been created

In 2015, the INHOPE Foundation focused on its objective of providing financial support, training, best practice and technical expertise to Hotline initiatives in emerging markets through several key lines of activity:

1. Individual country engagement and development

New Hotlines

In an ongoing effort to increase the global reporting base and support individual countries in their efforts to tackle online CSAM, the INHOPE Foundation has signed hotline participation agreements with the following organisations:

- 1. Action pour les Enfants (APLE), Cambodia (www.aplecambodia.org)
- 2. Red Peruana contra la Pornografía Infantil, Peru (www.seguroseninternet.org)
- 3. El Consejo Ciudadano de la Ciudad de México, Mexico

National roundtables

INHOPE Foundation participated in national multi-stakeholder roundtables in Colombia, Peru, Ecuador and Bolivia. These events were designed to encourage implementation of the ITU-UNICEF Child Online Protection Guidelines for Industry, which includes

Capacity building

2. Development of key global partnerships

by the UK Government, INTERPOL, Internet Governance Forum, Virtual Global Taskforce, UNICEF, GSMA, ICMEC and ECPAT in concrete actions to promote Hotline development and action initiatives for the coming years.

3. Engaging regional Hotlines to build a stronger global network

the INHOPE Association and INHOPE Foundation Participant



INHOPE Strategic Partners comments

🚿 EUR©POL

"Europol has a strong working relationship with INHOPE and acknowledges the role of its

members and their useful cooperation with law enforcement in many European countries. Europol recognises that INHOPE has a valuable coordinating and supporting relationship with its member Hotline. It provides valuable information to Europol on data and trends. INHOPE frequently represents its members' interests through meetings at Europol and its input is always constructive and welcome.

In the area of training, INHOPE supports the annual EC3 training course on Combating Online Sexual Exploitation of Children (COSEC) and the INHOPE Training Manager is a core trainer on this program. This builds on the mutual understanding between the two organisations and between law enforcement and Hotline generally."

Fernando Ruiz

Head of Operations, European Cybercrime Centre, EUROPOL



INHOPE, particularly through ICCAM. INTERPOL works closely with its member countries for swift victim identification and ICCAM supports this activity, as evidenced by the successful cases we have already seen.

Real children being safeguarded in the real world should be fundamental to everyone working on this subject matter, no matter where they are.

We encourage law enforcement to be as fully engaged as possible with their national hotlines, which are so much more than just a notice and takedown mechanism. They also represent a valuable and knowledgeable resource in combating online child exploitation as well as a potential bridge between industry, law enforcement and policy makers.

I look forward to our continued close relationship with INHOPE in the coming year as an opportunity to remove children from harm, keep the web clear of CSAM and prevent crime" Mick MORAN, Assistant Director, INTERPOL.

What we achieved in 2015: Facts, Figures and Trends

During the first 10 months of 2015 (1st January to 31st October) INHOPE Hotlines used the legacy IHRMS (INHOPE Report Management System) for the exchange of reports and gathering data. The data shown below are from the IHRMS and thus cover the first 10 months of 2015. As part of the LOT2 EU funded project INHOPE developed a new technical infrastructure for Hotlines which resulted in the launch of the ICCAM system. ICCAM was run on an initial pilot / test basis during early 2015 and went live across the network on 1st November 2015.

What are we talking about? Just images and videos. Wrong. Child sexual abuse material is the recording of the sexual abuse or exploitation of a child and depicts actual crime scenes.

Reports



During the first 10 months of 2015 INHOPE Hotlines processed reports involving 96,334 URL's with confirmed CSAM content. This represents an increase of 7.3% when compared to the full 12 months of 2014.

Average Number of CSAM reports per month



Speeding up Notice-and-Takedown times

"Dedicated national and international hotlines play an increasing and vital role in identifying and issuing reports of CSAM, in liaising with law enforcement and in issuing notices to industry for the effective takedown of abuse materials."

GSMA-UNICEF Guide on Notice-and-Takedown

HOW ONE SINGLE REPORT TO A HOTLINE MAKES A WORLD OF DIFFERENCE



Digital citizen

otline La

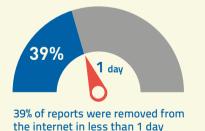




Removal of CSAM

Removal of CSAM from public access in 2015* WORLDWIDE

The Notice and Takedown (NTD) figures represent the number of working days (i.e. excluding weekends) between the date a report was submitted in the INHOPE Reporting Management System (IHRMS) and the date it was marked by a hotline analyst as Content Removed.





91% of reports were removed from the Internet in less than 3 days



96% of reports were removed from the Internet in less than 5 days

INHOPE Champion for Children

At the INHOPE Annual General Meeting which was held in Europol Headquarters in June 2015 – Mr. Ernie Allen was awarded the INHOPE Champion for Children Award. Ernie Allen was presented with this Award for his outstanding dedication to the rescue, safety and prevention of sexual crimes against children in the digital age.



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Corporate Sponsorship Programme

The annual Corporate Sponsorship Programme supports INHOPE's core work, ensuring INHOPE can continue to support and maintain membership, in the following ways:

- Continuous development of technologies;
- Active engagement with relevant stakeholders;
- Exchanges of best practice;
- Provision of up-to-date hotline analysts' training;
- Creation of networking opportunities.

An INHOPE Corporate Sponsor supports the general delivery of all aspects of the INHOPE that enhances the everyday work of more than 200 analysts across the network.

INHOPE seeks Corporate Sponsorship from all sectors. Contributions from Corporate Sponsors help in the development of new Internet Hotline around the world, a process led by the INHOPE Foundation. Crucially, as a Corporate Sponsor, a company demonstrates that it takes its corporate social responsibility seriously. By supporting INHOPE in its increasingly challenging fight against online Child Sexual Abuse Material, companies actively contribute to eradicating CSAM from the Internet and ensure that their services are not abused so that their customers can enjoy the safest online experience possible. Ultimately through a cooperation and multi-stakeholder approach we strive to together create an online environment where everyone, especially children, can enjoy an Internet free from harm.

If your organisation would like more information or would like to become a funding partner see :

http://www.inhope.org/gns/Partners/Partnership.aspx

6. Governance and Accountability

The INHOPE Association is registered in The Netherlands and operates under the Dutch legislative framework. As an Association all finances are externally audited on an annual basis. Registration information for the Association and annual audited accounted are publicly available from the Kamer Van Koophandel (www.kvk.nl)

The INHOPE Board 2014-16



Amela is the Manager of the Bosnian Hotline, the International Forum of Solidarity-EMMAUS. In 2011. Amela received from the hands of Ms. Hillary Clinton the prestigious Hero to Act Against Modern Slavery Award.

Governance

INHOPE is a membership organisation which is owned and run by its members via an elected board. INHOPE is governed by the Articles of Association & Rules and Regulations, which are publicly available documents.

Board

Members vote to elect a President who leads an elected Executive Committee, which is known as the 'Board'. The Board is responsible for the management and administration of the Association. The Board currently consists of six people.

Secretariat

Based in the Netherlands, the Secretariat is responsible for conducting the day-to-day business of the Association and is accountable to the INHOPE Board. The INHOPE Secretariat is led by the Executive Director.

Advisory board

INHOPE has an Advisory Board made up of representatives from stakeholder organisations in industry, law enforcement and child welfare.







Specialised in prevention from childhood neglect, violence and sexual abuse, Gitte is Senior Advisor on Child Protection at Save the Children Denmark. Gitte has been a content analyst with the Danish Hotline since 2012.

Thiago is a Cyberlaw Professor and the SaferNet Brazil founder and President. Thiago has been coordinating the Brazilian National Cybercrime Reporting Center since 2005. Thiago is a member of the Brazilian Internet Steering Committee (CGI.br) and chairs the INHOPE Foundation.

lohn is the Vice-President of the Exploited Child Division at the National Center for Missing & Exploited Children (NCMEC). John has been with NCMEC for almost 15 years and has dedicated his career towards protecting children from sexual abuse.



Nick is an independent director serving on the Board of the Film and Publication Board of South Africa (FPB). Nick specialises in governance, risk management and information technologies.



Tomislav is the director of the Croatian Center for Missing and Exploited Children (CNZD). Tomislav launched the phone line for missing children in Croatia – recognised as 116 000 across Europe.

The INHOPE Advisory Board

Vic Baines Trust and Safety EMEA, Facebook

Jacqueline Beauchere Chief Online Safety Officer, Microsoft

John Carr Senior Expert Adviser, ECPAT International

Julie Cordua CEO, Thorn

Del Harvey Head of Safety, Twitte

Lars Lööf Psychologist on risk prevention and trauma Michael Moran Assistant Director, Human Trafficking and Child Exploitation

Exploitation Sub-Directorate, Interpol

Lynette Owens Global director of Internet Safety for Kids and Families program, Trend Micro

Fernando Ruiz Perez Head of Operations, European Cybercrime Centre, EUROPOL

Brittany Smith Policy Counsel, Google

7. Financials

General information

The summarised financial statements are taken from the audited financial statements of the INHOPE Association for the year ended 31st December 2015. The audited financial statements, on which the auditors have expressed an unqualified opinion, were approved by the Members and signed by the Executive Committee on 11th May 2016.

We recognise that the summarised financial statements may not contain enough information for a full understanding of the Financial Accounts to the year ended 31st December 2015

INHOPE Association. Copies of the full audited financial accounts may be obtained on request from our Secretariat, International Association of Internet Hotline Providers – INHOPE, Jozef Israëlskade 46V, 1072 SB Amsterdam, The Netherlands

On behalf of the Members of the Association and INHOPE Executive Committee.

gitt Jalide to

Gitte Jakobsen - Treasurer

INHOPE Association

BALANCE SHEET AS AT	31st Decen	nber 2015
ASSETS		
Fixed Assets		
Financial fixed assets		
Other financial fixed assets		9,600
Receivables		
Debtors	276,378	
Receivable from EC		
Taxation	18,497	
Prepayments and other receivables	10,141	
		305,016
Cash and Bank		315,519
		628,135

	BALANCE SHEET AS AT	31st December
	EQUITY AND LIABILITIE	
	Reserves Result financial year	299,054 -22,963
	Restricted fund reserve	
	Current liabilities	
ŀ	Creditors Membership fees in advance Taxation and social security Other payable and deferred expenses	80,967 11,339 38,290 209,060
_		:

31st Decer	mber 2015
299,054	
-22,963	
	276,091
	12,388
80,967	
11,339	
38,290	
209,060	
	339,656
	628,135

Why not join us? Contact: info@inhope.org Follow us: У f in 🕟



