



## INHOPE Summit Recap

### Day One

This year, INHOPE held its first ever hybrid Summit, streamed live from the Amazon Web Services office in Washington D.C. We welcomed seventy in-person attendees with 215 people participating virtually to openly talk about Child Sexual Abuse Material (CSAM) online. Eighteen different speakers addressed each of our roles in combating CSAM. We discussed the role of safety policies, how we need to frame CSAM in the media and what tech can do to make digital safety more accessible to young users.

Our host Amazon Web Services opened the INHOPE Summit by expressing their pleasure in hosting an event that "brings together some of the most dedicated and passionate minds to fight Sexual Violence against children." - [Pia Shah](#), *Global Head of Policy*

Over the last twenty-five years, we have successfully strengthened our relevance and impact in the fight against CSAM online. This could only be achieved with support from our 50 hotlines, with over 200 analysts around the globe fighting to rapidly remove CSAM online. INHOPE President, [Jean-Christophe Le Toquin](#) stressed the importance of multistakeholder cooperation. Expanding our network into different countries around the globe has been enabled by our 11 funding partners and 13 advisory board members who have supported us over the years. With 16 secretariat members and 6 people on the Board INHOPE represents a diverse multistakeholder organisation that brings together different actors, like NGOs, industry and government.

### Child Safety can't be an Afterthought

"These events allow us to come together and discuss what is working as well as what is not working. These are the events where we can learn from each other and challenge each other to do more", said [Michelle DeLaune](#) President and CEO at NCMEC at the start of her presentation. CSAM is a well-known issue amongst Trust and Safety professionals, but not



necessarily among the general public. As most people feel uncomfortable discussing sexual violence against children, Michelle DeLaune believes, it is our responsibility as stakeholders in the online child protection space, to make this topic not only public but accessible in our society.

## Proactive Communication in Practice

**Anna Blue**, Head of Global Marketing and Communications at the Tech Coalition guided attendees through how this could look in practice - "We have to work together in this sphere of protecting children online." Companies know their platform best and have the power to create safer digital spaces for young users, either by proactively communicating to kids about digital threats within their platform or by developing tools that are safe by design. According to research, shared by Anna Blue, 83% of minors are more open to reporting abuse online, than seeking help in person. Every child that uses an online tool must at all times be aware of how and where they can report harmful content or abuse and be assured that their report will be taken seriously. The resource [netsmartzkids.org](https://www.netsmartzkids.org), created by NCMEC was recommended as inspiration for creating engaging digital safety content for children.

Anna Blue appealed to proactiveness among industry leaders, to not only discuss the importance of communication but actually start talking – not only within the trust and safety space or with external parties but especially with each other, between departments and industries. If we want to drive change and create products that are safe by design we must proactively discuss challenges, opportunities and initiatives across different sectors of our organisations.

## Framing CSAM in the Media

Many people avoid bad news, due to feeling overwhelmed or unable to help and are hesitant to engage with topics like CSAM. This is why it is important to know not only how to spread a message but how to do it successfully. Proactive communication in practice is not as challenging as it sounds, as long as we follow a number of basic principles. But the foundations of communication are often forgotten, and our important message remains



unheard. Lucinda Davenport, Professor of Journalism at Michigan State University reminded participants of what we need to consider communicating impactfully:

- Does your message effectively communicate your goal?
- Do you know what action you want to generate with your message?
- Using emotion to drive a message can be effective, but fear can make receiving a message more complex.
- Remember that word choice and tone are key – Is your message appropriate and approachable for your audience?
- Avoid sensationalism

"Just keep talking about it – our message needs to be repeated frequently and then the media will take notice. Don't ignore it; report it!" - **Lucinda Davenport, Professor**

## Communicating with your Community

Re-entering the podium, Anna Blue interviewed [Lisa Hayes](#), Senior Director in Tech Policy and Senior Counsel at TikTok, to discuss how the platform approaches user safety. The first step to creating a safer digital experience for young people, therefore, is to implement strict age restrictions that vary for minors of different ages. "Thirteen-year-olds, differ greatly from sixteen-year-olds, which is why they need to have different permissions on their accounts," says the Tech Policy Director.

On TikTok, users are redirected to the community guidelines page, when they attempt to search for dangerous content. Teenagers looking for dangerous challenges or testing boundaries is not a new phenomenon but has always happened in the real world, states Lisa. "Online environments reflect these developmental changes that are happening offline, it is our responsibility to provide in-app resources that teach kids how to deal with them."

Lisa Hayes continued by explaining her motivation for working in this industry: "I genuinely believe in technology, apps make life easier, and more efficient. But we need to understand common rules. Currently, there is such a high demand placed on parents to keep their children safe online; some of this responsibility needs to be taken on by industry."



While there is material available for parents, such as the [Guardians Guide](#), it is important to convey this important information in interesting and appropriate formats for minors.

## The Role of Industries

We took a different angle in the form of discussions with perspectives not only from the tech industry but from the legal and financial sectors. As we talk about multistakeholder approaches we must remember to continuously broaden our horizons by inviting different sectors into the conversation about CSAM. Approaching this fight only from an industry perspective is not enough. [Chengos Lim](#), Director of Safety at Roblox, [Nils Andersen-Röed](#), the Head of Intelligence and Investigation at Binance, and [James R. Marsh](#), Partner at Marsh Law Firm talked about industry-specific challenges in combatting harmful material and abuse online.

For cryptocurrency platforms like Binance, the focus lies on preventing the illicit use of their payment tool by investigating transactions and closely collaborating with law enforcement to prevent Child Sexual Exploitation. The biggest challenge for this market is the private nature of cryptocurrency transactions - "Less data protection would make catching criminals easier, but we have to strike a balance on this issue," says Nils Andersen-Röed

At Roblox, following a safety-by-design principle is one big part of combatting harmful activity - "We do not allow users to upload or send images to each other, which is a huge deterrent to CSAM being shared", says **Chengos Lim, the Director of Safety**. The development of technological advances, such as hash-matching (detecting previously known CSAM) and AI-assisted notice and takedown procedures is how Roblox reacts to incoming threats.

Every industry faces different obstacles in combatting illegal content and misuse on its platforms. Viewing this issue from a legal perspective, James R. Marsh identifies one overarching catch, regardless of field: "Human intelligence is the biggest challenge," he says, "We need people in the right places, thinking of all the ways technology can be abused. Real resources need to be devoted to this goal." Fighting this issue requires not only an understanding of technology but a deeper insight into offenders' behavioural patterns.

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## Safety Policies

A stronger focus on behaviour is also an important theme for safety policies. **David Hunter**, Vice President of Sales at Crisp shared how improving safety policies plays a crucial role in creating a safer user experience. Policies often focus on the detection and removal of harmful content, but this approach does not see the big picture. Bad actors online are working towards creating an infrastructure beneficial to the accumulation and distribution of CSAM across their network. What many policies are currently missing, is addressing these types of behaviours, such as searching for and accumulating illegal material in folders or playlists, explained David. It is not enough to only restrict harmful content, we need to address all the behaviours surrounding the consumption and distribution of that content.

To improve a safety policy it is important to understand that it must be easily understandable for all users, it shouldn't exist only out of legal necessity. If we want to make sure that our users are appropriately informed to safely navigate through a digital space safety policies must be created in an accessible way. "We should use a medium the users understand," said David Hunter. To ensure that a policy does not have any major gaps it must be examined by a third party, like survivors, or a company offering this service.

## Our Role and Yours

INHOPE's Executive Director Denton Howard addressed all participants to discuss our roles in implementing proposed ideas and changes. We cannot do this alone - only by working in a cohesive and coordinated way can we make an impact!

*The Summit offers a space for open conversations and the opportunity for collaboration. You don't need to wait until the next annual Summit to be part of the discussion. If you want to get more involved, register for our events newsletter [here](#), to never miss out on exciting things to come.*





## Day Two

Day two of the 2022 INHOPE Summit provided a space for industry partners to explore the role of industry in tackling Child Sexual Abuse Material (CSAM), sharing existing technologies, building connections between partners and growing future collaboration to unite efforts.

The second day of the Summit began with set breakout rooms, divided to represent the sectors of finance, travel and tourism, gaming, cloud services and online platforms to tackle current and specific challenges encountered by those industries. The role of the tourism sector in preventing and detecting CSA and CSAM was addressed in a group led by [Eliza McCoy](#), Vice President of Prevention and Awareness Programmes at the AHLA Foundation. A group with [Jarod Koopman](#), the Acting Executive Director of Cyber and Forensic Services of the IRS discussed the main challenges of tracing cryptocurrency transactions and how companies can prevent these transactions on their platforms. The role of anonymity in Entertainment and Gaming was addressed in a group led by [Maria Oliveira Tamellini](#) Co-founder and COO of Gamersafer. A fourth group, with [Almudena Lara](#), the Google Child Safety Manager as group lead, talked about the unique challenges of cloud infrastructure providers in fighting CSAM online. Lastly, the Teen Safety Policy Manager at Discord, [Liz Hegarty](#) and her group discussed the role of online platforms and tried to answer the question of whether safety by design is the answer to stopping harmful behaviour online.

After an hour of sharing thoughts and exchanging ideas, the group leads held a panel discussion, addressing the topics that were discussed, chaired by [Sean Litton](#), the Executive Director of the Tech Coalition. During the feedback session, a big overarching theme was identified by the audience - how can we safeguard children online, while still protecting users' privacy?

## Encrypted Data-Sharing

A potential large-scale solution for this dilemma was proposed by Jarod Koopman. Across industries, a huge amount of data is available, but companies are not willing to share it to protect their customer's privacy. However, encrypted data-sharing is just that, encrypted, it is not about sharing all data but isolated data that is related to an investigation without



disclosing any source data. The technology to share data without interfering with customers' privacy exists, it just needs to be harnessed to help make cross-platform and cross-industry sharing of data possible.

Whether this approach could also benefit cloud service providers remains an open question. Cloud infrastructure providers are different from other services in the degree of complexity, said Almudena Lara, Child Safety Senior Manager at Google. The different layers of customers, from platforms to end-users makes it difficult to determine who is responsible for monitoring and removing harmful content, and strict privacy regulations prevent cloud service infrastructures from moderating customers' content.

For Eliza McCoy, representing the AHLA Foundation, encrypted-data sharing could be a real opportunity. She expressed how restricted her sector currently still is when it comes to data-sharing. "We have more data than ever before and are quite new to this conversation. Currently, we are at a point where we are not comfortable sharing private information." Implementing an encrypted data-sharing solution could potentially present new opportunities and help advance investigations into Sexual Exploitation of Children in Travel and Tourism (SECTT). Until the tourism sector has advanced in this area, potential opportunities for combating CSA and CSAM lie with hotel employees and guests. Educating all parties to look out for signs of sexual exploitation and intervene with suspicious activity could already be the first step in the right direction.

## Child Safety in Entertainment and Gaming

Moving the conversation from data-focused to user-oriented, Maria Oliveira Tamellini, Co-founder and COO of GamerSafer addressed the responsibilities of the gaming industry, and stressed anonymity as an integral part of the user-experience. To protect users' anonymity the gaming sector aims to invest in proactive trust and safety measures. Maria sees great opportunities in tools such as age-estimation technology and bio-metrics but emphasises that there is no "silver-bullet" technological solution: "Only through a combination of tools, systems and policies can we guarantee that children are safe on our platforms." Gaming spaces are usually not utilised for CSAM hosting but are often leveraged by offenders to contact children and lure them onto other social platforms. Maria said that awareness of this cycle is crucial to understanding the specific trust and safety requirements of gaming platforms.



## Contextualising conversation

We focus our efforts on external messaging, but we must begin with internal communication. Often, we first need to address the topic within the organisation as Trust and Safety is not always an innate part of the discussion. This means that internal buy-in and understanding are essential to generate solutions.

Once we have created internal collaboration, we can build external messaging that targets users appropriately. "As we're categorising what is happening on the platform it is important to understand how kids use the platform and use kids' language," said Liz Hegarty. Children don't make a distinction between online and real-life experiences, which is why many children are hesitant to report harmful behaviour or content because it feels like an overreaction. Liz emphasised the importance of not only knowing how a platform is used by bad actors but be aware of how it is being used by kids. Digital Safety and reporting harmful behaviour and material online must be framed in a way that is understandable and approachable, even to the youngest users.

The breakout sessions were followed by a presentation that showcased the value of multistakeholder collaborations.

## Cross-border communication to tackle trafficking

IJM Executive Director, [John Tanagho](#), spent the last seven years leading a team to address the online sexual exploitation of children in the Philippines. IJM's focus lies in investigating and combating cross-border live-streamed child sexual abuse. Their goal is to strengthen the justice systems in the developing world to equip them to enforce strict laws combating violence against women and children. In a span of 11 years, IJM supported almost 300 law enforcement operations that resulted in safeguarding over 1000 victims and at-risk children.

Cross-border collaboration between NGOs, national law enforcement and justice systems is what generates the most successful outcomes, said John. The Philippine Internet Crimes Against Children Center (PICACC) is one example of how this collaboration can look in practice. The centre was founded three years ago by two Philippine Law Enforcement Agencies, the National Crime Agency, the Australian Federal Police, Netherlands Law





Enforcement and IJM, and has since its inauguration rescued over 500 victims. This can be attributed to the fact that PICACC is not just a partnership, but an actual centre in the Philippines at which different law enforcement agencies meet to investigate cases together.

To improve success rates, it is also critical to rethink the way we talk about data - we have to know not only how many offences are happening, but where they are taking place and what type of crime is being committed. This not only helps NGOs understand which areas require our time and resources but can inform law enforcement which cases should be prioritised.

## Investing in partnerships, building connections and sharing solutions

The issue of Child Sexual Abuse Material might be amplified by technological developments, but the issue as a whole is societal, believes **Jacqueline Beauchere**, the Global Head of Platform Safety at Snap Inc., with over twenty years of experience in Trust and Safety.

She emphasised once more the importance of developing harmonised approaches. We need to not only create technological solutions but work on facilitating societal change through partnerships and collaboration. We need to look at issues, not as obstacles, but as opportunities to develop improved and more sustainable approaches. All stakeholders in this space need to work together to drive meaningful transparency across all sectors and to engage the public in informative, actionable and non-threatening ways.

## Key Takeaways

How can we make sure that our message is not only understood but internalised? It all starts with improving the ways we communicate and learning how to communicate meaningfully with each other. People tend to not respond well to instructions and rules but like to feel in control of their behaviour. This is why the way information is presented to the user is critical. By placing the right cues in the right places (nudging) online where children spend time, young users can be prompted to be conscious of their digital safety.

# Summit 2022

20 – 21 September

INHOPE



"We need to continue to amplify the message, we won't be heard unless we believe that we can be the change." - **Samantha Woolfe**, Head of Global Partnerships and Network Expansion

It is the industry's responsibility to not only keep communicating about CSAM but to do it in a way that is accessible and understandable to all - children, parents, guardians, and educators. When it comes to fighting CSAM we are all on the same team, stressed Samantha, INHOPE's Head of Global Partnerships and Network Expansion. She invited the audience to think about their role and responsibilities in realising the changes discussed over the last two days. While we are all working towards the same goal, the goal of the INHOPE Summit is help stakeholders to understand and identify their own role and responsibility in making our collective vision a reality.

**The INHOPE team expresses their gratitude to everyone involved in the success of the fifth annual and first-ever hybrid INHOPE Summit. A huge thank you to our partner Amazon for hosting this event, and to all the amazing speakers that shared their knowledge, exchanged ideas and proposed new initiatives. And of course, thank you to all attendees who asked tough questions and fostered important discussions. "Talk About It" was more than a theme, it is the start of the action, and we are excited to see what will happen as a result of these discussions.**

*We can't do this alone, but neither can you! If you are not yet an INHOPE partner, we encourage you to visit our partner page [here](#). Can't wait for the next event? Check out our [event page](#) for exciting things to come.*