ANTICIPATE, ADAPT AND TAKE ACTION.
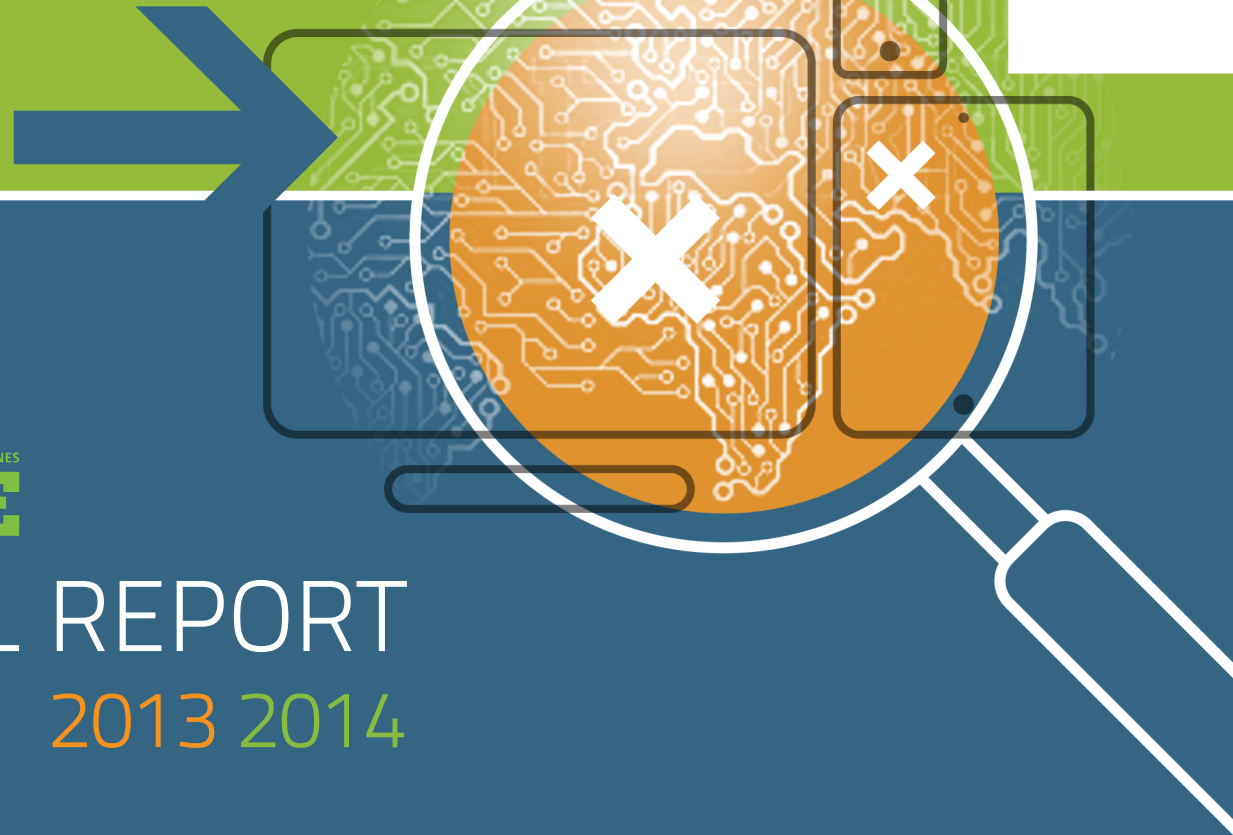
INTERNATIONAL ASSOCIATION OF INTERNET HOTLINES

INHOPE

ANNUAL REPORT
2013 2014

contents

Foreword
by the INHOPE Board

In 2014, we celebrate the 15th anniversary of INHOPE, an organisation which was formed in 1999 as a group of Internet hotline providers in Europe, and has risen to a remarkable, unique Association of 51 members in 45 countries worldwide gathered around one common objective: eradicate child sexual abuse material (CSAM) from the Internet.

The Association, led by its membership, effectively contributes to the combatting of child sexual abuse online, and child sexual exploitation as a whole, which is one of the four pillars of the European Commission's comprehensive Strategy for a Better Internet for Children.

Not only do INHOPE Hotline Analysts around the world collect, analyse and confirm illegal content to their law enforcement partners the very same day the report is received; they also take joint actions to assist content hosting providers as they disable and take down the material as soon as possible, ensuring the prevention of further distribution, the removal of illegal content and the protection of child victims.

In doing so, the global efforts of members are encompassed into a unique database – a resource that was further enhanced the past year through a video and image hash value fingerprinting pilot project and which will soon serve as one of most precise tools for the identification, reporting and removal of CSAM.

At the same time, we have devoted ourselves to continuous improvement, growth and expansion. Cooperation is our raison d'être and our working style. With our partners on the ground, we identify priority countries, where a strong nexus between offline and online child sexual abuse exists, and develop joint action plans.

This is illustrated by the tremendous work of the INHOPE Foundation over the past year, and its recognition of three new hotlines, as well as on-going support to the development of new hotlines around the world, including in countries with rising CSAM concerns such as Peru, Mexico and Cambodia – all of which are expected to soon join and increase the ranks of the INHOPE family.

In September, INHOPE's new Advisory Board, made up of high-level experts from academia, industry, law enforcement and civil society, will convene for the first time and help paint a fresh 360° view on threats and opportunities, so we stay on track and accelerate change.

Clearly, INHOPE has risen to the Family of Hotlines who have – supported by the efforts of the Board and the Secretariat – shown the determination, commitment, passion and devotion to fight for their children, for our children, fight for every single child they receive a report for, and therewith eradicate CSAM around the world, enabling a better internet and a safer living environment for children around the world. And for that, this Membership, this Family of national members who stands against child sexual abuse, deserves the highest respect and global recognition.

INTERNATIONAL ASSOCIATION OF INTERNET HOTLINES
INHOPE

Welcome

from the
Executive Director

Every action we take in the fight against online child sexual abuse contributes to our unique organisation and defines us as individuals.

This annual report highlights the accomplishments we have attained during the past year and the forward thinking technology that will shape INHOPE in the future.

INHOPE received over 1.2 million reports during 2013, a 14% increase on the previous year. This is an important milestone, illustrating how effective the global reach of INHOPE has become. Since June 2014, we now cover 51 hotlines in 45 countries, which is a major step forward for the organisation. The continual expansion of the INHOPE network highlights the global nature of our efforts and the detection of child sexual abuse material online.

INHOPE is a member organisation and as such we work together in a common cause. Our members must be applauded for their successful collaboration, not only with each other, but also with the closer cooperation with industry and law enforcement. During 2013, INHOPE held a joint conference with Europol that further strengthened the ties between our member hotlines and law enforcement. This cooperation brought with it major benefits to our key area of operation; the notice and takedown statistics improved over the previous year to 97% of all reported child sexual abuse material (CSAM) being reported to law enforcement within one day.

At the same time, we continued to forge stronger partnerships to develop new initiatives to combat Internet crimes against children. During 2013, we signed memorandums of understanding with Interpol, Europol and ECPAT International; these partnerships are designed to bring closer working relationships between our members and law enforcement, along with our charitable arm the INHOPE Foundation to identify hotlines in emerging CSAM hotspots.

We must always have an eye on the future. In 2014, we launched the development of the pilot BIK-NET project, which takes the identification and removal of CSAM to a new level. This project, in conjunction with the EC and Interpol, will enable our member hotlines to identify and remove illegal Internet content at a greater rate without duplication.

None of this excellent work would have been possible without the steadfast support of the European Commission, our 51 member hotlines, along with our President, Board and Secretariat.

I am proud of everything we have accomplished in 2013. We are doing our best to protect our children and we have got to succeed in doing what is right.

Russell Chadwick

Connected to the future

INHOPE and its member hotlines at a glance

1999 > 2014

protecting children online, spanning 15 years of dedicated work

✓ Association: 48 hotlines in 42 countries
✓ Foundation: 3 hotlines in 3 countries
✓ Present on all continents
✓ Headquartered in Amsterdam, the Netherlands
✓ A diverse mix of government agencies, industry-sponsored initiatives and child welfare NGOs
✓ An engaged community of tech, legal, psychological and child protection experts
✓ A unique database and a data rich network
✓ Connecting 170 analysts worldwide
✓ A global centre of expertise on Notice and Takedown procedures
✓ A trailblazing pilot project on video fingerprinting and hashing technology
✓ A recognised partner of law enforcement and industry

INHOPE is an active and collaborative network of 51 hotlines in 45 countries worldwide, dealing with illegal content online and committed to stamping out child sexual abuse from the Internet.

INHOPE comprises the INHOPE Association and the INHOPE Foundation, a charity constituted in 2010 to help develop new hotlines worldwide, particularly in emerging countries where there is a lack of funding or even legislation and where we observe a strong nexus between offline and online child sexual exploitation. The Foundation has so far assisted the development of 3 hotlines in 3 countries: Colombia, Kazakhstan and Thailand.

Founded in 1999 by pioneering Internet Service Providers from Europe, the International Association of Internet Hotlines today coordinates a network of 48 Internet Hotlines in 42 countries across the globe, supporting them in responding to reports of illegal content to make the Internet safer. This was achieved with funding and support from the European Commission under the Safer Internet Programme.

INHOPE and its member hotlines, stop, with our industry partners, the (re)circulation of child sexual abuse material on the Internet while providing actionable intelligence to law enforcement which may lead to the arrest of offenders and the identification of victims. We say to the members of the general public, if you stumble across anything you suspect is illegal, help us make a difference, report it, don't ignore it.

A growing phenomenon, an ever-prevailing concern, a unified response

Defining the issue, defining the terms

Article 2C of the Optional protocol to the Convention on the Rights of the Child on the Sale of Children, Child Prostitution, and Child Pornography describes child pornography as "any representation, by whatever means, of a child engaged in real or simulated explicit sexual activities or representation of the sexual parts of a child, the dominant characteristics of which is depiction for a sexual purpose".

While the term child pornography is still widely used, especially in the context of legislation, INHOPE and its partners refer to child sexual abuse material, often abbreviated as CSAM, to describe the phenomenon.

The latter term is believed to more accurately reflect the seriousness and the nature of the content as well as challenge any notion that such acts might be carried out pursuant to the consent of the child.

The landscape

Where money goes, crime will follow.

The increasing demand for new abusive material appears to be reflected in escalating prices for such material.

According to the UN Special Rapporteur on the sale of children, child prostitution and child pornography, the criminal child sexual abuse material market generates between 3 billion and 20 billion US dollars annually.

Other estimates place the market at 250 million US dollars per year[1].

Threat assessment:

- Higher levels of demand for new abuse material
- Greater Internet adoption rates worldwide
- Offenders seek out environments popular with children and young people
- Dealing with highly skilled criminality, encrypting and anonymising activities online

Online child sexual exploitation is likely to rise in the coming years, with ever-increasing Internet adoption rates globally. To disrupt and reduce the availability of what is universally acknowledged as one of the most serious forms of online crime, to prevent and protect, maximum cooperation and a multi-stakeholder approach are needed.

Child victims need protection. The perpetrators need to be brought to justice. And digital citizens need to know where to report illegal content and criminal conduct. This is precisely why the INHOPE network continues to expand.

[1]UNODC, Study on the Effects of New Information Technologies on the Abuse and Exploitation of Children, May 2014

A mission and a vision

INHOPE, as a member-led and member-driven coordinating body, exists to support and enhance the performance of Internet Hotlines around the World, ensuring swift action is taken in responding to reports of illegal content and making the Internet a safer place.

At the core of INHOPE, lies a vision: the eradication of child sexual abuse material from the Internet.

Why national hotlines matter and make a difference, every day

→ Key component of wider national strategy to address online child sexual exploitation

→ Specialised analytical, quality control and deconfliction partners for law enforcement

→ Alternative reporting channel for public reluctant to report directly to law enforcement

→ Help drive accountability of government

→ Help deliver Corporate Social Responsibility of ICT sector

→ In depth knowledge of national landscape

→ Empowerment of the digital citizen

INHOPE's checklist and core objectives:

Cross-border collaboration - Preparedness and expertise - Capacity building

✓ Establish policies, best practice standards and facilitate exchange of expertise

✓ Provide effective and secure mechanisms for the exchange of reports of illegal content

✓ Ensure rapid response to incidents

✓ Expand the network, support new hotlines and deliver needs-based training

✓ Advocate at international level to encourage effective cooperation

✓ Raise awareness of INHOPE and member hotlines' activities as a global resource

Our Tech

With funding support from the European Commission, INHOPE developed a unique report management system known as the INHOPE Report Management System (IHRMS). This system is the only database in the world that stores details of URLs of child sexual abuse material classified by Hotlines as illegal.

This resource is used daily by INHOPE Members to tackle websites hosted in their own country that require action and for alerting Hotlines within the Network of content in another country.

The hashing solution known as IC-CAM in the BIK-NET project has recently gone live and is now working in harmony with IHRMS. 12 INHOPE Member Hotlines are participating in the pilot project through which content hashing for both images and videos takes place.

The potential that this project brings in the technological edge and the data capabilities of the organisation is enormous, as it will be the first time in the history of the Association that Member hotlines will contribute and benefit from content fingerprinting.

The pilot phase ends at the end of the year and subject to further funding through the current tendering process, the solution will be offered to all INHOPE Member hotlines.

Public service value and empowerment of digital citizenship

Report it, don't ignore it!

In today's connected society, it is of vital importance to build and maintain a safer and better online environment to shield children from exploitation, abuse and violence, just like in the offline world. The Internet should not allow for the circumvention of the usual protections around children.

Digital citizens face online risks and might even stumble across illegal material. The reality is no one is powerless and you are given a choice to regain control by doing the right thing and reporting what you believe is illegal.

INHOPE member hotlines have a public service value, as they offer the possibility to the general public to report child sexual abuse material found on the Internet – a service which in many countries in the world is not offered by any other institution other than possibly a law enforcement agency.

INHOPE and its member hotlines, through awareness-raising campaigns and strategic partnerships, strive to instigate behavioural change and get more digital citizens to report and not ignore illegal content.

Protecting and empowering an online generation

INHOPE and its member hotlines closely work with the Safer Internet community at large and within Safer Internet platforms. In the context of the European Union, INHOPE has a long-lasting and flourishing partnership with its dynamic consortium partner Insafe.

Empowering children and young people, supporting parents and families, guardians as well as child educators in understanding and handling online risks, is essential in combating ICT-facilitated abuse and exploitation.

Effective Notice and Takedown

Spread the word – speed up progress – gain momentum

INHOPE and its members have reached recognition as a purveyor of best practice and a global centre of expertise on Notice and takedown (NTD) procedures, providing for the appropriate legal framework in the country of hosting.

INHOPE and its members reduce NTD times by facilitating rapid and effective referral of URLs to hosting countries.

The increasing speed of NTD procedures, whenever possible and without jeopardising criminal investigations, is gradually negating the need to resort to any other method, e.g. block lists not legally permissible in most countries and not always compliant with global Internet governance standards.

Peer-to-peer environment

Criminally illegal content may be available on the public facing web or distributed on peer-to-peer (P2P) networks.

Earlier this year, INHOPE adopted the following public statement: "The INHOPE Association is committed to fighting child sexual abuse material on the Internet including that distributed over peer-to-peer networks and encourages the public to report such activity to national hotlines."

Training and capacity building

INHOPE is regularly organising well-attended and needs-based training sessions for its member hotlines. INHOPE's training programme intends to foster mutual learning and enhance preparedness. Beyond its face-to-face sessions, INHOPE recently launched its series of Webinars, along with its e-learning platform with the contents designed by the membership and regular interventions by key partners. The e-learning platform will gradually include learning materials, learning pathways, learner tracking, testing and ultimately certification.

External engagements

"Sharing a zero tolerance policy towards child sexual abuse material"

Over the past year and a half, INHOPE has been more and more present in multi-stakeholder fora on Internet Governance and engaging with specialist groups, e.g. the INTERPOL Specialist Group on Crimes Against Children, to prioritise the issue of online child sexual abuse, present trends and identify challenges and hotspots at regional and international events like The Internet Governance Forum (IGF) and the Dynamic Coalition on Child Online Safety, the European Financial Coalition against Commercial Sexual Exploitation of Children Online (EFC), the International Telecommunications Union Child Online Protection Initiative

(ITU COP), the Virtual Global Taskforce (VGT) or the Global Alliance Against Child Sexual Abuse Online, to name a few.

INHOPE was started by pioneering Internet Service Providers (ISPs) with hotline activities and it is only natural it keeps close ties with the 'gatekeepers to the Internet'. INHOPE strongly interacts with industry platforms, e.g. the ICT Coalition and the CEO Coalition which exist within the European Digital Agenda.

Strategically, INHOPE continues to interface with such initiatives to share intelligence, help shape more robust policies, establish best practise standards, define guidelines and develop practical solutions in combating online child sexual abuse and exploitation.

Cooperation and strategic partnerships

Cooperation is at the very heart of INHOPE's work.

International cooperation and multi-stakeholder dialogue are the lifeblood of INHOPE.

There's not one country, business or organisation that can tackle the pressing issue of online child sexual exploitation alone.

INHOPE and its member hotlines have not ceased to strengthen and broaden their strategic partnerships with law enforcement and the movers and shakers of the Internet, from policy bodies to big industry players. Stronger the partnerships, faster the removal of child sexual abuse material from the Internet.

Joining forces with law enforcement

INHOPE has developed close working relationships with INTERPOL and Europol over the years and memoranda of understanding (MoUs) or protocol have over the past year been agreed by all parties to cement this partnership in writing.

Partnership with law enforcement is of critical importance, if we do not want perpetrators escaping justice and harming again.

INHOPE is a co-beneficiary of the European Financial Coalition against Commercial Sexual Exploitation of Children Online (EFC) and is a proud member of the EFC Steering Committee. The EFC is a European wide multi-stakeholder initiative involving NGOs, the public sector and private organisations to tackle commercial websites distributing child sexual abuse material.

INHOPE is the main provider of actionable data and quality leads to enable law enforcement agencies across Europe to investigate and detect the distributors of commercial child sexual abuse material.

Working in tandem with industry

High-tech industry is doing more than ever to combat online child sexual exploitation

One of the most important allies in the elimination of online child sexual abuse material has been the online industry. Internet Service Providers and Content Hosting Providers are truly devoted to combatting online child sexual abuse material.

For many years, they have invested in financial and in-kind support of the hotlines. In addition, they have heavily injected money within their own network and abuse teams to proactively identify child sexual abuse material (CSAM) before the public can even stumble across it.

Whether it be the usage of CSAM keywords, hash values, URL blocking or the removal of CSAM content at source, the Internet industry has effectively demonstrated a zero tolerance for child sexual abuse material.

Hundreds of companies are going even further to report these incidents to hotlines and law enforcement when they become aware of CSAM material online. While some may say that we "cannot arrest our way out of this problem", it is without question that the online industry is doing more than ever to ensure a family friendly environment online and to do all that they can to protect children online.

INHOPE is proud to recognise them as true champions for children and look forward to our future collaboration.

> "A link or reporting button that links to the national hotline or INHOPE member is the main mechanism deployed by most companies as a means of notifying or reporting child abuse content. "
>
> ICT Coalition, Excerpt from the 1st Report on the Implementation of the ICT Principles

> "INHOPE plays a vital role by striving to eliminate online access to images of child sexual abuse. They are a leading example of how to combat these horrendous crimes on the internet, and we are proud to contribute to their mission.
>
> We do not tolerate child sexual exploitation on Twitter. When we are made aware of links to images of or content promoting child sexual exploitation, we remove them from the site without further notice and report them to The National Center for Missing & Exploited Children (NCMEC). Our relationships with safety partners such as INHOPE and NCMEC enable us to respond to critical cases even faster, protecting children and keeping Twitter safe."
>
> Patricia Cartes, Twitter, Head of Global Safety Outreach, Public Policy.

Google

> "We have long term and close relationships with national hotlines like NCMEC, IWF, the FSM and others. Hotlines play a central role in the international fight against child abuse images.
>
> And INHOPE plays a very important role to coordinate the hotlines across the world, setting common high standards and facilitating the exchange of experiences. We are glad that we were able to support of the important work of the hotlines and INHOPE through the Google policy fellow program and the financial support packages provided to some of the hotlines."
>
> Sabine Frank – Google, Policy Counsel

Zeroing in on the nexus between offline and online child sexual exploitation

The INHOPE Foundation and ECPAT International signed a Memorandum of Understanding (MoU) in early 2014 to formalise collaboration with particular emphasis on collaborating to prevent and remove online child sexual abuse material (images and videos).

Knowledge sharing and provision of technical assistance is at the very heart of the strengthened partnership.

Did you know:

From the 1.2 million reports received by the INHOPE network in 2013, more than 35% were submitted to hotlines by US companies.*

*Source: NCMEC. US-based Electronic Service Providers ("ESPs") are required by law to report apparent child pornography to law enforcement via the CyberTipline (18 U.S.C. §2258A).

Did you know:

14 countries have mandatory ISP reporting laws*?

(*http://www.icmec.org/en_X1/pdf/Child_Pornography_Model_Law_English_7th_Edition_2012.pdf)

Do you know

the INHOPE GSMA resource guide, the ABC on how to set up and manage a hotline?

ECPAT has already started linking the Foundation with local partners in countries where ECPAT has a membership base, support and engage in advocacy initiatives to persuade relevant decision makes of the need for a hotline.

INHOPE and ECPAT International strategically join forces in addressing existing gaps at the regional level, voice their shared concerns by presenting alongside in initiatives, like the Dynamic Coalition on Child Online Safety.

Providing evidence-based knowledge to decision makers

In a fast-pace, data-driven world, INHOPE empowers members' data, network data to speak, visually reporting successes, conveying to stakeholders, the media and the general public the magnitude of the issue and highlighting hotspots and priority areas for further coordinated action.

Our global statistics are unique and no other organisation in the world presently can provide and match them. Emerging trends from the dataset help in analysing the problem to find appropriate solutions.

The publication of factual information and trends truly helps assist stakeholders in shaping their strategies and policy makers in making informed and evidence-based decisions.

In 2013, INHOPE's statistics triggered questions in the Parliament of an EU Member State which featured high in hosting child sexual abuse material. From evidence to action, this information urged the authorities of this country to earmark more resources, set targets and start closing the gap.

The past year in review: faster, better, stronger

A wide geographical coverage, a global presence

✓Now present in all 28 EU Member States

+ 5 new Association Members + 2 new Foundation Participants

INHOPE's coverage is currently 93% of total reported CSAM hosting - with existing or, via our charitable arm the INHOPE Foundation, burgeoning national reporting points on all continents.

Faster removal times

The past year has seen rapid and substantial improvement in the time taken to remove Child Sexual Abuse Material (CSAM) from the Internet. In Europe, 97% reports confirmed to contain CSAM were reported by INHOPE hotlines to law enforcement within a day. In average it takes less than three days to have the material removed from public access.

Success is raising the bar and setting the standard in getting CSAM off the web fast and faster.

Closer, faster, smarter cooperation and stronger results

International cooperation, and we cannot repeat it enough is, the lifeblood of INHOPE. One of the success stories of our network in 2013 showcased Ireland and Taiwan.

✓ 1 report – originated in Ireland

✓ 2 distinct jurisdictions – Irish jurisdiction and Taiwanese jurisdiction

✓ Efficiency of the INHOPE network + INHOPE Reporting Management System (IHRMS)

✓ 928 URLs removed in less than 72 hours

A report from the public originated in Ireland and thoroughly processed by one of our Irish hotline analysts led to a forum page. Thanks to the expertise of the analyst, 520 URLs containing CSAM were uncovered. The content was traced back to Taiwan. The content was further investigated by our Taiwanese hotline and 408 more CSAM URLs were uncovered. Due to the efficiency of the INHOPE network, all the 928 URLs were removed from the Internet in less than 72 hours.

The case demonstrates that national efforts are never lost, speed is paramount and that, thanks to quality reports from the public and international cooperation through the INHOPE database, we can uncover, trace back URLs in foreign jurisdictions and provide actionable intelligence for law enforcement attention.

Do tune it to our website www.inhope.org for success stories and regular updates on our work.

Network expansion

Meet the new members

INHOPE facilitates and promotes European engagement in a wider context of global operations and leadership.

2013

Since 2013, Net Patrol is INHOPE's member hotline in Serbia. Its joining strengthens INHOPE's presence in the Balkans. Operated by the NGO Fund92, it serves a population of 7 million people. Serbia's fast growing Internet penetration makes Net Patrol the country's one-stop-shop for reporting illegal, harmful and inappropriate content and conduct on the Internet.

By joining INHOPE last year, SaferNet Brazil was the first INHOPE Association member hotline in South America. In 2013, Brazil also became the fifth largest smartphone market in the world. The same year, Safernet was awarded with the highest distinction in the field of human rights in Brazil for its outstanding work in the field of digital rights and child online protection.

Just before Croatia became the 28th EU Member State, the Croatian Centar za nestalu i zlostavljanu djecu/ Center for Missing and Exploited Children (CNZD) joined the INHOPE network. CNZD also operates for Croatia the 116 000, the European hotline number for missing children, coordinated by INHOPE's partner Missing Children Europe.

2014

The joining of Sweden fully completed INHOPE's coverage within the European Union, where the 2011/93/EC Directive specifically acknowledges the role of Internet hotlines and lays strong emphasis on Notice and Takedown procedures. ECPAT Sweden, as all our new recruits, adds to our membership knowledge pool, certainly on aspects pertaining to the commercial exploitation of children. In turn, this applied research will benefit INHOPE's active contribution to the 'Operations' and 'Strategic Analysis' work packages of the European Financial Coalition.

The recent integration of New Zealand and Netsafe into the INHOPE network considerably strengthens INHOPE's presence in the Asia-Pacific region. Netsafe is a multi-stakeholder partnership platform which has been promoting cybersafety and championing digital citizenship since 1998.

INHOPE 2013 Facts, Figures & Trends

Gathering information, generating intelligence.
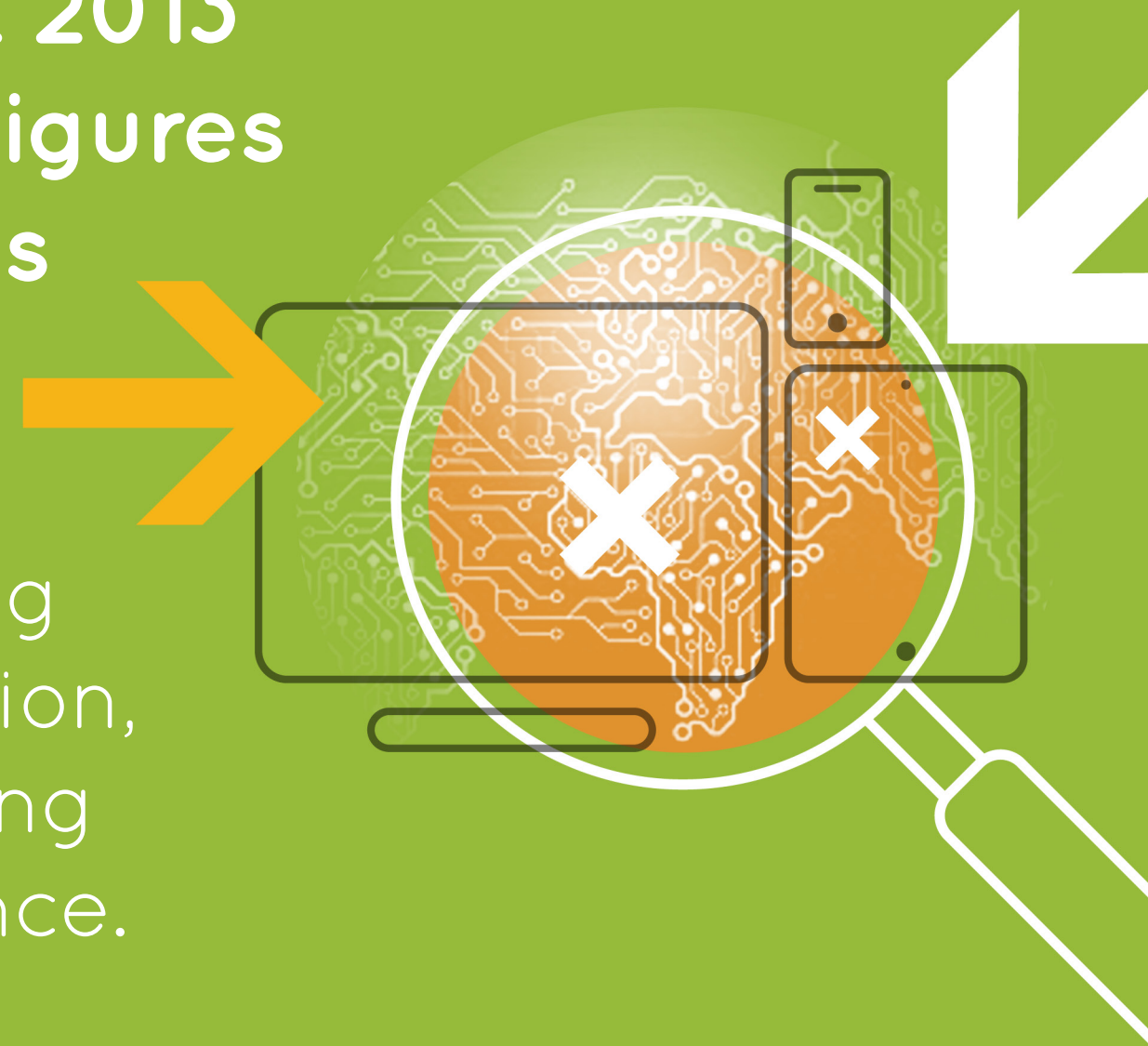
Infographic 1/ Map of the INHOPE network, Illegal Content and Volume Stats

In 2013, the Association welcomed three new member hotlines from Brazil, Croatia and Serbia.

This infographic shows the total of all reports recorded and processed by INHOPE Member Hotlines at 1,210,893.

This represents a significant 14 % increase, compared with 2012.

These reports include a vast spectrum of complaints. Our 49 Member Hotlines, present in 43 countries and in all regions of the world, offer a variety of remits to the public based on national agreements.

All INHOPE Member Hotlines record the total number of reports they receive from the public irrespective of whether the content is illegal or not. The significance of this data is that it reveals the volume of complaints handled by our 170 analysts across the network. For instance, if a video is reported to a Hotline, an analyst must view the full length of the video before assessing whether or not it fails legal tests. This is a very time consuming activity which does not always translate into a decision that the material is illegal.

Top reporting categories besides CSAM include adult pornography accessible to children, racism and xenophobia, promotion/ glorification of violence, grooming, child trafficking.

INTERNATIONAL ASSOCIATION OF INTERNET HOTLINES
INHOPE

INHOPE, a global network of Internet Hotlines responding to reports of illegal content on the web and fighting Child Sexual Abuse Material

Reports received and processed by region for 2013

28 EU Member States (except Sweden) plus Iceland, Russia, Turkey, Serbia and Bosnia and Herzegovina **499,482**

North America **536,760**

Rest of the world **174,651**

41% **44%** **15%**
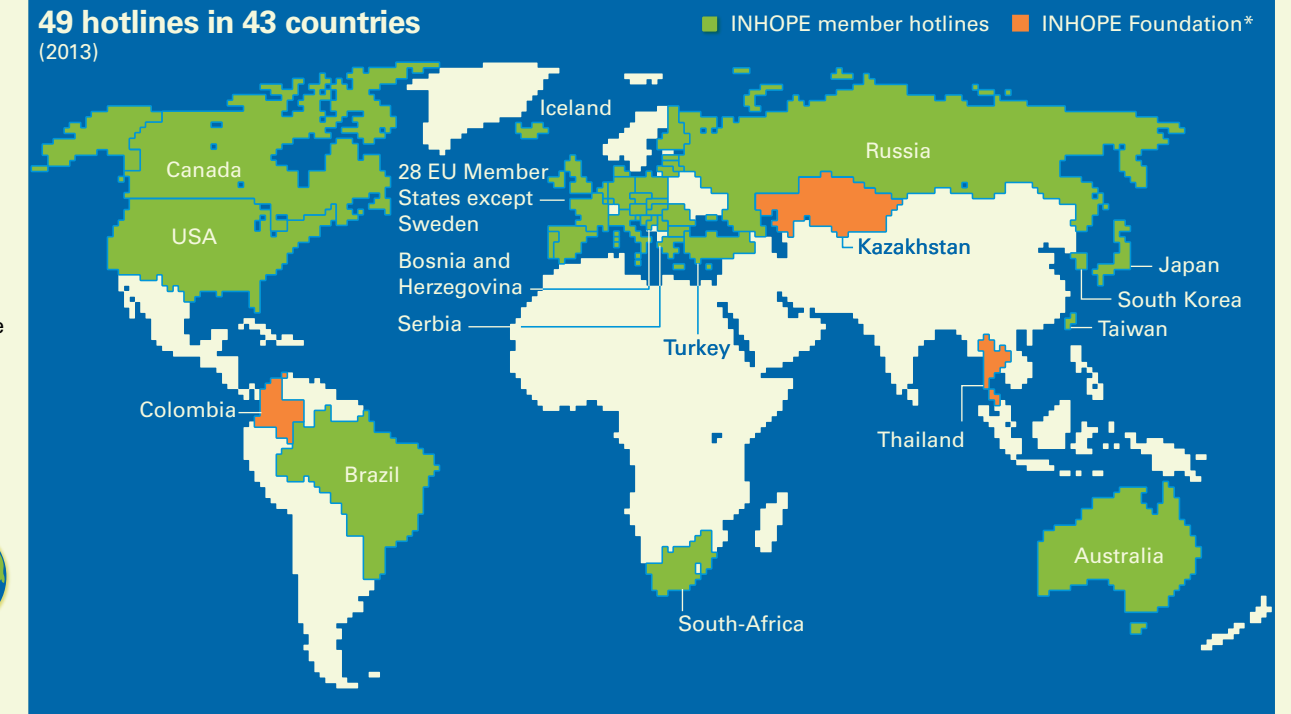
In 2013:
1,210,893
total reports processed

by **170** analysts worldwide

Serving
2.7 billion
Internet users worldwide

Co-funded by the European Union

49 hotlines in 43 countries (2013)

■ INHOPE member hotlines ■ INHOPE Foundation*

Iceland
Canada
28 EU Member States except Sweden
Russia
USA
Bosnia and Herzegovina
Kazakhstan
Japan
Serbia
South Korea
Taiwan
Turkey
Colombia
Thailand
Brazil
South-Africa
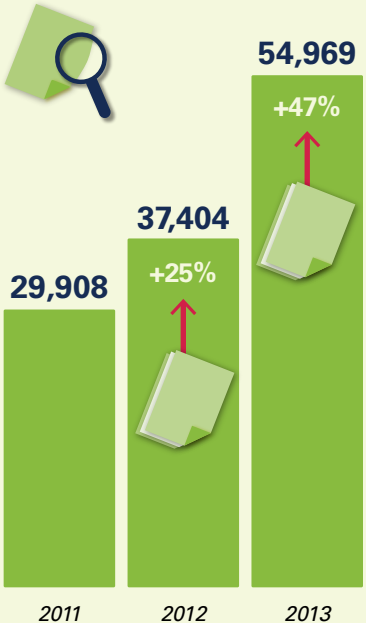Australia

* The INHOPE Foundation is a charity constituted in 2010 to help develop new hotlines worldwide. The Foundation has so far assisted in the development of 3 hotlines in Colombia, Kazakhstan and Thailand.
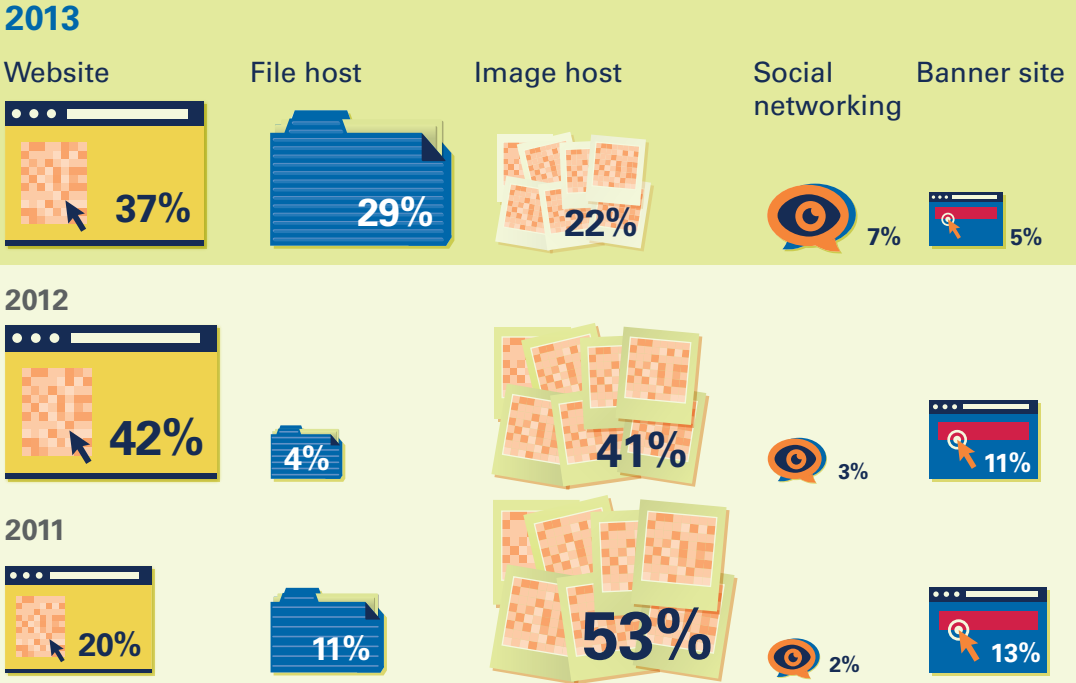
Number of Child Sexual Abuse Material (CSAM) reports and types of Internet services exploited to host CSAM

The following statistics are gathered via the INHOPE Report Management System (IHRMS), a unique database used by hotlines to record and forward reports of CSAM. The expansion of the network enables INHOPE to capture additional data.

Volume of CSAM reports inserted into IHRMS*

54,969
+47%

37,404
+25%

29,908

2011   *2012*   *2013*

Site types

2013

Website	File host	Image host	Social networking	Banner site
37%	29%	22%	7%	5%

2012

| 42% | 4% | 41% | 3% | 11% |

2011

| 20% | 11% | 53% | 2% | 13% |

Co-funded by the European Union

* The numbers are based on single reports of confirmed CSAM pointing to a single URL.

Infographic 2/ Child Sexual Abuse Material (CSAM) reports and types of Internet services exploited to host CSAM

This infographic relates to the worst of the worst area, Child Sexual Abuse Material (CSAM). There are no grey areas here.

Cloud services or file hosting sites also known as cyber lockers are a favourite way for consumers to store and share their pictures and videos with friends and families. Regrettably, these services are sometimes exploited by criminals who randomly distribute links to child sexual abuse material. INHOPE Members are tackling this trend by working in partnership with legitimate hosting businesses to have the material removed as quickly as possible.

INHOPE experienced 47% spike in 2013. We anticipate this continuing to grow.

The expansion of the INHOPE network, with more hotlines participating, allows us to capture additional data. Also, with industry patrolling their own servers and reporting to our member hotline NCMEC in the United States, we are able to build a more comprehensive picture of the distribution of CSAM.

Infographic 3/ Profiles of the victims

Sexually abused children are victimised over and over again, every time their images/ videos are viewed online.

As high-speed Internet continues to proliferate around the world and more users are coming online, regrettably there is a significant number of individuals who have an unhealthy sexual interest in children.

The discovery of child sexual abuse images or videos is only a part, if not the start, of an investigation into a crime against a child. This material once traced back and assessed against the national legislation of the country of hosting is removed quickly and effectively through close collaboration with industry and law enforcement to prevent further revictimisation.
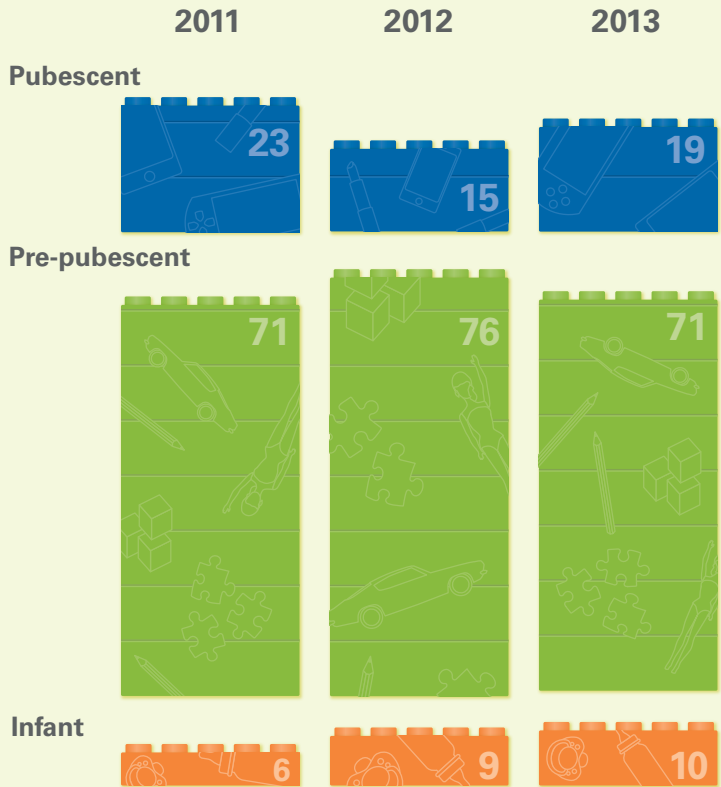
A worrying and developing trend is the increasing incidence of very young children. In 2013, 10% of all child sexual abuse images viewed by content analysts depicted infants/ toddlers. INHOPE members provides actionable intelligence to law enforcement which may lead to the arrest of offenders and the identification of child victims leads.

Wherever the safety of children is concerned, it is critical we take action as a community
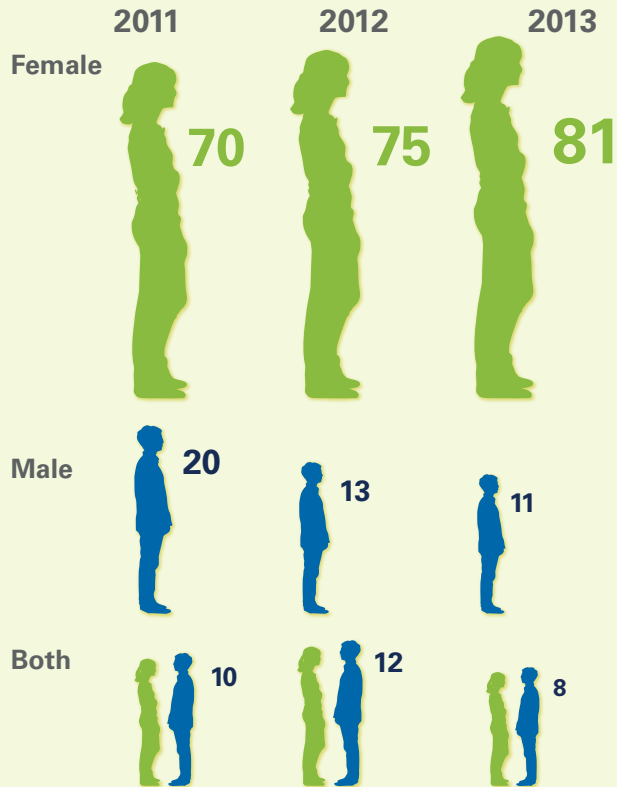
Profiles of the victims

Removing Child Sexual Abuse Material from the Internet helps protect abused children from further victimisation.

Age (%)

	2011	2012	2013
Pubescent	23	15	19
Pre-pubescent	71	76	71
Infant	6	9	10

Gender (%)

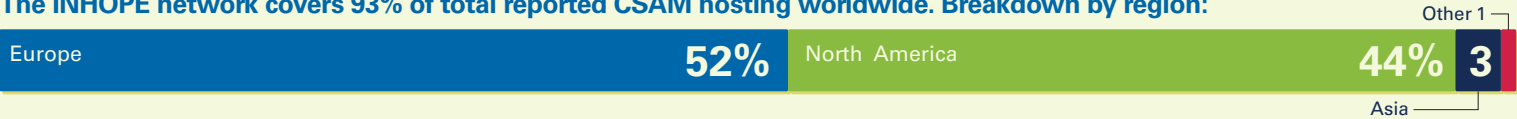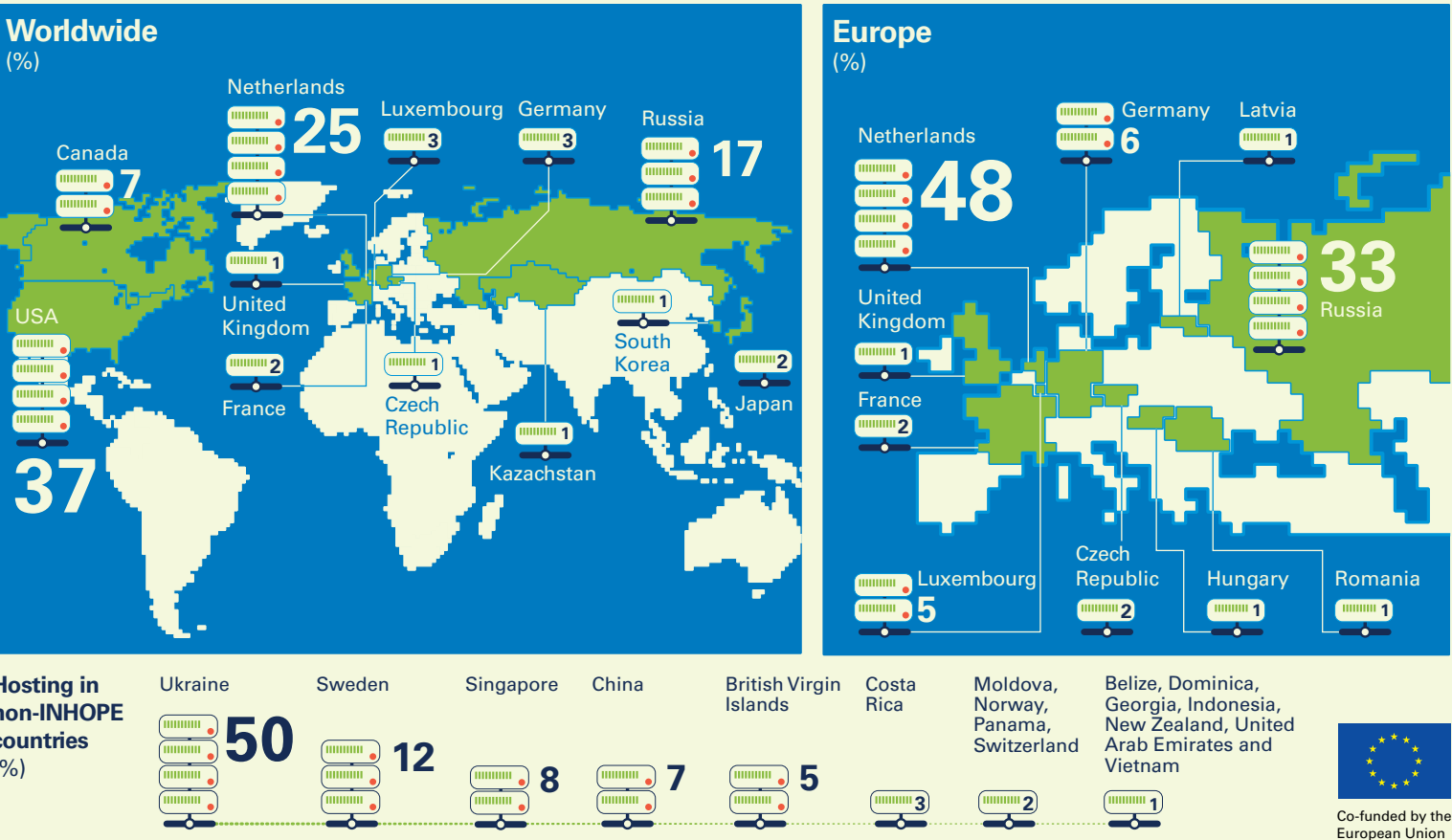|	2011	2012	2013
Female	70	75	81
Male	20	13	11
Both	10	12	8

Co-funded by the European Union

Hosting of Child Sexual Abuse Material

The INHOPE network covers 93% of total reported CSAM hosting worldwide. Breakdown by region:

Europe	North America	Asia	Other
52%	**44%**	**3**	**1**

Hosting in countries with INHOPE member hotlines

Worldwide (%)

Canada **7**

Netherlands **25**

Luxembourg **3**

Germany **3**

Russia **17**

USA **37**

United Kingdom **2**

France **1**

Czech Republic **1**

Kazachstan **1**

South Korea **1**

Japan **2**

Europe (%)

Netherlands **48**

Germany **6**

Latvia **1**

Russia **33**

United Kingdom **1**

France **2**

Luxembourg **5**

Czech Republic **2**

Hungary **1**

Romania **1**

Hosting in non-INHOPE countries (%)

Ukraine	Sweden	Singapore	China	British Virgin Islands	Costa Rica	Moldova, Norway, Panama, Switzerland	Belize, Dominica, Georgia, Indonesia, New Zealand, United Arab Emirates and Vietnam
50	**12**	**8**	**7**	**5**	**3**	**2**	**1**

Co-funded by the European Union

Infographic 4/ Hosting

Hosting patterns change over time depending on the popularity of technological services provided within countries.
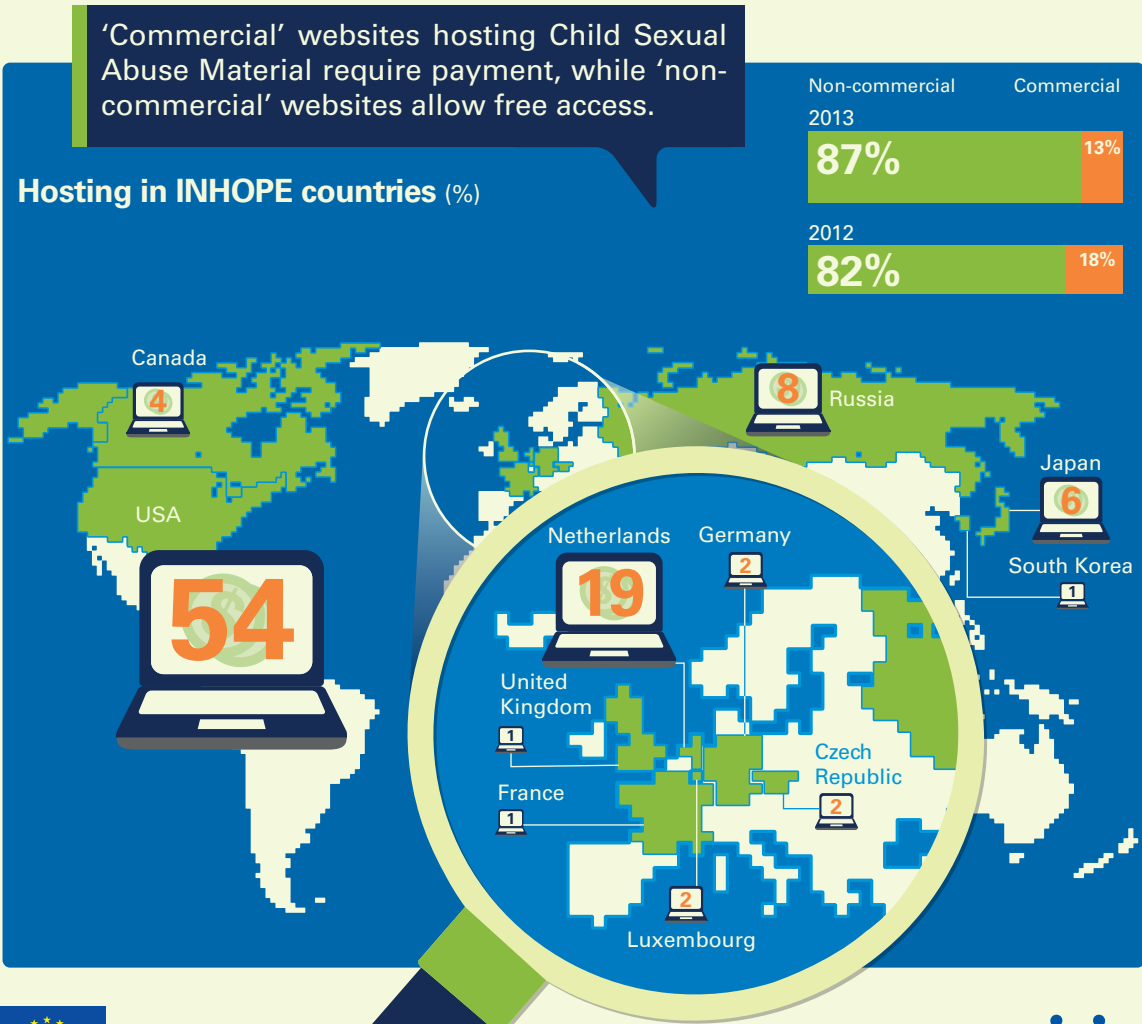
The infographic shows the geographical span of INHOPE Members with 93% of confirmed child sexual abuse material traced to services covered by the INHOPE network.

Infographic 5/ Commercial Hosting

Commercial refers to websites hosting or giving access to Child Sexual Abuse Material (CSAM) which require payment for further access. Non-Commercial refers to free access.

In 2013, INHOPE reported that 13% of websites confirmed to be hosting CSAM were commercial. In today's digital world, child sexual abuse is pre-arranged and live-streamed following an all-too-easy financial transaction. This disturbing, criminal money-making trend is one of the key challenges in the latest European Financial Coalition against Commercial Sexual Exploitation of Children Online (EFC) report. INHOPE proudly contributes to the 'Strategic Analysis' and 'Operations' work packages of the EFC. The EFC mandate to take action on the payment and ICT systems that are used to run these criminal operations has never been of such critical importance.

Worldwide commercial hosting

'Commercial' websites hosting Child Sexual Abuse Material require payment, while 'non-commercial' websites allow free access.

Hosting in INHOPE countries (%)

Non-commercial	Commercial
2013	
87%	13%
2012	
82%	18%

Canada **4**

USA **54**

Russia **8**

Japan **6**

Netherlands **19**

Germany **2**

South Korea **1**

United Kingdom **1**

France **1**

Czech Republic **2**

Luxembourg **2**

Hosting in non-INHOPE countries (%)

Ukraine **70**

Singapore **23**

British Virgin Islands **2**

Moldova **1**

Sweden **1**

Vietnam **1**

Georgia **1**

New Zealand **1**

Co-funded by the European Union

EUROPEAN FINANCIAL COALITION
against Commercial Sexual Exploitation of Children Online

Notice and Takedown: the European* perspective

How can one single report to a hotline help make a difference?

Internet user → Hotline → Law enforcement → Content Service Provider → Removal of CSAM

REPORT: **ILLEGAL CONTENT**
REPORT NOW

Hotline reports to law enforcement

- 1 day
- 2 days
- 2+ days

In 2013, **97%** of all reported CSAM is reported to law enforcement within one day

2013 — 97%
2012 — 92%
2011 — 90%

0 10 20 30 40 50 60 70 80 90 100%
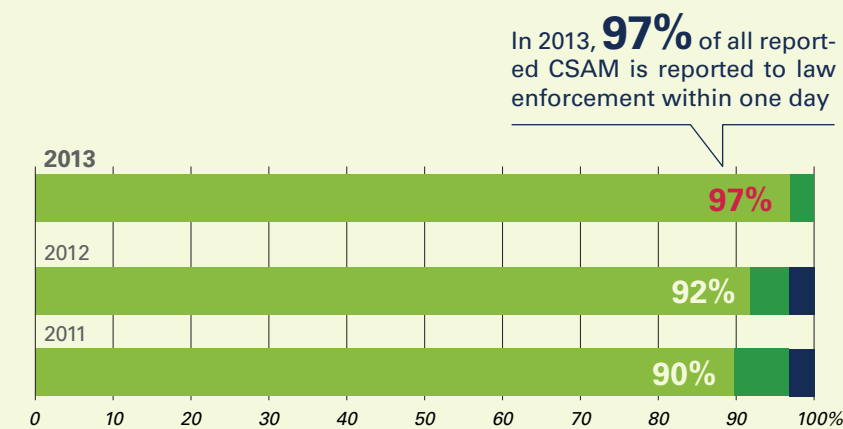
Time taken before CSAM is removed from public access (%)

- 1-3 days
- 4-7 days
- 7+ days

93% of all reported CSAM is removed from the Internet within a week

80 2013 — 13 / 7

58 2012 — 30 / 12

60 2011 — 22 / 18
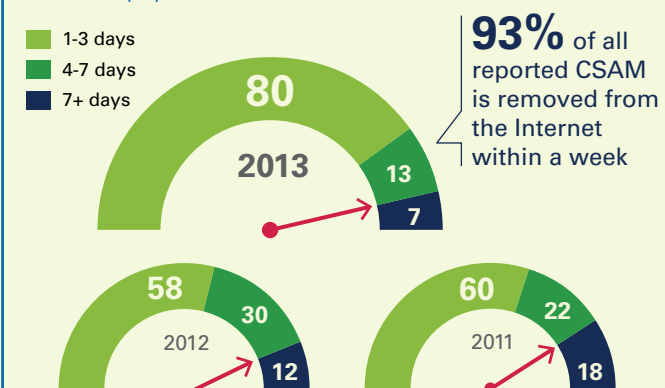
* Europe defined as all EU Member States, except Sweden, plus Bosnia-and-Herzegovina, Serbia, Iceland, Russia and Turkey.

Co-funded by the European Union

Infographic 6/ Notice and takedown

This is the process where illegal content is removed from the Internet.

As previously mentioned, INHOPE and its members have reached recognition as a purveyor of best practice and a global centre of expertise on notification and takedown procedures, providing for the appropriate legal framework in the country of hosting.

The time spans may sometimes be longer in duration when dealing with foreign entities and because of time zone differences. In Europe in 2013, 97% of all CSAM reports are provided to law enforcement within one day. In average, in Europe, it takes approximately 3 days to remove content.

Governance

Help establish INHOPE as a world-leading and trusted body for hotlines such as future-proofing INHOPE beyond 2015 by positioning the Association as relevant, effective and accountable in its global mission.

INHOPE is a members' organisation, run for its members and run by its members.

INHOPE is governed by articles of association, rules and regulations.

INHOPE member hotlines have to comply with a code of practice.

Members vote to elect a President who leads an elected Executive Committee, also known as the Board. The Board is in charge of the effective management and administration of the Association.

The past year and a half, INHOPE has gone through a series of structural changes to improve governance and oversight, with a few novelties: restructuring of the Secretariat, change of Board, change of Presidents and the appointment of a permanent Executive Director to lead the organisation forward for the years to come.

The current Board consists of six people

Amela Efendic (BiH)
President

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.

Thiago Tavares (BR)

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.

John Shehan (US)
Vice-President

John is the Executive Director 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 Nicholls (ZA)

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.

Gitte Jakobsen (DK)
Treasurer

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.

Tomislav Ramljak (HR)

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.

INHOPE would like to thank leaving Board members:

Agnese Krike (LV) who served as President

Zuzanna Polak (PL) who served as Treasurer.

Imme Pathe (DE) who served a Board Member and oversaw data protection issues

Based in Amsterdam, the Netherlands, the INHOPE 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 its Executive Director.

Earlier this year, INHOPE named initial members to its new Advisory Board which will convene for the first time in September 2014 and serve the non-governmental organisation in its mission.

Through its Advisory Board, INHOPE will be using a multi-stakeholder approach and engaging with high-level experts from academia, industry, law enforcement and civil society, "giving INHOPE access to a broader pool of talent and ultimately strengthening the governance of the organisation and enhancing its strategic foresight in this fast-moving world."

Nine representatives have been hand-picked for their knowledge, dedication to a safer world for children and ability to ensure growth in their own businesses and respective organisations. From law enforcement, high-tech giants to renowned child rights advocates, they will all bring a wide depth of expertise, while providing INHOPE with future-oriented advice and a fresh 360° view on threats, challenges and opportunities. The representatives include, by alphabetical order:

Vic Baines, Trust and Safety EMEA, Facebook

Jacqueline Beauchere, Chief Online Safety Officer, Microsoft

John Carr, Senior Expert Adviser, ECPAT International

Sabine Frank, Policy Counsel, Google

Paul Gillen, Head of Operations, European Cybercrime Centre, EUROPOL

Del Harvey, Head of Safety, Twitter

Lars Lööf, Psychologist and Adviser to the European Commission Safer Internet Programme on risk prevention and trauma

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

Lynette Owens, Global Director, Internet Safety for Kids & Families, TrendMicro

The INHOPE Foundation

Established in 2010, The INHOPE Foundation is a Dutch-registered charity based in Amsterdam and operating as the charitable arm of INHOPE — the International Association of Internet Hotlines.

INHOPE Foundation

The Foundation contributes to online child protection through structured international cooperation to detect, report, remove and facilitate the investigation of Child Sexual Abuse Material being hosted, produced and distributed on the Internet.

The Foundation provides financial support, training and best practice expertise to organisations wanting to develop an Internet hotline in priority countries, and maintain support for the organisations as they develop capacity and build financial sustainability.

The Foundation works in partnership with the INHOPE Association to provide access to:

→ **FUNDING** for the start-up activities of hotline initiatives outside the European Union

→ **SECURE TOOLS** for information exchange between INHOPE members & partners

→ **GLOBAL NETWORK** of Hotlines & Law Enforcement, Industry & Government partners

→ **BEST PRACTICE** guidelines & expertise on removing online Child Sexual Abuse Material

The INHOPE Foundation focuses its efforts in countries around the world where there is an identified need but limited funding, awareness or support for an online reporting mechanism to help identify, report, remove and/or investigate Child Sexual Abuse Material found on the Internet.

In 2014-2015, the INHOPE Foundation is focusing on the development of partnerships in Latin America, South East Asia and Africa.

Financials
Financial Accounts to the year ended 31st December 2013

The majority of INHOPE's financing is received as a donation from the European Commission under the Safer Internet Programme. Members also contribute a fixed amount each year to support the project and the Association. Budgets and funding sponsorship requirements are produced and submitted to the European Commission at least 12 months in advance for their review and acceptance of the finances and objectives of the Association, with a full costing/accountability review performed by the European Commission on the project costs within specified deadlines.

The summarised financial statements are taken from the audited financial statements of the INHOPE Association for the year ended 31st December 2013. The audited financial statements, on which the auditors have expressed an opinion, were approved by the Board and have been submitted and accepted by the Membership.

Z. Polak, INHOPE Treasurer

The summarised financial statements may not contain enough information for a full understanding of the 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.

Foundation participants :

INHOPE Association

1 **BALANCE SHEET AS AT**
(before result appropriation)

ASSETS	note	31 December 2013	31 December 2012
Current assets			
Receivables			
Debtors		7,500	7,846
Receivables from EC	(3.4)	145,257	12,868
Taxation	(3.5)	5,406	11,882
Prepayments and other receivables	(3.6)	25,296	34,440
		183,459	57,036
Cash and Bank		416,484	488,983

EQUITY AND LIABILITIES	note	31 December 2013	31 December 2012
Equity			
Reserves		517,592	187,354
Unappropriated result financial year		13,032	330,238
		530,624	517,592
Restricted fund reserve	(3.8)	5,214	9,632
		535,838	527,224
Current liabilities			
Creditors		26,149	6,005
Deferred income from EFC	(3.9)	2,199	–
Membership fees next year	(3.10)	4,199	2,847
Taxation and social security	(3.11)	2,873	6,265
Other payable and deferred expenses	(3.12)	28,685	13,678
		64,105	28,795
		599,943	556,019

INHOPE Strategy 2013 -2015

1. Establishing INHOPE as a world-leading and trusted body for Hotlines

future-proofing INHOPE beyond 2015 by positioning the Association as relevant, effective and accountable in its global mission and developing and representing INHOPE as a centre of excellence for Hotline activities

2. Placing working partnerships at the heart of INHOPE's effort

positioning INHOPE as an effective and indispensable partner to law enforcement through formal engagement with law enforcement bodies including cybercrime agencies such as INTERPOL, EUROPOL, the Global Alliance and the Virtual Global Taskforce

3. Speed up the removal of illegal content from the Internet

developing INHOPE as a centre of expertise for notification and take-down practices, with specific applicable best practice guidelines and to promote and foster their adoption by law enforcement and industry world-wide

4. Active promotion of INHOPE's mission and values to the world

developing and implementing a communications plan that includes activities on national and international levels

5. Support the critical work of Hotlines

providing first-class training to the highest level of technical and scientific excellence and developing advanced tracing techniques to keep pace with emerging technologies

6. Active engagement with rapidly changing online technologies and political environments

sharing knowledge on a world-wide basis of initiatives designed to eradicate illegal content, particularly child sexual abuse material

Connected to the future, preparing for the future

The pace of change is accelerating. Innovation is and must be our best ally.

INHOPE is staying ahead of the tech curve, with an INTERPOL-hosted IC CAM database pilot project which allows for video and image fingerprinting and will speed up victim identification processes and the takedown of illegal content.

With the BIK-NET project, INHOPE and its members have the potential of building the world's largest hashing database, while advancing technology in this area.

INHOPE set up a fundraising task group for its members, mapping the gaps on the ground and carving out fresh financial possibilities, looking at alternative funding models, public-private partnerships and self-sustainability.

INHOPE will continue to proudly represent and dedicate itself to its members in a genuine, committed and collaborative approach. INHOPE will in no way lose sight of what is our core mission and at the end of the day the soul of our work, let children be children.

INHOPE Partners

INHOPE Members

Why not join us?

Follow us: