Welcome from our Executive Director

Greater internet coverage worldwide is creating more online opportunities for all, including vulnerable communities and their children. Sadly, as these opportunities grow the possibilities to exploit and abuse children online do as well. As a matter of fact, the landscape in which child sexual abuse and exploitation are taking place today is more complex than ever before. In the meantime, technology continues to evolve and with it the evolution of more online risks are being created.

In sum, 2016 was a transformational year for INHOPE, and saw many inspirational steps in the stakeholder workforce in the areas of policy, research and legislation around online child sexual abuse worldwide. We are grateful for the commitment of our partners and allies that recognize the importance of sharing our successes, lessons, and resources across the stakeholder spectrum, and most of all to our member hotlines, whose amazing work, professionalism and unparalleled commitment is the force which drives INHOPE’s vision: putting an end to the sexual abuse and exploitation of children online.

2016 was a particularly successful year for INHOPE and all its member hotlines. As an example that showcases the importance and effectiveness of coordinated international collaboration, not only among hotlines but also with important partners such as law enforcement and industry. As a global organisation and as a network of trust, INHOPE along with its member hotlines lead the way towards an effective and coordinated approach to tackle the online distribution of child sexual abuse material (CSAM) worldwide. CSAM has different legal definitions across countries. The minimum bar that defines any material as CSAM is that the content shows a person who is a child and is engaged in or depicted as being engaged in explicit sexual activity.

When it comes to protecting children, INHOPE does not accept “good enough” as an answer. No matter what challenges arise, we know that the victims of online sexual abuse and exploitation are real children suffering harm, and that fact alone makes our mission critical. By working together, we can tackle this issue in a way that is faster, better and ultimately more effective.

In the review of 2016, we hope to showcase network achievements, learn and share our insights, and to light the way for the work ahead.

Verónica Donoso, INHOPE Executive Director

Welcome from our Executive Director
What is INHOPE?

INHOPE is a global network of national internet hotlines, each sharing the common mission of combating the spread of online child sexual abuse material (CSAM) and child sexual exploitation (CSE). Each hotline offers the public in their country a way to anonymously report any suspected CSAM they find on the internet with a common message: “Report it. Don’t ignore it.”

Reports submitted to hotlines are assessed by trained analysts. If the content is confirmed as CSAM, the information is then passed to the relevant law enforcement agency and/or Internet Service Provider (ISP) for further action. If the content is identified as being hosted in a different country, the report will be forwarded to the relevant hotline in that country. This process allows for the rapid removal of content from the internet, law enforcement to gain valid evidence, and the potential rescue of a victim.

The reality of fighting these crimes against children is that the public holds a great deal of power to help victims. A single report can make the difference in the identification of an image or the rescue of a child, and internet users must always report what they believe to be online child sexual abuse material.

“Our Vision & Mission

INHOPE’s vision is simple, but critical: an internet that is free of child sexual abuse and exploitation.

Our mission is to support and enhance the work of our hotline members to strengthen the international efforts to combat child sexual abuse material by utilising a multi-stakeholder approach.

INHOPE works with a diverse mix of government agencies, inter-governmental organisations, civil society organisations including child welfare, industry-sponsored initiatives, and other private sector partners. We believe that a coordinated global effort is the most effective way to address the global challenge of online CSAM.

In an era of unprecedented development and opportunity, the technology industry is faced with a growing need to ensure the safety, security and rights of children in the digital world. This means stakeholders including mobile operators, Internet Service Providers (ISP), social media companies, and Electronic Service Providers (ESP). By working together with INHOPE and the hotline network, these bodies can help to achieve real change, enacting policies and protections that lead to a significant reduction in the availability of CSAM online.

“Twitter is proud to work with and support the mission of the INHOPE and its role in fighting global CSAM. Creating a positive and trusted online environment is paramount to building a better and safer online world for everyone.

As society continues to operate more and more in the online world and as developing countries move their economies online, the work of INHOPE to combat CSAM will be increasingly important. If organisations like INHOPE did not exist, thousands, or even millions of children, would be at risk. INHOPE programs and trainings help to equip hotlines and helplines around the world with the necessary skills and information to do this important work.”

— Dal Harvey, VP of Trust & Safety, Twitter

“The multi-stakeholder approach is key to success in the fight against the online proliferation of child sexual abuse imagery. The creation and spread of CSAM across online properties is a global problem that requires global attention and participation – from governments, technology industry, educators, civil society, victim support organisations, the public, and the media. Each group has a unique role to play, as we work together to report and remove illegal material from the public web, safeguard victims, and bring offenders to justice.”

— Jacqueline Beauchere, Chief Online Safety Officer, Microsoft

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The Association and the Foundation

INHOPE is a growing global network, made up of two entities with separate but complementary priorities when it comes to their approach to hotline support and child protection. www.inhopefoundation.org

The INHOPE Foundation provides an independent record of its annual activities in a separate annual report. You can find this document, and more information about the work of the Foundation, at www.inhopefoundation.org

The INHOPE Association is registered in the Netherlands and governed by its Articles of Association, which outline the Association’s by-laws and set out in these articles. Each member hotline has an equal vote. The Association is administered by a Board, which is elected every two years by member hotlines.

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The full Code of Practice can be found on the INHOPE website.

How Do Members Operate?

The Code of Best Practice is a clear statement of expectations about how INHOPE member hotlines should operate, both individually and in relation to each other. The Code requires cooperative activity both with INHOPE and major stakeholders in each country. This includes technical safeguards such as security protocol, which are stand-alone hotline organisations in their own right. To ensure a unified approach and adherence to standard guidelines, INHOPE members must comply with best practices.

Hotlines are unified by their commitment to the protection of children in their country, even while facing challenges in funding and capacity. Their active collaboration to remove CSAM from the internet is vital, and it is INHOPE’s priority to help them facilitate this process as rapidly and efficiently as possible.

Defining a Hotline

A hotline is a national online resource that offers the public a way to report illegal content. Citizens are always encouraged to report suspected CSAM, which can be submitted anonymously to the hotline. Given the anonymous nature of reporting potential CSAM to hotlines, internet users are less wary of punitive action. Reports that confirm the legitimate presence of CSAM will be passed to the relevant law enforcement agency and/or Internet Service Providers (ISP). In many cases, the service provider hosting the content is then given notice to ensure rapid takedown of the material.

Each hotline encompasses a different governance structure, from stand-alone NGOs with charity status to the national home of an international institution (such as a child welfare organisation), or as part of an Internet Service Provider Association. Others are stand-alone hotline organisations in their own right. To ensure a unified approach and adherence to standard guidelines, INHOPE members must comply with best practices.

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Firsthand Perspective: Hotline Analysts Speak Out

“...we need the help of all people to do our work. We must raise awareness publicly on all factors.”

Sheona Colombage, Analyst, Office of the eSafety Commissioner, Australia

“...we need an international network to do the work. Especially in Germany, a few years ago people preferred to report to hotlines and not the police because, they were afraid of being punished for reporting. They still get it and they have to be afraid because they’re reported.”

Hendrik Krohne, Analyst, FSM, Germany

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The INHOPE Hotline Network is to streamline processes for reporting illegal online content when it involves the sexual abuse or exploitation of a child. Hotlines often encourage reporting even when there is a lack of funding or inadequate legislation and where there appears to be a need for hotline. Where there is potential or a starting hotline initiative, the Foundation works to prepare them to join the network in the future.

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The full Code of Practice can be found on the INHOPE website.
To learn more about INHOPE's full list of members worldwide, click here.
The ICCAM System
In 2016, INHOPE launched the ICCAM platform, a groundbreaking system to make inter-hotline reporting faster, more accurate and to provide improved data. The platform delivers unique, nearly real-time global data on web-based CSAM.

ICCAM was designed aiming to enable INHOPE Member Hotlines to “fingerprint” reported CSAM images and videos, which in turn allows for faster escalation of new CSAM to law enforcement where attempts can be made to identify new victims of abuse.

INTERPOL was a major partner in the creation of ICCAM, and it is now in its ongoing development and use. Due to its specialised nature, the aspects of this system that involve content assessment and categorisation training can only be delivered by INHOPE Members. Hence, as a trusted, longstanding ally we look forward to our continued partnership with INHOPE to safeguard children in the real and virtual worlds.

INHOPE Webinar Program
To best support the work of members, INHOPE offers webinar presentations for new concepts, approaches, or technologies that are relevant to the issues that hotlines must consider, now and in the future. These efforts have resulted in the regular INHOPE “Webinar Wednesday” series of presentations by experts. Using the Adobe Connect meeting tool, a speaker is able to present on a topic from their own desktop, broadcast to a live audience across the world.

In 2016, twelve webinars were delivered in areas such as content assessment and categorisation training, as well as online hotlines for child protection, risk assessment tools, among many others. Upon proper confidentiality agreement, most webinars are also recorded and made available as a resource for members to view at a later date.

INHOPE Live 1to1 Training
INHOPE provides webinars to match what is most needed by hotlines. These are specific requirements that can be unique and urgent in nature, or a very particular area of assistance and support. In response to these needs, INHOPE offers short notice online training versus the usual large scale training courses for law enforcement agencies and cybercrime investigators from all over the world held in Berlin, Germany each October.

Law Enforcement with Europol
If it is recognised that INHOPE has many skills and a knowledge base that would be useful to law enforcement and equally law enforcement has many skills that would be useful to INHOPE.

In order to facilitate this exchange, INHOPE works very closely with Europol’s Combating the Sexual Exploitation of Children on the Internet (COSEC) cybercrime training team. A major part of this includes INHOPE’s Training and Network Services Manager acting as a core trainer on the annual large scale training course for law enforcement and cybercrime investigators from all over the world held in Selm, Germany each October

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The greatest risk in the area of CSAM is different law enforcement agencies and NGOs working in silos, not sharing information and trying to accomplish international goals to suit their distinct agendas. Law enforcement agencies and NGOs working in silos, not sharing information is one of the most difficult aspects of the online availability of CSAM, but helping to break the cycle.

Law enforcement cooperation and law enforcement to continually expand and strengthen the national network in Thailand dedicated to fighting the online exploitation of children.

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Thailline Hotline
Thailline hotline provides public assistance for those who might not even know about existence of a hotline, or the dangers of the Internet. Their online Knowledge Center provides news updates on child sexual exploitation stories in the region, online safety tips, That laws on digital crimes, and FAQs about reporting illegal content.

INHOPE also works very closely with protection organisations and law enforcement to continually expand and strengthen the national network in Thailand dedicated to fighting the online exploitation of children.

Achievements of the INHOPE Network
The member hotlines of our network are dedicated to developing the fastest and most effective means of fighting online child sexual exploitation. Throughout the year, INHOPE works to support and promote their incredible accomplishments in the field. Whether local, regional, or global, hotlines are making an impact on the world’s response to digital crimes committed against children.

Canada Centre for Child Protection Project Arachnid
Project Arachnid is a victim-centric model for reducing the availability of child sexual abuse material on the public internet. It is an automated system that crawls links on sites that contain CSAM and detects where those images/videos are publicly available on the internet. When CSAM is detected on servers located in a country with an INHOPE member, a report is sent to the INHOPE member hotline so the CSAM can be removed.

The web crawler detects images and videos based on confirmed digital fingerprints of illegal content – regardless of where the images/videos become popularly traded. Project Arachnid helps to reduce the availability of CSAM on the Internet, provide psychological relief to the survivors of this horrific crime, and reduce the opportunities for these images/videos to become popularly traded.

In just six weeks, Project Arachnid processed over 250 million web pages, detected 5.1 million unique web pages hosting CSAM, and detected 40,000 unique images of abuse. Efforts at this scale are not only reducing the online availability of CSAM, but helping to break the cycle of reutilisation.

INHOPE’s profile video on the work of Thailline
See here for the full story on Project Arachnid.

I was delighted to have seen great results in working with INHOPE member hotlines. INHOPE’s Electronic Service Providers have had the material quickly removed.”
INHOPE monitored the Internet for dangers to children and young people, and identifies risks that emerge when they use popular services. In 2016, INHOPE monitored 7,306 reports from Internet users, containing 10,530 URLs. Of these reports, 13% concerned sexual child exploitation. All content hosting illegal material in Germany could be removed within 5 days at the latest. The reports were analysed and the illegal material could be deleted within 9 days. For full data and analysis on Jugend­schatz.net’s work, visit their 2016 Annual Report.

Nettivihje received less reports, however, the material evaluated reports were transmitted to the Bulgarian Reporting Center for further actions. In 2016, Nettivihje’s board received more than 1,000 volunteers with more than 100 reports, which were classified as illegal by Stopline, compared to 13% in 2015. Ninety-two percent of the illegal material was classified as child sexual abuse material including nudity, erotica and grooming. Evaluated reports were transmitted to the Bulgarian Ministry of the Interior and other state institutions, as well as other INHOPE hotlines. In addition to processing reports, the activities of the Safer Internet Centre included developing awareness campaigns, education and training, research and operation of Hotline and Helpdesk. The full account can be found in the 2016 Annual Report.

SafeLine’s main priority is to remove images and videos depicting child abuse and the protection of the right to safe navigation of the child on the Internet. It acts as part of three pillars making up the Green Safer Internet Centre: the national Safer Internet Centre, conducting INHOPE audit, digital forensics processes and hotline procedures. The report also showed key findings for 2016, such as an increase in CSAM reports by 21%, with details of how these reports were passed to law enforcement, other hotlines, and service providers.

Stopline – Austrian Report Centre Against Child Pornography and National Socialism on the Internet

In 2016, the Austrian Safer Internet Centre received and evaluated 13,705 reports. The most significant increase in CSAM reports compared to 2015 was 21%, with details of how these reports were passed to law enforcement, other hotlines, and service providers.

In 2016, overall reports rose by 11.59%, and 1,091 cases were in the area of sexual abuse and sexual exploitation of children and minors. For more information, read the full 2016 Annual Report.
Main Projects and Partners

LOT 1 — EUN Partnership

INHOPE has been subcontracted by the EUN Partnership for the LOT 1 project on the Better Internet for Kids (BIK) platform. As part of this project, a special working group was established by INHOPE in May 2016 during the hotline training in Copenhagen to discuss facilitation of better collaboration of European Commission funded hotlines. The INHOPE Certified Analyst module continues to be one of the key deliverables of this project with over 60 certified analysts.

In addition to this, best practice guidelines were updated to reflect emerging trends; blogs and webinars of varied topics were hosted on the BIK platform, along with a quarterly bulletin informing readers of safety issues and opportunities across Europe and beyond. All INHOPE hotlines are encouraged to subscribe, as this is a valuable resource including news and resources from Safer Internet Centres and wider stakeholders.

Safer Internet Day 2016, one of the primary events of this project, was widely supported by INHOPE members on social media. Through the event hashtag and coordinated activities, members and stakeholders were able to share and create visibility around their work, an effort that highlighted every sector from education and charities to government and law enforcement. Safer Internet Day is one of the biggest annual landmarks in the online safety community, and INHOPE is always proud to use this opportunity to share stories and achievements from the hotline network.

What Our Partners Say

“"A key feature of the BIK project is to develop a core service platform to facilitate the exchange of knowledge, expertise, resources and best practices between key online safety stakeholders in order to increase access to high-quality content for children and young people, step up awareness and empowerment, create a safe environment for children online, and fight against sexual abuse and exploitation. A key benefit of the two networks working together is a holistic approach to online safety that can be taken. Examining the whole spectrum of risks and challenges and developing appropriate responses, both at national and European level, while also providing a "united front" in dealing with other stakeholder groups (industry, law enforcement, research, academia, policy and so on). Such a coordinated approach ultimately leads to better outcomes in keeping Europe’s children and youth safe online, whatever challenges they may face.”

Hans Martens, Insafe Network Coordinator, European Schoolnet

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“The volume of illegal online child sexual abuse imagery remains a problem which needs collaborative action in addition to legislation. Without the effective cooperation of INHOPE, the volume of CSAM available online could increase, and it would become harder to identify, law enforcement, research, academia, policy and so on. Such a coordinated approach ultimately leads to better outcomes in keeping Europe’s children and youth safe online, whatever challenges they may face.”

Margareta Traung, Head of Sector “Programmes Implementation”, European Commission

LOT 2 — ICCAM

The ICCAM system has been developed over the past several years through funding by the European Union. ICCAM represents a great step forward in the value of hotline work to fight the online distribution of CSAM. It is specifically designed with the work of hotlines in mind, by:

- **Facilitating** the electronic and instant exchange of CSAM-related reports between INHOPE member hotlines, as reported CSAM is almost always hosted in a different country.

- **Allowing** for a wide range of statistical data to be harvested from the whole Hotline Network in regard to reports, hosting, notice and takedown times, hotline actions in relation to CSAM reports and many other elements.

- **Organising** the classification of reported CSAM by hotlines (in most countries) into legally recognised categories, which are then automatically sent to Interpol to be investigated with the hope of identifying and potentially rescuing victims.

- **Improving** the understanding and mapping of online CSAM distribution worldwide by enabling accurate analysis of “known” (content that has already been seen by hotlines and law enforcement) and “new” CSAM.

Throughout 2016, the use and impact of ICCAM has continued to grow, as reflected in the statistics contained in this report. Looking into 2017, INHOPE is committed to the goal of ICCAM being used in the processes of as many hotlines as possible.

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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.

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 accounts are publicly available from the Kamer Van Koophandel (www.kvk.nl).

**Board**

Members vote to elect a President to lead an elected Executive Committee, which is known as the Board. The Board is responsible for the management and administration of the Association.

**Secretariat**

Based in the Netherlands, the Secretariat is responsible for conducting the daily 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.

**Welcoming the New INHOPE Board**

INHOPE benefits greatly from the support of our Board, made up of leaders in the field from across a diverse range of backgrounds in online child protection.

This year, we welcomed our new Board and newly elected INHOPE President for 2016-18.

Arda Gerkens, INHOPE President

Arda is the managing director of the Dutch hotline (Meldpunt Kinderporno, Expertisebureau Online Kindermisbruik) and a Member of the Dutch Senate.

Themba Wakashe, INHOPE Board Member

Themba was appointed as the CEO for the Film and Publication Board, South Africa. He previously served as the Director General for the Department of Arts and Culture and has over 14 years of experience in the public sector.

Miguel Torres Garcia, INHOPE Board Member with Foundation Portfolio & INHOPE Foundation President

Miguel has served as the Chief Officer Operations of Child Focus, the Belgian organisation for missing and sexually exploited children, for 10 years and has dedicated his career towards victims rights.

Gregor Schwarz, INHOPE President

Gregor started his career as a hotline analyst and is now Legal Counsel and Senior Hotline Manager at FSK, Germany’s Voluntary Self-Monitoring of Multimedia Providers.

Malle Hallimäe, INHOPE Treasurer

Malle has been working with the Estonian Union for Child Welfare since 1986 and she is currently a member of the organisation’s Executive Board.

Sir Richard Till, INHOPE Board Member

Sir Richard began his career in Prison Services and was appointed as the Internet Watch Foundation Independent Chair in 2012.

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**INHOPE Advisory Board**

Victoria Baines, Trust and Safety EMEA, Facebook

Jacqueline Beauchere, Chief Online Safety Officer, Microsoft

John Carr, OBE, Senior Expert Adviser, ECORD International

Julie Cordua, CEO, Thorn

Dei Harvey, VP, Trust and Safety, Twitter

Michael Moran, Assistant Director, Human Trafficking and Child Exploitation Sub-Directorate, INTERPOL

Lynette Owens, Global Director, Internet Safety For Kids and Families Program, Trend Micro

Fernando Ruiz Perez, Head of Operations, European Cybercrime Center, Europol
Structural Planning
and Enhancements

Creation of the INHOPE
2016 – 2020 Strategy

To secure a strong organizational foundation and clear direction for the path forward, INHOPE developed its first 5-year strategic plan in 2016. This strategy defines how INHOPE will achieve its mission to enhance national and international efforts to combat the online sexual exploitation and abuse of children. By clarifying the objectives in INHOPE’s future, and setting standards and benchmarks to define progress, we build a stronger platform to serve our members and our mission. Not only does this keep us on the forefront of the industry, it exemplifies INHOPE’s value to hotlines, advisors and partners - both current and future.

Through this strategy, INHOPE envisions the enhancement and sustainable development of both strategic and foundational pillars to outline the goals of the organisation. The Strategic Pillars clearly address goals that advance our mission while the Foundational Pillars will focus on enhancing internal effectiveness and financial stability.

“INHOPE’s greatest contribution to the fight against CSAM is establishing and maintaining high professional standards for the world’s hotlines. The continued growth and expansion of the problem requires a network of the size and geographical spread that can match it and help evolve solutions. The Internet presents complex challenges which require sophisticated responses delivered by a variety of actors across different sectors.”

John Carr, Advisory Board Member

INHOPE’s vision is an internet free of child sexual abuse

INHOPE  Annual Report 2016
Each goal is designed in alignment with the INHOPE mission statement. A series of measurable objectives for each goal have been established to hold progress accountable against a clear timeline. In this fast-moving arena, clarity and consistency are imperative. While technological capabilities, best practices, and law enforcement will evolve, INHOPE as a central point of contact for so many must be ready to recognize changes in the field without losing a sharp mission focus. This is the best way to serve our network, partners, and allies.

Development of INHOPE Business Strategy

INHOPE works consistently to adapt and accommodate new changes in the global landscape of online child protection. As part of our ongoing efforts to improve the structural integrity of the organisation, INHOPE created a Business Plan in 2016 to guide actions and responses to both internal and external challenges.

Through collaborative action between the INHOPE Secretariat, Advisory Board, and Members, the Business Plan was meticulously to distill the core focus of where INHOPE would be expending its time, resources and funding throughout the year, and clearly outlining the expected benefits.

The outcome of this planning was several key focuses:

1) strengthening the INHOPE Network
2) ensuring the secure exchange of reports among members through standardised and high quality tools and procedures.

Strengthening the INHOPE Network

A strong network is based on trust. Given the highly sensitive nature of the information exchanged among INHOPE members, it is crucial that members feel confident in each other as well as the technology platform in use. Building trust in the case of INHOPE is, therefore, very much related to ensuring the secure and reliable exchange of reports among members, which is and should continue to be INHOPE’s core focus. This is why an important part of the resources outlined in the current business plan will be invested in improving the internal communication of our network in all directions.

Ensuring the secure exchange of reports among members

This can only be achieved through standardised and high quality tools and procedures. The key elements here are:

1) ICCAM platform improvement, and 2) secure, accurate and transparent procedures to exchange reports, to classify content and to collect and analyse the data entered into ICCAM.

This objective will be achieved through a number of actions, including the deployment of advanced and core training to improve members’ procedures as well as the development, revision and improvement of INHOPE’s procedures including standard best practices, minimum standards and related compliance monitoring procedures.

Crisp is dedicated to the protection of children online and is proud to support INHOPE in their exceptional work. Abusers are getting more sophisticated in the way they share online child sexual abuse related content; and our biggest challenge is to continue fighting against CSAM distribution effectively. INHOPE is instrumental in educating and informing policy makers at an international level which drives a coordinated and powerful effort in stamping out online child abuse content across the globe.

— Rebecca Sternburg, Program Manager, CyberTipline National Center for Missing & Exploited Children

— Adam Hildreth, CEO and Founder of Crisp

The INHOPE network has brought many different organizations from all over the world together who are passionate and committed to reducing the amount of child sexual abuse material online. The opportunities provided for activists to meet and collaborate with those that share the same commitment and passion are very valuable in the work of those striving to help children and reduce the amount of illegal material that is present online. The public.

There have been huge advancements in technology, with new tools being developed and shared to help reduce CSAM online. This gives the analysts seeing the material the ability to detect CSAM much faster, and the ability to notify the appropriate body or provider to get the content removed. Not only does the reduction of the amount of material that is available online, but it helps the analysts reviewing the material to view a smaller percentage. We thank INHOPE for the role they play in all parts of the CSAM reporting and removal process, and for being an ally to NCMEC and all stakeholders throughout the law enforcement and child protection arena.

— Rebecca Sternburg, Program Manager, CyberTipline National Center for Missing & Exploited Children

— Adam Hildreth, CEO and Founder of Crisp

INHOPE  Annual Report 2016

INHOPE Core Focus of Business Plan 2016 – 2017

Strengthening the INHOPE Network

INHOPE  Annual Report 2016

Secure & Standardised exchange of reports

INHOPE  Annual Report 2016

Rebecca Sternburg, Program Manager, CyberTipline National Center for Missing & Exploited Children

Adam Hildreth, CEO and Founder of Crisp

INHOPE Core Focus of Business Plan 2016 – 2017

INHOPE  Annual Report 2016

INHOPE  Annual Report 2016
Global snapshots of CSAM reports

Each hotline establishes report categories depending on its citizens’ needs, country priorities, core business, and other factors. As part of the INHOPE network, all hotlines work to strengthen international practices that combat online child sexual abuse content.

After reports are analysed and confirmed as CSAM, takedown is the common aim, although reports may also go through additional national procedures that differ by country. As can be observed in the graph, there is often a notable difference between the amount of suspected CSAM reports, and reports that are confirmed. Only after a report is verified as containing CSAM is it passed to the next appropriate body. By first putting these reports through an expert analyst review at the hotline level, law enforcement and ISPs only receive confirmed, actionable reports, saving valuable time and resources.

In the table, a representative hotline from every continent provides an illustration of the total number of reports received by a hotline and the quantity of CSAM reports. See Annex 1A for data on all INHOPE hotline members.
Global Hosting: Where do we see CSAM?

It is challenging to create a global snapshot of CSAM hosting as there are still uncharted territories, including countries which lack legislation in the area of CSAM. Efforts to improve technical capabilities and reporting processes have been ongoing as stakeholders work on solutions for under reporting, outdated systems, and a general lack of cohesion between governmental, law enforcement and policy practices across national borders. In 2016, the INHOPE Network has traced hosted CSAM to 64 countries, 46 of which had an INHOPE presence. Through the cooperation of the Network and the use of ICCAM, we have created a global picture based on the data received directly from hotlines. The hosting heatmap shows the presence of CSAM being hosted on national servers, based on hotline reports that have been verifiability analyzed as child sexual abuse material. 

Hosting versus production, consumption and distribution

It is vital to recognise that hosting is only one part of the broader picture when it comes to the creation, distribution, and consumption of child sexual abuse material. While hosting reports can tell us where the highest concentration of servers containing CSAM are located, this should not be conflated with the production and consumption of CSAM, which can happen anywhere. The sexual abuse and exploitation of children is a pervasive problem worldwide, and no country is immune. The absence of hosting information in a particular geographic region does not mean that abuse is not taking place, that digital abuse content is not being created, or that there are no victims in need. It is critical to understand that a lack (or lower amount) of reported data does not mean the problem does not exist.

An example of this issue within INHOPE’s own statistics is the representation of Africa, which may seem to indicate the absence of CSAM. To the contrary, as a region with only one current INHOPE hotline member, Africa highlights two important needs for improving the global status of CSAM:

1. A concerted effort to acknowledge the areas where gaps exist and create technical solutions accordingly. Enhanced insights and greater opportunities to protect children could come from establishing a developed reporting process. This is the case throughout Africa, as well as other regions of the world where better structure and support are often needed.

2. More research initiatives into the depth of child sexual abuse, particularly, but not limited to, developing regions. Evidence is needed to evaluate what drives the production, consumption, and dissemination of child sexual abuse material. In order to show a more accurate representation from every region and create a true global picture of the magnitude of CSAM, we must work toward a better understanding of each population.

The hosting data reflected in this image was collected through the ICCAM system and may not reflect other forms of country-level reporting. Presented here is ICCAM data for the 12-month period of January 1st to December 31st 2016.
Notice and takedown timeline

Of the 38,676 total ICCAM reports both confirmed as CSAM and marked as removed by hotlines worldwide, 74% were removed within 3 working days.

Notice and takedown (NTD) refers to the number of business days between the date a hotline receives a report containing suspected CSAM, and the date a hotline analyst marks the report as Content Removed. Rapid NTD is a major weapon in combatting the spread of CSAM, disrupting the cycle of content duplication and global redistribution that results in the revictimisation of abuse victims that are shown in CSAM material. Average NTD response times have improved incrementally as technology and reporting processes have become more efficient, resulting in CSAM being removed from the internet faster than ever.

In regard to report handling via ICCAM a powerful example of this technology is hashing, which is a mathematical process of assigning computer files (images, video etc.) with a unique alphanumeric identifier. This allows files to be compared electronically with previously identified CSAM which has two main benefits – faster removal of CSAM,  and support of law enforcement’s efforts to identify victims and perpetrators by giving the option to focus on previously unseen CSAM.

What are the numbers showing us?

**Reports Worldwide**

74% was removed from the Internet in less than three days.

**Reports in Europe**

75% was removed from the Internet in less than three days.

CSAM Characteristics

Based on the content reported through ICCAM in 2016, we can see that the majority of CSAM encountered by hotlines depicts children that are predominantly females in the pre-pubescent age range.

This is particularly worrying given the adjacent rise in digital crimes such as coercion and extortion, which are increasingly the result of self-generated sexual images. Children of younger ages can be more prone to manipulation and targeting by online offenders, and with more access to technology than ever before, this is an issue that requires both preventative awareness raising and legal diligence.

**CSAM Characteristics - Age**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Parents</th>
<th>Pre-pubescent</th>
<th>Pubescent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infant</td>
<td>1%</td>
<td>19%</td>
<td>83%</td>
</tr>
<tr>
<td>Pre-pubescent</td>
<td>31%</td>
<td>40%</td>
<td>1%</td>
</tr>
<tr>
<td>Pubescent</td>
<td>2%</td>
<td>1%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**CSAM Characteristics - Gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Parents</th>
<th>Pre-pubescent</th>
<th>Pubescent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boy</td>
<td>83%</td>
<td>40%</td>
<td>4%</td>
</tr>
<tr>
<td>Girl</td>
<td>1%</td>
<td>1%</td>
<td>9%</td>
</tr>
<tr>
<td>Both</td>
<td>1%</td>
<td>1%</td>
<td>9%</td>
</tr>
</tbody>
</table>
How the INHOPE Network achieves its mission

At local, regional, and global levels, the work of hotlines impacts the world’s response to online child sexual abuse and exploitation. The mission of the INHOPE Network is singular: the eradication of online child sexual abuse.

Combating CSAM is a whole society issue. The majority of hotlines rely on public reports, which means depending on internet users to always report, never ignore, sexual abuse content when they encounter it. Once a report is received, analysed, and confirmed to contain CSAM, immediate action is crucial. The report is sent to the relevant law enforcement agency and internet service provider. In cases where the report contains content located in another country, the report will be passed to the hotline of that country.

From this point, the main focus is to remove content. Data collected from the images by hotline analysts informs the efforts of law enforcement as they seek to identify and potentially rescue children. This can also lead to the identification and prosecution of offenders. Service providers are also notified to ensure material is taken down, minimizing distribution as much as possible.

This coordinated cross-jurisdictional approach between country hotlines, local and international law enforcement, and service providers is what makes INHOPE’s mission achievable.

“The multi-stakeholder approach to tackle CSAM is important in order to pool all of the best talent and resources. Our ongoing work with INHOPE complements other industry initiatives globally to combat CSAM online. It is a difficult challenge but by working in partnership we can rise to meet it.”

— Del Harvey, VP of Trust & Safety, Twitter
Complementary Approaches

Even though hotlines deal with a broad spectrum of reporting categories, only reports of confirmed CSAM are exchanged among INHOPE members through the ICCAM system. However, if the content assessed by a hotline is hosted in the same country where the report was initiated, or outside a country belonging to the INHOPE network, then other procedures may take place. This means that data collected through ICCAM provides an accurate account of CSAM exchanged between INHOPE members, but not of all the CSAM produced, distributed and consumed worldwide.

We believe that it is important to highlight a few instances in our network where large volumes of CSAM are received and acknowledged, but whose data is processed slightly differently. These approaches do not mean that reports are lower or are not being properly assessed. Understanding the large number of reports that go through these hotlines makes them important in demonstrating how ICCAM works effectively alongside measures taken at a national level when it comes to providing a global picture of hosting data.

Canada

Canada’s groundbreaking Project Arachnid web crawler searches links previously reported to their hotline, Cybertip.ca, and detects where illegal images and videos are publicly available online. If the system detects a child abuse image, it continues to crawl all the links on a given page – only stopping once it fails to find any media that matches with its CSAM hash list. Additionally, if Cybertip.ca receives URLs from members who do not use ICCAM, these reports may be received through an independent online reporting form.

In the US, procedure is that US-based companies voluntarily take steps to find, remove and report CSAM using trusted CSAM hash values. This system means that CSAM may be identified and removed before either the public or hotlines ever come across it. In 2016, NCMEC’s CyberTipline received more than 8 million reports from US-based ESPs about US-based hosting of CSAM.

The Netherlands

According to 2016 ICCAM statistics, 23,572 URLs containing CSAM were hosted on Dutch servers, whereas the reality is that nearly twice as many CSAM URLs were processed in the Netherlands. Although every report is analysed by the Dutch hotline, technological and staffing capacity prevents every one from being individually entered into the ICCAM database. The advanced digital infrastructure of the Netherlands is a very popular choice for large-scale commercial hosting providers. Invariably, this means that this infrastructure will also be used by people distributing CSAM. The majority of Dutch and foreign ISPs with Dutch servers are very cooperative in regard to the removal of CSAM. The close relationships between ISPs and the Dutch police mean that efforts to clean up servers have been successful, but as long as the digital infrastructure remains popular worldwide, the Netherlands will continue to present a statistical challenge.

United States

In the US, procedure is that US-based companies voluntarily take steps to find, remove and report CSAM using trusted CSAM hash values. This system means that CSAM may be identified and removed before either the public or hotlines ever come across it. In 2016, NCMEC’s CyberTipline received more than 8 million reports from US-based ESPs about US-based hosting of CSAM.

NCMEC doesn’t use ICCAM in these instances because the content is already removed, and they provide foreign reports directly to law enforcement.

Appendix 1a: Page 36 & 37
INHOPE Association

BALANCE SHEET AS AT (before result appropriation)

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>31st December 2016</th>
<th>ASSETS</th>
<th>31st December 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIXED ASSETS</td>
<td></td>
<td>EQUITY AND LIABILITIES</td>
<td></td>
</tr>
<tr>
<td>Financial fixed assets</td>
<td>9,600</td>
<td>Equity</td>
<td></td>
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<tr>
<td>Other financial fixed assets</td>
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<td>Reserves</td>
<td>270,091</td>
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<tr>
<td>Receivables</td>
<td>184,080</td>
<td>Result financial year</td>
<td>-3,829</td>
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<tr>
<td>Debtors</td>
<td>3,383</td>
<td>Restricted fund reserve</td>
<td>9,864</td>
</tr>
<tr>
<td>Receivable from EC</td>
<td>9,431</td>
<td></td>
<td></td>
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<tr>
<td>Taxation</td>
<td>4,271</td>
<td></td>
<td></td>
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<tr>
<td>Prepayments and other receivables</td>
<td>9,431</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CASH AND BANK</td>
<td>303,135</td>
<td>Current liabilities</td>
<td></td>
</tr>
<tr>
<td>Cash and Bank</td>
<td>384,573</td>
<td>Creditors</td>
<td>1,212</td>
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<tr>
<td></td>
<td></td>
<td>Membership fees in advance</td>
<td>1,750</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Taxation and social security</td>
<td>30,005</td>
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<tr>
<td></td>
<td></td>
<td>Other payable and deferred expenses</td>
<td>276,215</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>314,182</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>98,238</td>
</tr>
</tbody>
</table>
Healthy financial resources are necessary to deliver INHOPE’s core mission to support and enhance the work of our hotline members to strengthen the international efforts to combat online child sexual abuse material with a multi-stakeholder approach. INHOPE works with industry, law enforcement agencies and other partners to achieve the shared goal of protecting children online. It would be impossible to achieve our goals without the collaboration, cooperation and backing of these partners.

Support from industry includes monetary contributions, technology, subject matter expertise and Advisory Board support. These partnerships enable and strengthen the hotline–industry relationship, and advances the shared goal of protecting children online. Working collaboratively allows INHOPE to become more efficient, remain current, and expand its network.

The 2016-2020 Business Plan makes it clear that financial growth activity within INHOPE is a crucial aspect of its work. Financial resources are necessary to keep technology and operations progressive and forward-looking, as this is the nature of the work and the online safety field. Current corporate sponsors and Funding Partners include: Microsoft, Twitter, TrendMicro, Crisp Thinking, Google, Barclays Bank, PayPal and Facebook. INHOPE must ensure it has all the tools it needs to facilitate the network’s ability to remove CSAM as rapidly as possible, to train and share knowledge, and to create partnerships that impact and show tangible change.

The goal of the INHOPE Hotlines is to remove CSAM as swiftly as possible, with everyone playing an important role in combating the spread of this content. This will happen not only through the technical process of notice and takedown, but by sharing the knowledge that we have and supporting each other as members. In the face of the difficult task that we have, a collaborative approach is key to the success of our network.

Closing Message From Our President

The past year has shown many ongoing changes in the data and trends surrounding digital crimes against children. Due to the global scope of online child sexual exploitation, it is difficult to be absolute as trends can vary across many countries and regions. While some hotlines have seen a decline in reports of illegal content involving children, the unfortunate truth for many others is that these crimes are shown to be consistently increasing. Now more than ever, we must come together to fight the rise of child sexual abuse images on the internet.

The goal of the INHOPE Hotlines is to remove CSAM as swiftly as possible, with everyone playing an important role in combating the spread of this content. This will happen not only through the technical process of notice and takedown, but by sharing the knowledge that we have and supporting each other as members. In the face of the difficult task that we have, a collaborative approach is key to the success of our network.

Amid new and worrying trends such as self-produced sexual images, coercion and digital blackmail of young people, we must recognize that raising awareness about the work of the hotlines and the guidance they offer is vital. Providing necessary information about CSAM not only encourages the public to better recognize these images as crimes and report them to hotlines, but may also lead to the preventative steps that are so critical. A number of new and innovative educational campaigns are now speaking to this issue, which will hopefully create a model of awareness that increases prevention and spares victims.

The work of hotlines and stakeholders is never done, and its importance cannot be understated. I am proud of the efforts of the INHOPE network, and the work of all our analysts, advocates, and partners. As we prepare for the challenges to come, we know that by fighting the problem together we will make the best progress.

– Arda Gerkens, INHOPE President
**Annex**

### INHOPE Network reports

<table>
<thead>
<tr>
<th>Name of hotline</th>
<th>Country</th>
<th>Total reports of suspected CSAM</th>
<th>Total reports confirmed as CSAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>cyberReport</td>
<td>Australia</td>
<td>6321</td>
<td>1742</td>
</tr>
<tr>
<td>Stopline</td>
<td>Austria</td>
<td>4001</td>
<td>644</td>
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<tr>
<td>Child Focus</td>
<td>Belgium</td>
<td>1514</td>
<td>806</td>
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<td>PSI-Emporia</td>
<td>Belarus</td>
<td>1798</td>
<td>950</td>
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<tr>
<td>Prevent Hotline</td>
<td>Bulgaria</td>
<td>627</td>
<td>211</td>
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<tr>
<td>NOW</td>
<td>Czech Republic</td>
<td>1376</td>
<td>1959</td>
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<tr>
<td>KIDsecure</td>
<td>Denmark</td>
<td>748</td>
<td>561</td>
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<tr>
<td>Center ja nidosu i zlostavljanju</td>
<td>Croatia</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>cybertip.ca</td>
<td>Canada</td>
<td>1942</td>
<td>15625</td>
</tr>
<tr>
<td>Te Protejo</td>
<td>Colombia</td>
<td>19830</td>
<td>3370</td>
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<tr>
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<td>0</td>
<td>0</td>
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<td>FSM Germany</td>
<td>Germany</td>
<td>2623</td>
<td>1394</td>
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<tr>
<td>jugendschutz.net</td>
<td>Germany</td>
<td>4418</td>
<td>1353</td>
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<td>Biztonsagosinternet Hotline</td>
<td>Hungary</td>
<td>451</td>
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<td>Hungary</td>
<td>18</td>
<td>9</td>
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<tr>
<td>Barneheill</td>
<td>Iceland</td>
<td>638</td>
<td>3</td>
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<td>Stop-it Italy</td>
<td>Italy</td>
<td>1040</td>
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<td>SOS Il Telefono Azzurro Onlus</td>
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<td>2963</td>
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<tr>
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<tr>
<td>Safer Internet Association Japan</td>
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<td>264</td>
<td>263</td>
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<tr>
<td>Internet Hotline by National Mobile and Telecommunications Authorities (bettercontrol.org)</td>
<td>Luxembourg</td>
<td>578</td>
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<tr>
<td>Save the Children Denmark</td>
<td>Netherlands</td>
<td>482</td>
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<td>German Union for Child Welfare</td>
<td>Norway</td>
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<td>5</td>
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<tr>
<td>paranol Hotline</td>
<td>Norway</td>
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<td>324</td>
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<td>AFPI - Point de Contact</td>
<td>France</td>
<td>17754</td>
<td>7906</td>
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<td>Familja</td>
<td>Sweden</td>
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<td>Net-Safe Latvia Safer Internet Center Hotline</td>
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<td>331</td>
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<td>Korea Communications Standards Commission</td>
<td>South Korea</td>
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<td>ISPAI</td>
<td>Switzerland</td>
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<td>Film and Publication Board</td>
<td>South Africa</td>
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<td>IWF U.K.</td>
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<td>8948</td>
</tr>
</tbody>
</table>

*Data was not collected from Serbia, Croatia, Physicians, and Benelux.*
2016 Global Map of CyberTipline Reports (USA)
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info@inhope.org

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