ANNUAL REPORT 2015

IWF 2015 HEADLINES

112,975 reports processed by our Hotline: 52% increase on 2014

941 webpages actioned in a single record breaking day

68,092 reports confirmed as child sexual abuse URLs: 118% increase on 2014

69% of victims assessed as 10 or under

417% increase in reports of child sexual abuse images and video since 2013

3% of victims assessed as 2 or under

34% of images were category A – which is rape or sexual torture of children

121 internet industry Members working with us

Only **0.2%** of the world's known child sexual abuse imagery is hosted in the UK

MEMBERS

£75,000

amazon.com · Apple · BT · CISCO · EE · facebook · Google · SKY · TalkTalk · Telefónica · Virgin media · vodafone

£50,000+

THE UK CARDS ASSOCIATION · Citrix ByteMobile · McAfee An Intel Company · Microsoft · Symantec

£25,000+

GIGANEWS · LINX · Three.co.uk · AOL · AT&T · DELL · Go Daddy · paloalto NETWORKS · Twitter · WESTERN UNION WU · YAHOO!

£20,000

Barracuda · BLUE COAT · FORCEPOINT POWERED BY Raytheon · FORTINET · SOPHOS · Trustwave

£15,000+

Allot communications · PROCERA EMPOWERING INTELLIGENCE · sandvine Intelligent Broadband Networks · The WALT DISNEY Company UK & Ireland · WEBROOT

£10,000

adaptivemobile · arqiva · Ask Jeeves · BAE SYSTEMS Detica · BBC · BlackBerry · BLOXX · Check Point SOFTWARE TECHNOLOGIES LTD. · crisp · Dropbox · #easynet Global Services · EdgeWave · exa networks · HUAWEI · iboss NETWORK SECURITY · janet · KCOM group · Lightspeed Systems · m · NetClean · netsweeper · Nomad Digital smarter trains, connected passengers · NOMINET · Openwave Mobility · PayPal · POST OFFICE · redcentric business technology. managed. · RM Education · Royal Mail · smoothwall The Web You Want · sure. · tumblr. · Vedicis · zen INTERNET LIMITED · zscaler Secure. Everywhere. · zvelo We categorize the Web

£5,000+

GSMA · Afilias · ask.fm · badoo · CensorNet · claranet hosting | networks | applications · G2 Web Services · HIGHWINDS · ICM REGISTRY · impero · infospace · iomartcloud · ISPA · JAGeX · JT · names.co.uk · purplewifi · Rightside · schools BROADBAND · Social Sentinel · TelecityGroup · TELEHOUSE · webs · YHGfL Yorkshire & Humber Grid for Learning

£2,500

.LONDON · E2BN · epoch PAYMENT SOLUTIONS · IMAGE ANALYZER · netopian · QUICKLINE.CO.UK · Securus · seethelight · tempero social media management · TESCO broadband & homephone · TESCO mobile · Xooloo YOUR CHILD'S DIGITAL LIFE

£1,000

4D · avanti · BRIGHTSTAR · emoderation social media management · evolveODM on demand mro marketing · futuredigital · LOGICALIS Business and technology working as one · moderation gateway · NOBullying.com · Relish · Safarimobile · WEBSHIELD · Ziddu.com

WHAT WE DO

Our remit is to minimise the availability of online sexual abuse content. Specifically:

- Child sexual abuse content* hosted anywhere in the world.
- Criminally obscene adult content hosted in the UK.
- Non-photographic child sexual abuse images hosted in the UK.

HOW WE DO THIS

- We work internationally to identify, assess, report and help remove illegal child sexual abuse imagery.
- We provide a high quality Hotline service for anyone to securely and anonymously report child sexual abuse imagery.
- We actively search for child sexual abuse images and videos on the public internet and work with industry partners worldwide to remove these images and stop them from being spread further.
- Our self-regulatory model is recognised globally as the best practice for combating online child sexual abuse imagery.
- Our mission is to share our expertise and play an active role in the UK Safer Internet Centre.

By Lisa Stacey, IWF 2016.

*We use the term **child sexual abuse** to reflect the gravity of the images and videos we deal with. Child pornography, child porn and kiddie porn are not acceptable descriptions. A child cannot consent to their own abuse.

CONTENTS

For more detail:

The Annual Report is designed to provide a 'snapshot' of our year. But if you'd like more detailed information, please go to our new website at www.iwf.org.uk

Our vision is the global elimination of child sexual abuse imagery online

- We work to make the internet a safer place.
- We help victims of child sexual abuse worldwide by identifying and removing online images and videos of their abuse.
- We search for child sexual abuse images and videos and then we have them removed.
- Our Hotline offers a safe place for the public to report anonymously.
- We're a not-for-profit organisation and are supported by the global internet industry and the European Commission.

Online child sexual abuse imagery is a global problem, which demands a global solution. The internet doesn't respect geographical borders, so we work closely with partners worldwide. They include industry, law enforcement agencies, governments, charities and other hotlines. This helps us to eradicate online images of child sexual abuse as quickly and efficiently as possible.

In 2015, we worked hard to implement emerging technologies to improve the identification and removal of these images. We used our research to help industry and policy-makers make informed decisions. And we've employed ever-more innovative tactics and services to reduce online child sexual abuse images, globally. This year, our figures show we've worked harder than ever before.

"This has been a hugely important year for those at the front of our global efforts against the crime of the taking and sharing of images depicting the sexual abuse of children. Thanks to the efforts of the IWF and their close working with industry and the NCA, we have seen more sites identified and more pages removed, helping to protect more children from this appalling crime.

"The IWF is also now taking a proactive role in seeking out these images. The figures tell the real story on this: there has been an increase of over 400% in reports of images on 2013. In addition to this, IWF has secured the support of global internet companies to help develop and then roll out their new Image Hash List. As they say, this could be a real game changer, by using images they have verified to detect and remove further child abuse material from the internet. I think this is real progress and shows what can be achieved.

"I'm proud that we are working together with the IWF as they continue to play a vital role in helping to protect vulnerable children, in the UK and across the globe."

The Rt Hon David Cameron MP, Prime Minister

"BT has a long and strong relationship with the IWF and is committed to working with them to reduce online access to child sexual abuse materials in order to make the internet a safer place for all."

Gavin Patterson, Chief Executive, BT

CHAIR'S FOREWORD

Sir Richard Tilt

Welcome to our Annual Report for 2015

> "This year our Hotline has broken new records in the number of reports we've taken from the public. But as we look forward to our 20th anniversary in 2016, there's no room for complacency. We'll work even harder to eradicate online images of child sexual abuse as quickly and efficiently as we can."

At precisely 11.21am on 21 October 1996, the very first report was made to the newly-formed IWF. It came in by telephone, to a small room in a house in Cambridge. I can only imagine the trepidation that first call was met by, but it started a journey that will reach its 20th year in 2016.

Since then, when the internet was in its infancy, we have taken over 660,000* reports. Not all were reports of images or videos of child sexual abuse, but most were of concern to the public. It was our job to investigate and, where appropriate, help to remove illegal images.

Of course, numbers of 'reports' can feel dispassionate. But what we never forget is that behind each and every image there is a real child. Their suffering is very real. That's why reading the stories of Charlotte and Zara (see pages 25 and 26), who've been repeatedly victimised by having their abuse shared over and over again on the internet, puts our work into context for me.

As Chair of the IWF, I can tell you that we're all deeply committed to our work. Not only because we want to make the internet a safer place for everyone, but most importantly because we're determined to help victims of child sexual abuse imagery.

In 2015 we've been more effective than ever. We've actively searched for illegal images of child sexual abuse on the internet as well as taking reports from the public. Our team of expert Hotline analysts have processed 112,975 reports, which is a 52 per cent increase on 2014.

The figures are impressive. But it's the people behind the headlines that I find most interesting. Ruth and Peter (see pages 27 and 28) give a real insight into what it's like to work as an analyst, including the highs like helping with the 'rescue' of a child and the lows, like finding huge numbers of hideous images. Our analysts are an extraordinary group of people, who do an extraordinary job.

We also have a dedicated Senior Management Team, a supportive Funding Council, a new Ethics Committee (see page 35) and, of course, our Board. This year we were saddened by the news that Catherine Crawford OBE, a Board member, had passed away. We'll all miss her energy and dedication. On a positive note, we have been joined by Becky Foreman and Jonathan Lea (see page 37). Mary MacLeod has left the Board, after six years of great service, but I'm glad to say that she remains at the helm of our Ethics Committee in an independent capacity. We look forward to Helen Dent joining us in 2016 to complete our Board team.

This is an exciting time for us. In 2015, a number of new initiatives like our Image Hash List (see page 21) and work on the Child Abuse Image Database (CAID), the national police database (see page 41 in Glossary), have put us in a stronger place. Looking forward to our 20th anniversary in 2016, we've got ambitious plans to provide even more innovative services to industry.

We've come a long way since that very first report. We have a long way to go. But we will continue to work with commitment towards the elimination of online child sexual abuse imagery worldwide.

WELCOME FROM THE CEO

Susie Hargreaves

> "As I head towards my fifth anniversary leading the IWF, there is one consistent factor – we're always changing and growing! 2015 was no exception. It has been characterised by our activities and services being deployed more effectively on the global stage. The IWF is, of course, 'the UK Hotline', but for some years now, our reach has been truly international – which has to be the case if we're to achieve our goal of eliminating online child sexual abuse imagery. Today, our Membership spans the globe and includes some of the biggest internet companies right through to smaller specialist filterers."

Our Members know that being part of the IWF family shows the world that they take online safety seriously. They'll do whatever they have to do, to rid the internet of this horrendous material.

During 2015 we played an active role in WePROTECT, the global initiative launched by Prime Minister David Cameron in London in December 2014. This involved working on a number of projects and participating as a member of the International Advisory Board at the second global summit in Abu Dhabi in November. The most important outcome for us has been the development of a global Image Hash List for the internet industry.

As a self-regulatory body that's independent of both law enforcement and government, we're in a unique position to provide services to industry. Our Image Hash List is a new service – and we believe it will be a real game changer in the global fight against online child sexual abuse. Every unique image is given its own digital fingerprint, a unique identifier called a 'Hash' (not to be confused with '#Hashtag'). In the last quarter of 2015 we started building our Hash List of images.

Although our analysts see thousands of images and videos, very few are new to them. Most images have been shared online for years and there are often thousands of duplicates of individual images on the internet. Until recently, this meant that most victims had to live with the knowledge that those images will be shared again and again. With our Image Hash List, there's the real possibility that we can start removing these duplicate images and potentially stop this repeat victimisation.

We'll be using the list in two ways. Firstly, we'll give it to Members, who'll be able to run the daily list through their services to stop any matches being uploaded. Secondly, we'll use it for our own proactive searching programme. We can direct the list at sections of the internet to identify matches, which we can then remove as part of our day-to-day work.

No matter what services we provide or activities we undertake, we can't be successful without the support of our many partners. Our thanks go first and foremost to our Members. Then we have to thank and acknowledge the great work of our law enforcement partners. We also receive huge amounts of support from our partners in government, particularly in the Home Office, DCMS and No10 and our Parliamentary Champions.

Finally, as part of the wider internet safety landscape, we need to pay tribute to our partners in the UK Safer Internet Centre: Childnet International, who carry out awareness-raising activities including the hugely successful 'Safer Internet Day', and South West Grid for Learning, who provide the Professional Online Safety Helpline (POSH).

*Source: IWF figures; 21 Oct 1996 to Dec 31 2015

OUR 2015 FIGURES

Each year we publish figures on our work. We've broken down our 2015 figures into the reports people make to us and the ones that we search for proactively. We've also looked at categories and trends, like our URL List, takedown times and the ages of children. This is just a snapshot of our figures. You can find more details on our new website, **www.iwf.org.uk**.

Reports

People report suspected images and videos at iwf.org.uk. The majority of the content is child sexual abuse imagery, but we look into each and every report. If we identify child sexual abuse, we assess the severity of the abuse in the reported images or videos, along with the age of the children and the location of the files.

Assessing reports

We assess child sexual abuse images and videos based on UK law, according to the levels in the Sentencing Council's Sexual Offences Definitive Guidelines.

Since April 2014, there have been three levels: A, B and C. You can see what they mean in the chart below.

Category	What this means
A	Images involving penetrative sexual activity; images involving sexual activity with an animal or sadism. We routinely describe this category in the annual report as "rape and sexual torture" which is consistent with previous annual reports.
B	Images involving non-penetrative sexual activity
C	Other indecent images not falling within category A or B

Types of report

In April 2014, we started actively searching for child sexual abuse images, as well as receiving reports from the public. We now label reports as proactive (actively searched for) or public:

- Public reports come from any external source, for example members of the public, police officers, IT professionals, teachers or our Members.
- Proactive (or searched for) reports are the ones that our analysts actively search for and find.

Impact of searching for images and video

Since we started actively searching for child sexual abuse images and videos, we've seen a dramatic increase in the number of our reports. In 2013, the last complete year before we began actively searching, we recorded 13,182 URLs (or webpages) containing child sexual abuse images or videos. In 2015, the first full year that we actively searched for illegal images, we recorded 68,092 URLs containing child sexual abuse images or videos. That's a fourfold increase (see Figure 1).

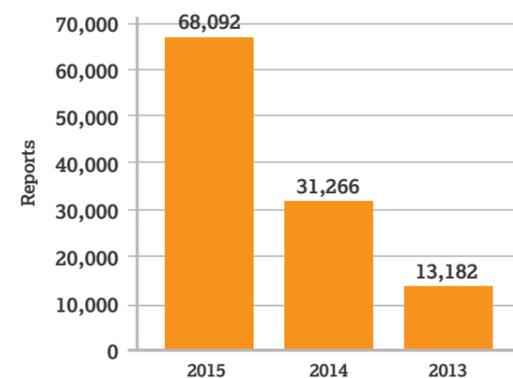We're the only hotline in the world that actively searches for child sexual abuse content.

417%
increase in reports of child sexual abuse imagery in two years, 2013 to 2015

Figure 1: Number of reports assessed as being child sexual abuse material, by year.

Figures in 2015

Total numbers of reports processed

112,975 reports were processed by IWF analysts. This is an increase of 52% on the 2014 figure of 74,119.

- 49,334 or 44% of reports were received from public sources.
- 63,641 or 56% were reports actively searched for.

68,543 reports in 2015 were confirmed as containing criminal content covering all three areas of our wider remit, which is a 118% increase on the 2014 figure of 31,443.

112,975
reports to IWF in 2015 – increase of 52% on 2014

68,543
reports confirmed as containing criminal content in 2015 – up 118% on 2014

We processed 52% more reports during 2015 than 2014 (74,119).

Of the 112,975 reports we processed:

- 112,283 were reports of webpages
- 684 were reports of newsgroups.
- 8 reports were of content in chat or peer-to-peer networks, which aren't in our remit.

Child sexual abuse imagery on URLs

- 68,092 URLs were confirmed as containing child sexual abuse imagery, having links to the imagery, or advertising it. This is up 118% on the 31,266 figure of 2014.
- 6,477 URLs were from public sources.
- 61,615 URLs were from active searches.

68,092
URLs confirmed as child sexual abuse imagery in 2015 – up 118% on 2014 figure of 31,266

Child sexual abuse imagery on newsgroups

- 448 newsgroups were confirmed as containing child sexual abuse imagery.
- 155 newsgroups were identified from public sources.

Wider remit on URLs

- 0 URLs depicted criminally obscene adult content hosted in the UK received from public sources.
- 3 URLs depicted non-photographic child sexual abuse imagery hosted in the UK received from public sources.
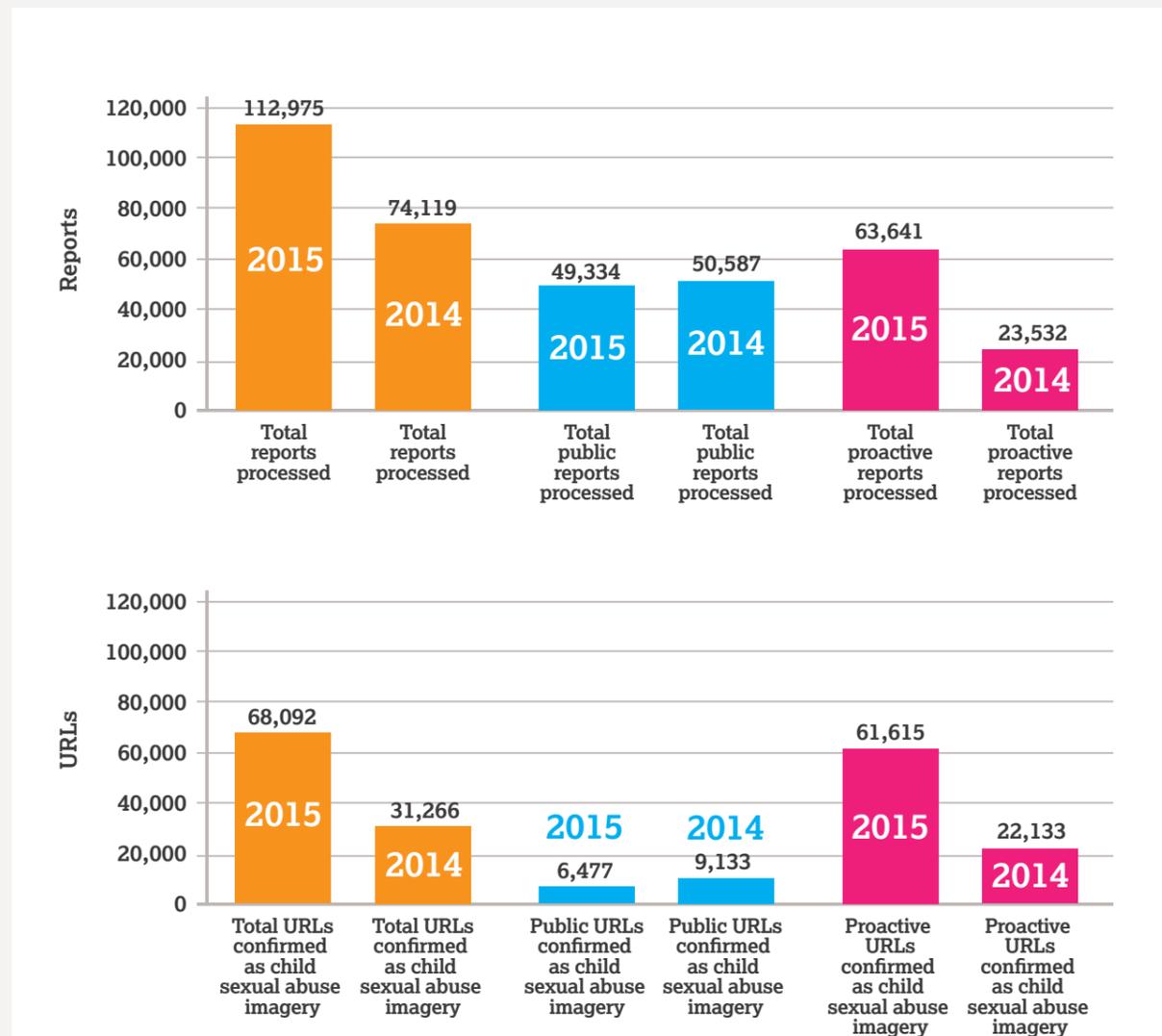
Figure 2: This is the total number of reports we worked on in 2015 and the total number that we confirmed as child sexual abuse images and videos.

40,247 public reports were taken by our Hotline, where the person thought they were reporting child sexual abuse imagery. This includes public reports from all external sources, which includes law enforcement, Members, professionals and the public. 26% of these reports correctly identified child sexual abuse images. This figure includes newsgroups and duplicate reports, where several reports have correctly identified the same child sexual abuse website.

Reports made by the public are important because they generate leads and intelligence on child sexual abuse images and video hosting. This helps us target our searches.

89% of people reported anonymously through our secure and confidential reporting page on our website.

All child sexual abuse URLs analysed by IWF

Our figures for child sexual abuse imagery in 2015 showed that 69% of children were assessed as 10 years or younger. This is a change to consistent figures in previous years (see Figure 3). Please see Trends section for analysis (see page 20).

69% of children assessed as aged 10 or under

	2015	2014	2013	2012
% of children appearing to be aged 10 years or younger	69	80	81	81
% of children appearing to be aged 2 years or younger	3	4	3	4
% showing sexual activity between adults and children including rape or sexual torture (category A)	34	43	51	53
% of images involving non-penetrative sexual activity (category B)	28	30	24	20
% of images where victims were girls	85	80	76	75
% of images where victims were boys	9	10	10	10
% of images with both genders	5	7	9	11

Please note: A small number of the victims could not be identified as either male or female.
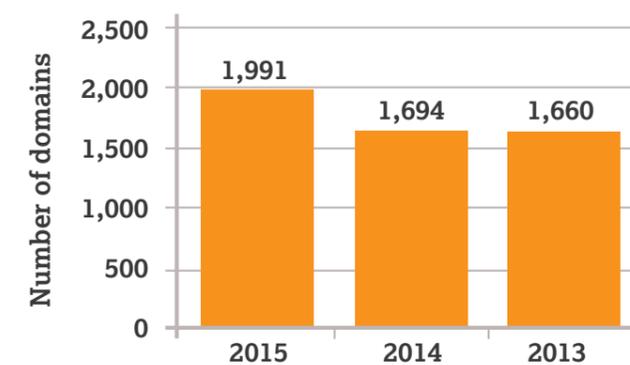

Figure 3: The number of domains hosting child sexual abuse content, by year.

For domain analysis purposes, the webpages of www.iwf.org.uk, www.iwf.org.uk/report, www.mobile.iwf.org.uk/report and www.iwf.org.uk/about-iwf/news are counted as one domain: iwf.org.uk

In 2015, 68,092 URLs contained child sexual abuse imagery and these were hosted on 1,991 domains worldwide.

The 68,092 URLs hosting child sexual abuse content were traced to 48 countries, which is an increase from 45 in 2014.

Five top level domains (.com .net .ru .org .se) accounted for 91 per cent of all webpages identified as containing child sexual abuse images and videos.
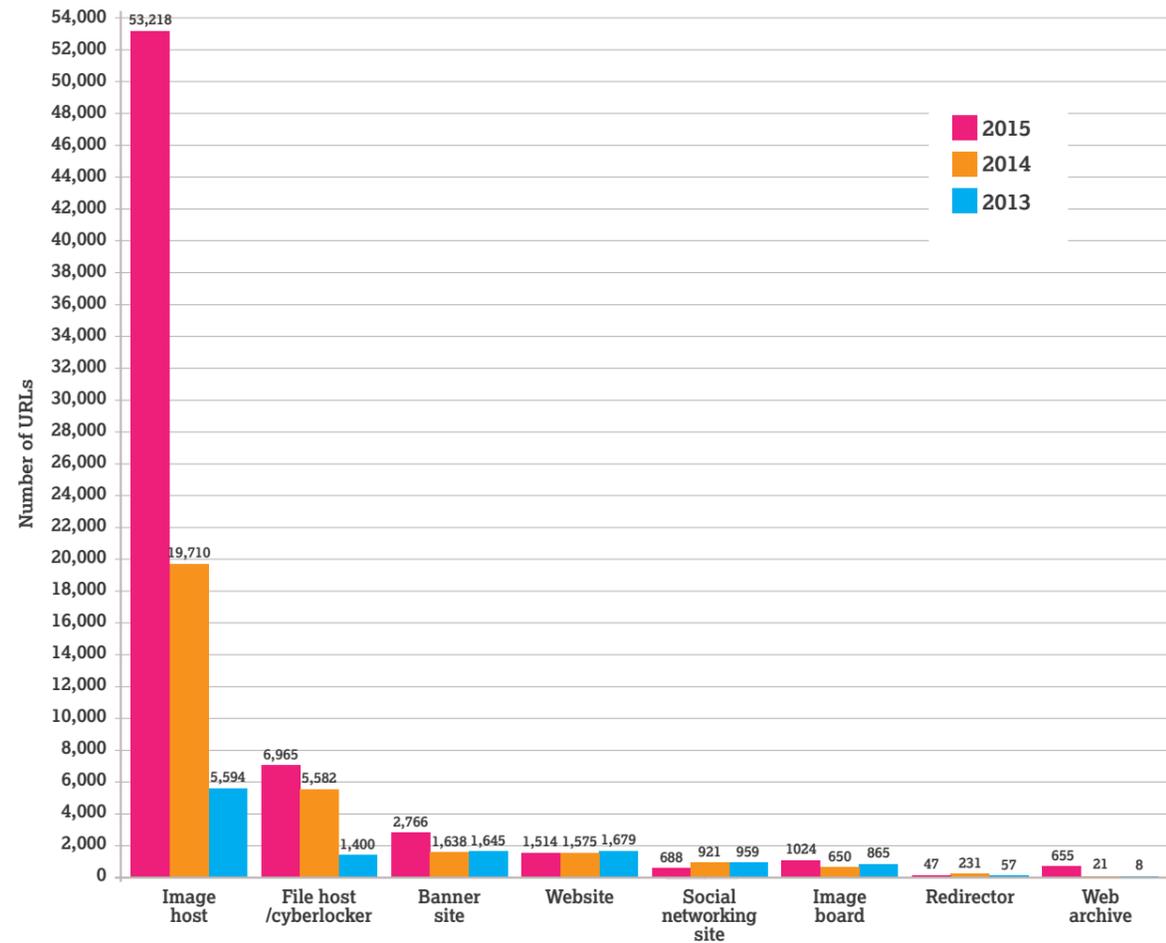
OUR 2015 FIGURES

Figure 4: The types of services exploited to host child sexual abuse URLs in 2013, 2014 and 2015.

We've seen an overall increase in the number of URLs hosting child sexual abuse images and videos during 2015. Our ability to actively search for child sexual abuse imagery has increased our ability to find this material.

- Our figures show image hosting sites and cyberlockers were abused significantly more than other services.
- Proportionately, we saw a rise in the abuse of web archive sites.
- There were noticeable decreases in the abuse of redirectors, down 80%.
- Social network site abuse was also down 25%.

An image hosting service allows users to upload images. They're then available through a unique URL. This URL can be used to make online links or be embedded in other websites, forums and social networking sites. Many image hosts are free and some don't need registration. Some have optional paid image hosting functions, while others offer only paid services.

The nature of the site can't be used as a measure of how many times an image is viewed. A single image on a high traffic service, like a social media site, could be seen by thousands of people. No providers can afford to be complacent.

In 2015, 64,646 URLs (95%) were hosted on a free-to-use service where no payment was required to create an account or upload the content. In the remaining 5% of cases, the content was hosted on a paid-for service, or it wasn't possible to tell whether the hosting was free or paid for.
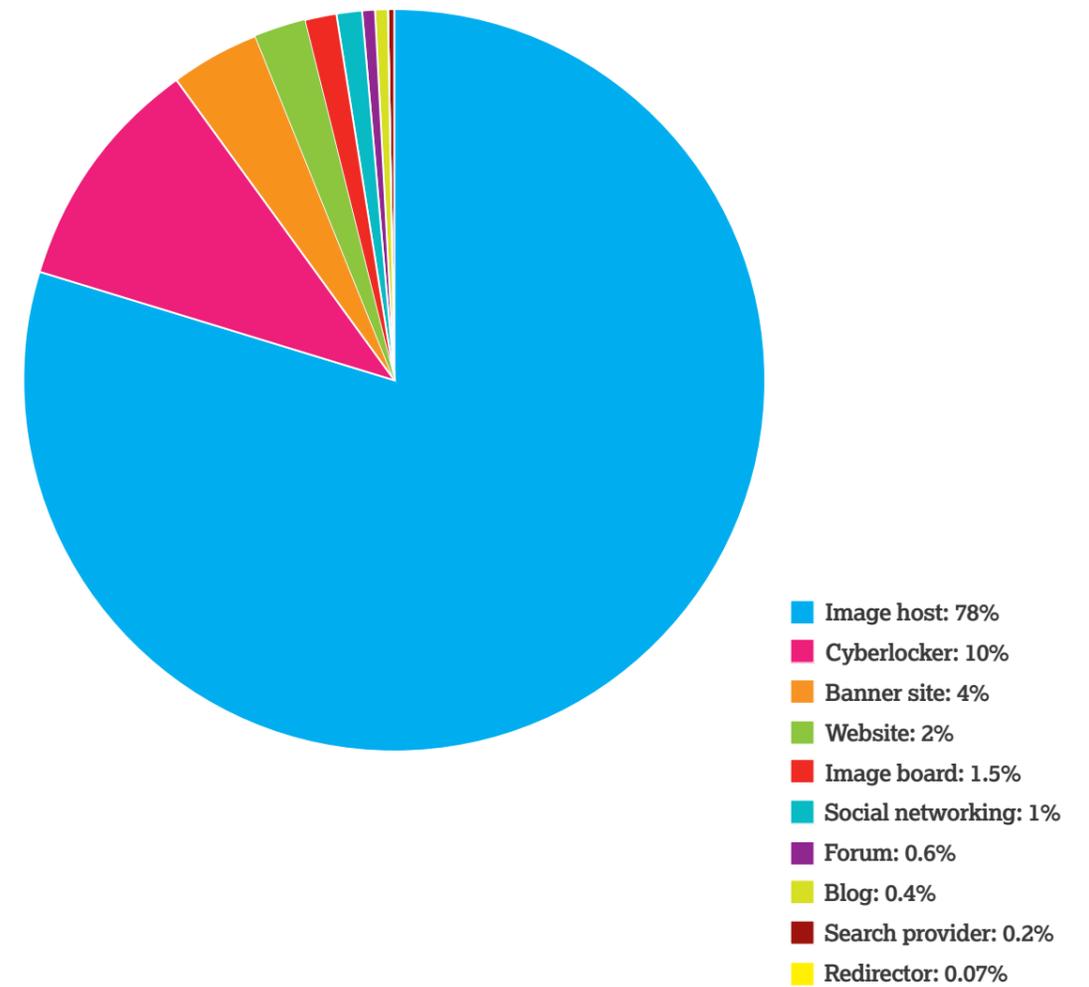

- Image host: 78%
- Cyberlocker: 10%
- Banner site: 4%
- Website: 2%
- Image board: 1.5%
- Social networking: 1%
- Forum: 0.6%
- Blog: 0.4%
- Search provider: 0.2%
- Redirector: 0.07%

Figure 5: All types of services exploited to host child sexual abuse URLs in 2015.

Where child sexual abuse images are hosted in the world

- North America: 57%
- Europe (inc Russia & Turkey): 41%
- Asia: 2%
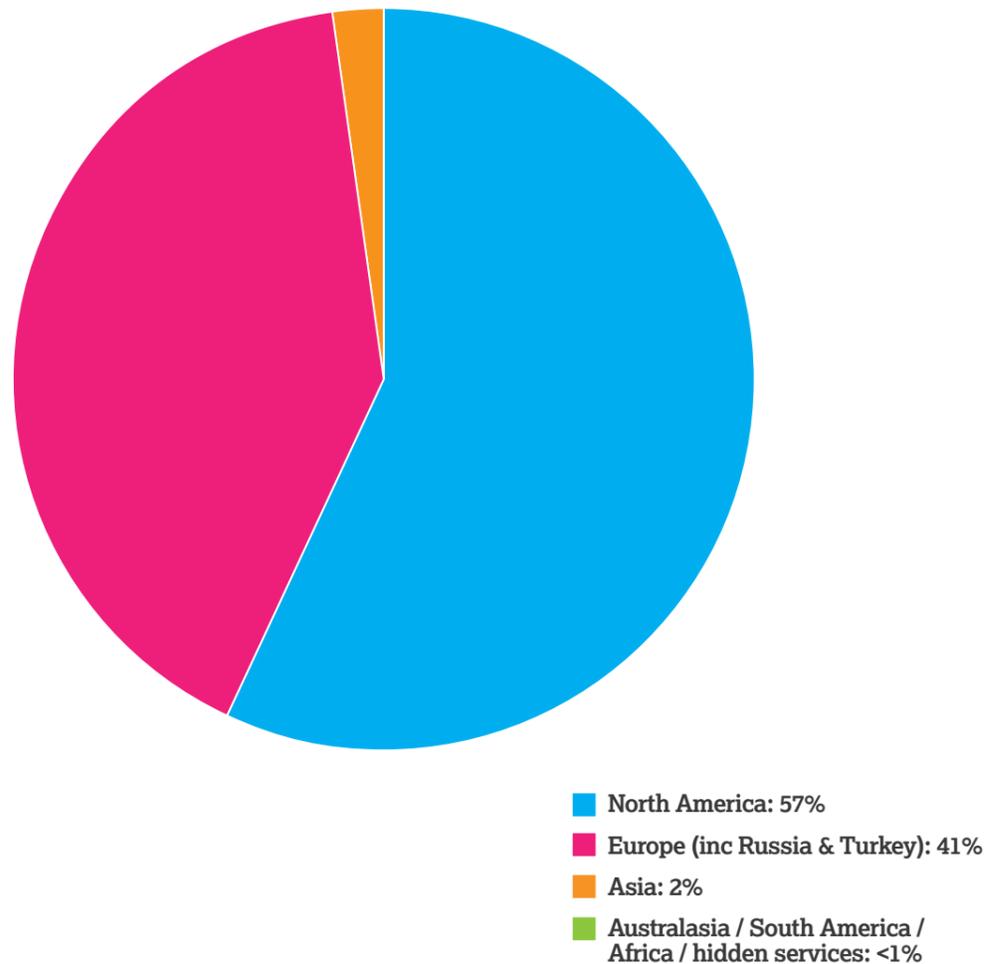- Australasia / South America / Africa / hidden services: <1%

Figure 6: Where, in 2015, child sexual abuse content was hosted in the world. For the purpose of this illustration, Europe includes Russia and Turkey.

Images and videos hosted in Australasia, South America, Africa and in hidden services (where the content cannot be traced) totalled less than 1% of all confirmed child sexual abuse content in 2015. For further details of hidden services see page 17.

Child sexual abuse content: 2015 figures

Notice and Takedown

We believe the most effective way to stop online child sexual abuse imagery is to remove it at source. Our Notice and Takedown service is central to this belief. When child sexual abuse images and videos are hosted on a UK network, we send a takedown notice to the hosting provider and they quickly remove the content. We do this in partnership with the police to make sure evidence is kept and any investigations aren't compromised.

2015 figures

The UK now hosts just a small volume of online child sexual abuse content – 0.2% of the global total.

In 2015 we took action on 68,092 webpages displaying illegal child sexual abuse images and videos, hosted on websites around the world.

We took action on 135 webpages hosting images and videos in the UK and issued 34 takedown notices. We might send one notice for several webpages and content may have already been removed by the time we get authorisation from the police.

We're proud to say that the relatively low number of UK hosted child sexual abuse imagery shows how the online industry is helping make the UK a hostile environment for this criminal content to be hosted.

Today 0.2% of the world's known online child sexual abuse imagery is hosted in the UK. When we started in 1996, that figure was 18%.
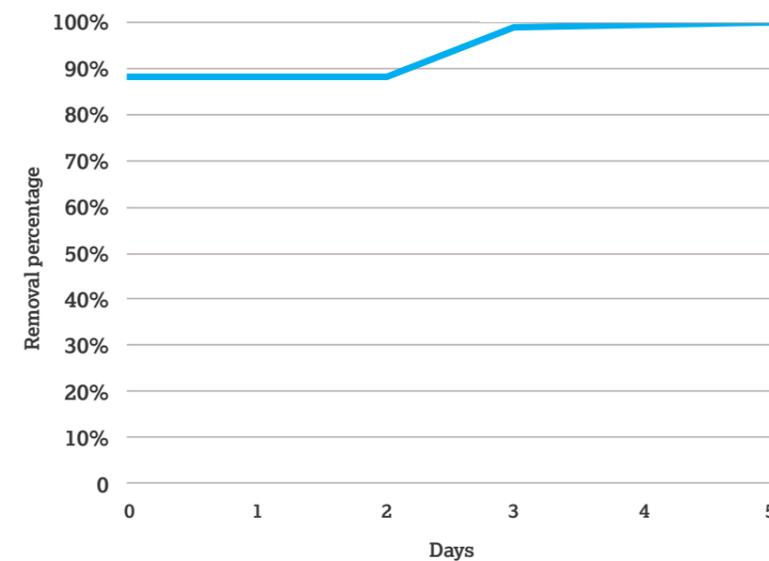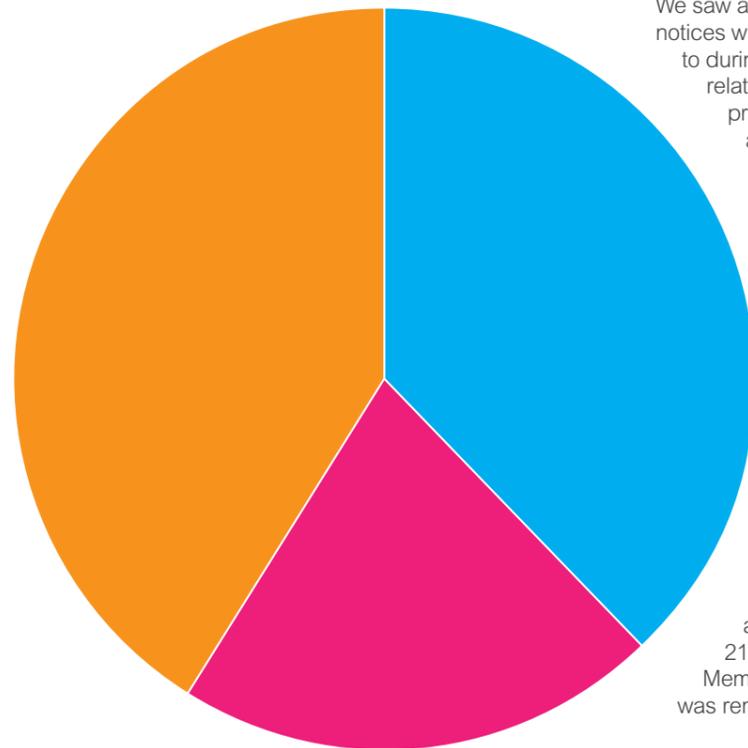

Figure 7: Time taken in days to remove child sexual abuse URLs when hosted in the UK.

Just **0.2%** of the known online global child sexual abuse imagery is hosted in the UK

UK child sexual abuse content removal in minutes

We want to make sure that child sexual abuse content hosted in the UK is removed as quickly as possible. We do this in partnership with the online industry. Today, we measure the speed that takedown notices are responded to in minutes, rather than days or even weeks. From the second we issue a takedown notice to the time the content is removed is what we consider the takedown time, which is shown below.

- **38% of webpages were removed in 60 minutes or less.**
- **59% of webpages were removed in 120 minutes or less.**

We saw a decrease in the number of takedown notices which took more than two hours to respond to during 2015. Although the URL numbers are relatively small compared to the global problem, it's important that the UK remains a hostile place for criminals to host this content.

18 companies' services were abused to host child sexual abuse images or videos during 2015. We issued takedown notices to these companies, whether they're our Members or not.

- 16 companies who were abused were not IWF Members.
- 2 companies were IWF Members.

We know that internet companies who've joined us as Members are less likely to have their services abused and are quicker at removing child sexual abuse imagery, when needed. (see page 21). We sent 4 takedown notices to IWF Members in 2015 and in each case the content was removed within 60 minutes of the notification.

- 60 minutes or less: 38%
- Between 61 and 120 minutes : 21%
- More than 120 minutes: 41%

Figure 8: A breakdown of the time taken to remove UK hosted child sexual abuse webpages from the point a takedown notice is issued.

UK takedown times 2015

60 minutes or less: **38%**

61-120 minutes: **21%**

120 minutes or less: **59%**

More than 120 minutes: **41%**

Figures on our services in 2015

IWF URL List

We provide a list of webpages with child sexual abuse images and videos hosted abroad to companies who want to block or filter them for their users' protection, and to prevent repeat victimisation. We update the list twice a day, removing and adding URLs.

During 2015:

- The list was sent across all seven continents.
- A total of 62,088 unique URLs were included on the list in 2015.
- On average, 251 new URLs were added each day.
- The list contained an average of 1,330 URLs per day.

The Image Hash List

Each image can be given a unique code, known as a hash. The list of these hashes can be used to find duplicate images, making us more efficient. This can help to prevent online distribution of this content. In 2015, we created a new Image Hash List service – like a list of digital fingerprints of child sexual abuse content hosted on networks globally. We hope to roll this out further in 2016.

During 2015:

- Our Image Hash List was trialled in the summer of 2015 and then rolled out as an initial service to five Member companies providing internet services.
- During a phased implementation of the Image Hash List, nearly 19,000 category 'A' child sexual abuse images were added to the list (during June-October 2015).

Keywords List

Each month we give our Members a list of keywords that are used by people looking for child sexual abuse images online. This is to improve the quality of search returns, reduce the abuse of their networks and provide a safer online experience for internet users.

- In December 2015 the keywords list held 440 words associated with child sexual abuse images and videos. It also held 69 words associated with criminally obscene adult content.

Other criminal content

- In 2015, 3,494 reports of alleged criminally obscene adult content were made to us. Almost all were not hosted in the UK, so they weren't in our remit.
- 0 were assessed as criminally obscene and hosted in the UK.
- 3 URLs were assessed as hosting non-photographic child sexual abuse content. These were passed onto the National Crime Agency CEOP Command.

150%

increase in takedown notices issued for newsgroups containing child sexual abuse imagery in 2015

Newsgroups

A Newsgroup is an internet discussion group dedicated to a specific subject. Users make posts to a newsgroup and others can see them and comment. Also sometimes called 'Usenet', newsgroups were the original online forums and a precursor to the World Wide Web.

Our Hotline team monitors the content of newsgroups and issues takedown notices for individual postings of child sexual abuse imagery. We also provide a Newsgroup Alert to Members, which is a notification of child sexual abuse content hosted on newsgroup services so they can be removed.

We actively search for child sexual abuse images in newsgroups.

During 2015:

Throughout 2015, we monitored and reviewed newsgroups and issued takedown notices.

- 684 reports of child sexual abuse images hosted within newsgroups were made to us.
- 408 takedown notices were issued for newsgroups containing child sexual abuse images (163 in 2014). That is an increase of 150%. One takedown notice can contain details of several newsgroup postings.
- 20,604 posts were removed from public access.
- After monitoring newsgroups, we recommended our Members don't carry 234 newsgroups containing child sexual abuse images and videos.

Since August 2014, we've been assessing all posts in newsgroups known to us. Depending on the size and activity of a newsgroup, this could involve just a few or hundreds of thousands of posts.

When child sexual abuse images or videos are found, we tell the Members who provide newsgroups. They remove the images and videos from public access. Our aim is to clear all Member newsgroups of any illegal historic posts.

The IWF is one of only a handful of hotlines in the world that processes reports on newsgroups. We're the only Hotline in the world that actively searches for child sexual abuse content.

2015 TRENDS

Image hosts abused in 2015

This year, our figures show that image hosts were abused by offenders uploading child sexual abuse images and videos significantly more than other services. This is consistent with previous annual reports – we've seen a gradual rise every year. In 2013, Image Hosts made up 42% (5,594) of all confirmed child sexual abuse reports. In 2015, this rose to 78% of the total (53,218 reports).

An image hosting service lets users upload images and they're then available through a unique URL. This URL can be used to make online links, or be embedded in other websites, forums and social networking sites.

Total reports
68,092

Year	Site type - others	Site type - image host
2015		78%
2014	Total reports 31,266	63%
2013	Total reports 13,182	42%

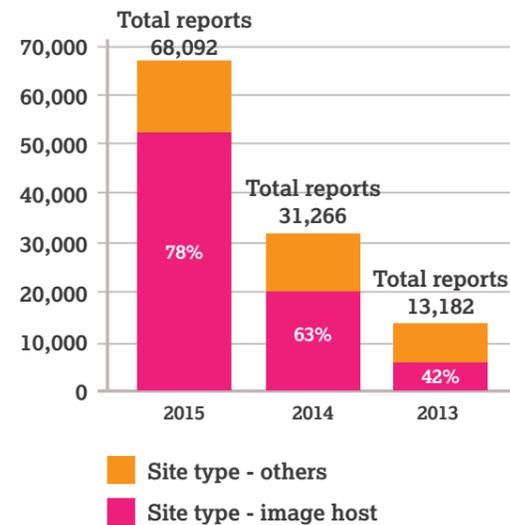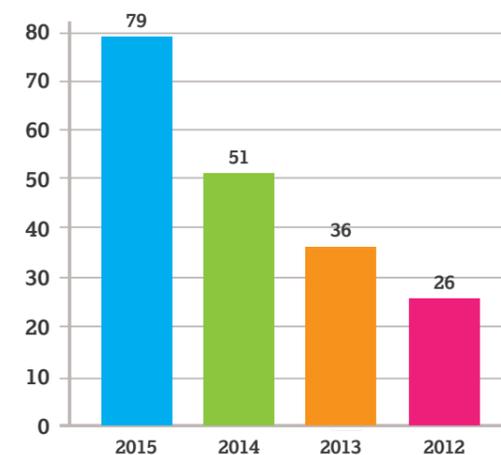- 🟧 Site type - others
- 🟥 Site type - image host

Image hosts are often abused by commercial child sexual abuse websites to host the images that appear on these websites (see "Commercial child sexual abuse content" page 19).

Our Image Hash List, trialled by five of our Members in 2015, could prove to be a great tool in helping image hosts to tackle this problem. We expect to offer our Image Hash List to more Members in 2016. The image Hash List can be used to automatically identify known child sexual abuse images, without the need to examine each image individually. This enables our Members to quickly remove the abusive content from their services.

Hidden services on the 'dark web'

'Hidden services' are websites that are hosted within proxy networks (sometimes called the dark web). These websites are a challenge for us because we can't trace the location of the hosting server in the normal way. We give the details of any new hidden services we find which are hosting child sexual abuse imagery to the National Crime Agency Child Exploitation and Online Protection Centre (NCA-CEOP) (see page 33). Using this information, the NCA works with national and international law enforcement agencies to investigate the criminals using these services.

As well as acting as meeting places for offenders who are looking for child sexual abuse imagery, these hidden services often contain hundreds, or even thousands, of links to child sexual abuse material that's being hosted on the open web. We take action to have illegal child sexual abuse content on the open web removed. We also monitor trends in the way hidden services are used to share child sexual abuse content. This helps us when we're searching for child sexual abuse content online.

Year	Value
2015	79
2014	51
2013	36
2012	26

Since 2012, we've seen a rise in the number of hidden services dedicated to this type of content. In 2015, we told NCA CEOP about 79 new, previously unseen, hidden services. This was an increase of 55% on 2014 (51).

In 2015, we also realised that some well-known child sexual abuse hidden services were regularly changing their web addresses. Child sexual abuse websites on the open web regularly do this to try to stop being found. But this was the first time we'd seen it routinely done by hidden services.

Gateway Website
No actionable images, just hyperlinks

➡️

Disguised Website
Grid of child sexual abuse images which are hyperlinks

➡️

Commercial Child Sexual Abuse Website
Child sexual abuse images and payment mechanism

Disguised websites increasing

Since 2011, we've been tracking a group of commercial child sexual abuse websites that show illegal imagery only when they're accessed through a "digital pathway" of links. It's a bit like having a secret password.

When the webpage is accessed directly through a browser, legal content is shown. The illegal child sexual abuse images are only shown when the specific pathway of links is used. This means it's more difficult to find and investigate the illegal material.

When we first discovered this technique, we developed a way of revealing the child sexual abuse content. This meant we could remove the content and the websites would be investigated. In 2011, we took action against 579 disguised websites. This reduced to 353 disguised websites in 2013.

The criminals using this technique continually change the way they try to cover up their activities to stop being found. In 2015, we uncovered 743 disguised websites. They were using three different methods to disguise their distribution of child sexual abuse images and videos.

These disguised websites are the path to the most prolific commercial child sexual abuse websites we monitor as part of our Website Brands Project (see page 19). By sharing our techniques for uncovering these websites with our sister hotlines and law enforcement worldwide, we help disrupt the operation of commercial child sexual abuse websites.

The issue of disguised websites remained a significant problem in 2015.

'New' trend of generic Top Level Domains

Generic Top Level Domains (gTLDs) include well-established domains like .com and .biz. Since 2014, more gTLDs have started to be released to meet the demand for domain names that are relevant to the content being shown. There are several thousand new gTLDs now available for registration, ranging from .abc to .xyz and beyond.

In 2015, we saw these new gTLDs being used to share child sexual abuse imagery for the first time. Many of the new gTLDs appeared to have been registered specifically for that purpose.

We took action on 436 websites (in 2015) using new gTLD domains to share child sexual abuse material. 138 of these were disguised websites.

Our Domain Alerts (see page 22) can help Members in the domain registration sector to prevent abuse of their services by criminals attempting to share child sexual abuse imagery. In 2015, we welcomed new Members who are now using our domain services.

Commercial child sexual abuse content still an issue

We've been a member of the European Financial Coalition (EFC) against Commercial Sexual Exploitation of Children Online since 2013. The EFC's goal is to bring together law enforcement, the private sector and civil society to fight the commercial sexual exploitation of children online. We provide data and detailed analyses as part of EFC's Strategic Analysis and Reporting Working Group.

Of the 68,092 webpages we confirmed as containing child sexual abuse imagery in 2015, 14,708 (21%) were commercial. This compares to 3,741 (12%) in 2014.

In 2013, 3,203 (24%) of confirmed child sexual abuse reports were assessed as commercial.

Proportionately, we've seen fluctuations in the volume of commercial child sexual abuse material in the past few years. But every year there's been an increase in the number of commercial reports we've taken action on.

We're still concerned about this "traditional" model of commercial distribution, using dedicated websites. But in 2014 we spotted a shift towards new forms of commercialising child sexual abuse content online. In 2015, we've seen a rise in the use of disguised websites to drive web traffic to dedicated commercial child sexual abuse websites. We've also seen increased abuse of image hosts to store commercial child sexual abuse images.

We'll continue to monitor trends and work closely with our financial Members to make sure the commercial distribution of child sexual abuse imagery is disrupted.

"We've been working closely with the IWF to disrupt the commercial distribution of online child sexual abuse content since 2006. It's an issue we take very seriously. We'll continue to offer our support and expertise to the IWF wherever it is needed."

Graham Peacop, Chief Executive, The UK Cards Association

Commercial child sexual abuse websites as 'brands'

We started our Website Brands Project in 2009. Since then we've been tracking the different "brands" of dedicated commercial child sexual abuse websites. These dedicated commercial websites are constantly changing location and over time our analysts see the same websites appearing on many different URLs. Since the project started we've identified 2,198 unique website brands.

We analyse factors like hosting and payment mechanisms used for these sites, as well as advertising systems and registration details. Our ongoing analysis suggests that the vast majority of these dedicated websites are operated by a small core group of criminal entities (see Figure 9). In 2015, the most prolific of these accounted for 48% of our total commercial child sexual abuse content reports.

In 2015, we noticed an increase in the number of active brands. These are services selling child sexual abuse material – and they're recognisable brands. Most even have their own logos. There were 664 brands seen in 2015, compared to 364 in 2014 – an increase of 82%.

There's also been a rise in the number of new brands. In 2014, 185 (51%) of active brands were previously unknown to us. In 2015, this figure increased by 131% to 427. Of these new brands, 267 (63%) are disguised websites (see page 18).

Our analysis shows that of the new brands (the ones previously unknown to us), 128 appeared to be operated by a single criminal group which has no apparent links with any of the criminal groups we've previously identified.

This increase in the use of disguised websites appears to show a change in the way dedicated commercial child sexual abuse websites are distributing content. We've shared this information with law enforcement to help their investigations.
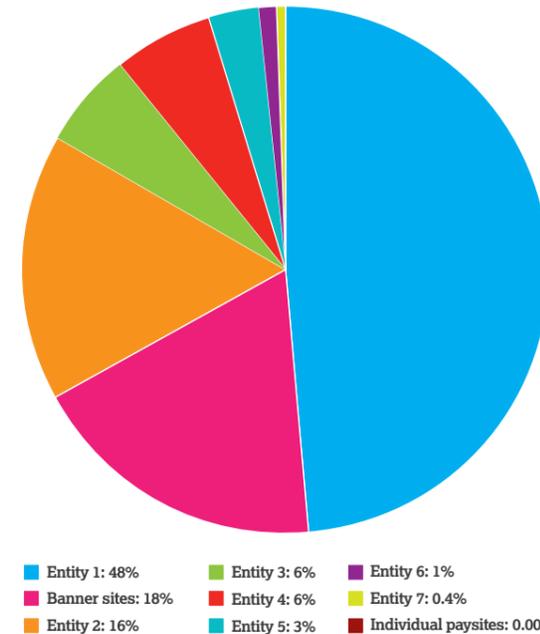

Entity 1: 48%
Banner sites: 18%
Entity 2: 16%
Entity 3: 6%
Entity 4: 6%
Entity 5: 3%
Entity 6: 1%
Entity 7: 0.4%
Individual paysites: 0.003%

Figure 9: The proportion of commercial webpages identified as being distributed by each criminal entity.

Age of children in child sexual abuse images

This year, we saw a drop in the percentage of children we assessed as being aged 10 or younger. For two years, the figure has been fairly consistent at 81% in 2013 and 80% in 2014. In 2015, the figure was 69%.

What we have seen in 2015 is an increase in reports of child sexual abuse imagery of children we've assessed as 11 to 15. In 2014, this figure was 5,539, while in 2015 the figure was 20,554. That's up 271%.

This could be because of our active searches. We also believe it could be linked to the increased use of webcams and online distribution of what's termed youth-produced content. We take this trend very seriously and will be launching a report focusing on online child sexual abuse imagery captured from webcams later in 2016 (see page 23).

These figures are in line with a recent Canadian study by our sister hotline.

Cybertip.ca

The Canadian Centre for Child Protection recently released a study on what they were seeing in the images analysed through Cybertip.ca. Key findings of *Child Sexual Abuse Images* on the Internet: A Cybertip.ca Analysis included:

- **78.3%** of children in the images and videos were estimated to be younger than 12 years old
- **63.4%** of those younger than 12 were estimated to be under 8 years of age
- **50%** of images and videos depicted sexual assaults against children and the younger the children, the more intrusive the abuse
- **68.7%** of the images and videos appeared to be taken in a home setting

WORK WITH OUR MEMBERS

We represent the companies that are defining how the world tackles online child sexual abuse.

More than 120 companies are Members of the IWF, from some of the giants of the internet world to smaller filtering companies. What unites them, is the desire to do the right thing.

Being a Member of the IWF doesn't just mean benefiting from our range of services which deploy cutting edge technologies to fight the problem. It also means being part of a coalition of companies, which want to make their products and services safer for their customers, wherever they are in the world.

As part of an industry self-regulatory body, our Members have a role in shaping our policy and code of practice. We are a not-for-profit organisation, registered as a charity in the UK, so your membership fee goes towards the global fight against online child sexual abuse.

Services

Takedown Notices (UK only)

We believe the best way to tackle online child sexual abuse imagery is to remove it at source. Members in the UK benefit from this unique service. When child sexual abuse content is hosted in the UK, we send a Takedown Notice to the hosting provider and they quickly remove it. This immediate alert is sent in partnership with the police, to make sure evidence is kept and investigations aren't compromised. This means the UK is one of the most hostile territories in the world to host, with less than 0.2% of known content, a real achievement which the industry can be proud of!

URL List

We provide a list of URLs (individual webpages) that contain child sexual abuse images or videos hosted outside the UK. The list is dynamic. We publish it twice a day, and do whatever we can to ensure it includes only current content by regularly checking, adding and removing URLs.

Members use the list to voluntarily block or filter access to these URLs, for both their customers' protection and to prevent the re-victimisation of the child, every time someone views the URL. Behind the scenes, we work with international partners to ensure the content is removed at source as quickly as possible.

Our Splash Pages

Our 'splash page' is a page that you see if someone tries to access a webpage that's on the IWF URL List. They will never see the image or video we have blocked, but instead get a page which explains why access has been blocked, what they should do if they're worried about their behaviour, or believe they have been blocked in error. We recommend that all companies which use our URL list show a splash page for the webpages they block.

Image Hash List

In 2015, the IWF worked with industry to create a new service, the IWF Image Hash List. We believe it could be a game changer in the fight against online child sexual abuse imagery. A 'hash' is a unique code that's generated from the data in an image, like a digital fingerprint. Our Image Hash List is a list of these individual codes (digital fingerprints) for known images of child sexual abuse.

The IWF and our Members will be using the list to search for all the duplicates of these images. This not only means our analysts won't need to examine each image individually, but most importantly it will prevent online distribution, the re-victimisation of the children and even stop images from being uploaded in the first place.

Simultaneous Alerts (US only)

Simultaneous Alerts are a unique service for our Members who are based in the US. We send an alert when we find child sexual abuse images or videos hosted on IWF Member US companies' networks. These immediate notifications drastically reduce the length of time that content is hosted.

In the US, companies legally have to notify the police or law enforcement when an online image of child sexual abuse is identified. We have a 'Memorandum of Understanding' with the National Center for Missing and Exploited Children (NCMEC) in the US (see page 30), which allows us to send a Simultaneous Alert to the US hosting company.

Keywords List

This is a list of currently active keywords and phrases associated with child sexual abuse material. It helps industry Members to block searches and monitor networks and applications for abusive material. It also means moderators on gaming, chat and social media platforms can be alerted to potential concerns. As our analysts actively search for child sexual abuse imagery online, they develop knowledge about the terms used in connection with these searches.

Domain Alerts

Every day, our analysts identify new child sexual abuse images and videos. Our Domain Alert service is for our Members who are domain registries or registrars. We send them immediate alerts if we discover any child sexual abuse material on any domains registered through or by them.

> "The IWF's hash sharing project has added significant capacity to our ability to detect, remove and report CSAI. We're proud to be one of the first companies to deploy this powerful resource and to work closely with the IWF in developing it."
>
> **Nick Pickles, UK Public Policy Manager, Twitter**

Payment Brand Alerts

Instantly recognisable payment brands are sometimes used to process payments for child sexual abuse images and videos online. These are legitimate and trusted financial service companies, whose services are being abused. Our Payment Brand Alerts are the notifications we send these companies when we see child sexual abuse images or videos associated with their brands.

Newsgroup Alerts

Newsgroups are internet discussion groups dedicated to a variety of subjects. Users make posts to a newsgroup and others can see them and comment. Also sometimes called 'Usenet', newsgroups were the original online forums and a precursor to the World Wide Web.

Our Newsgroup Alerts are notifications of child sexual abuse content hosted on newsgroup services. Our analysts have a process for monitoring the content of newsgroups, then issuing Takedown Notices for individual postings where we've identified child sexual abuse content. We know a single newsgroup can contain thousands of images.

Doing nothing is not an option for your company. Child sexual abuse imagery must be eliminated.

5 reasons to join us:

1. Make your services safer
2. Minimise the risk of your customers finding criminal content
3. Prevent abuse of your services by stopping the distribution
4. Protect your brand reputation
5. Do the right thing!

If you'd like to know what Members think, turn the page….

WORK WITH OUR MEMBERS

Google technology

"It's been exciting to work with the IWF and see their progress in tackling child sexual abuse imagery. By harnessing our engineering expertise through the Googler in Residence programme, their skilled analysts have made amazing progress in identifying and then removing this illegal content from the web. We look forward to the next phase of the Googler in Residence project in 2016."

Katie O'Donovan, Public Policy and Government Relations Manager, Google UK

After the 2014 UK Prime Minister's summit on Child Sexual Exploitation Online, Google pledged to provide a dedicated Google engineer to help develop IWF's technology aimed at removing child sexual abuse images and videos online.

In 2015, the IWF Googler in Residence project saw the development of a web-crawler, a tool designed to work with the new Image Hash List (see page 16). This was just one part of the engineering support Google gave us in 2015. This will help us to measure the impact the tool has on our work this year. So watch this space.

The new Image Hash List combines the best of new technology and the expertise of our analysts. Essentially, the list holds individual child sexual abuse image codes, like digital fingerprints. They're fed into the crawler and an analyst directs the tool to search for illegal images online. Finally, this list of digital codes is given to industry Members, so they can make sure each child sexual abuse 'hash' is removed, if appropriate, or blocked from being uploaded in the future.

The exciting bit is that the web-crawler could make it much quicker to identify and remove hashed images. It will allow any duplicate images to be removed or blocked, and ease the burden on analysts, as they won't have to see so many disturbing images.

So the Image Hash List and crawler could be a real game changer. This is hugely important for the victims of child sex abuse, as this technology should block thousands of their illegal images from being viewed on the internet.

Microsoft research

"We greatly value our broad partnership with the IWF in working to stop the spread of child sexual abuse material online. In 2016, we look forward to another instalment of this important research and hope to gain more vivid insights into the motivations and inclinations behind the various forms of 'sexting' among children and youth."

Jacqueline Beauchere, Chief Online Safety Officer, Microsoft

Spring 2015 saw the launch of the second stage of our self-generated content research sponsored by Microsoft. The research showed a worrying trend for sexually explicit images of children which had been captured on webcams, appearing on the internet. We had anecdotal evidence that offenders were targeting children on live streaming services. We believed the youngsters were being groomed over a webcam, often in their own homes. The offender then shared the image or videos online.

The 2015 research supported our concerns about webcams. So in 2016, Microsoft has agreed to sponsor a third study looking at how webcam technology can be used by offenders to groom children online, persuade them to perform sexual acts and then share the images online.

We hope the research will be published later in 2016 and will help our Hotline target child sexual abuse images at their source, stopping the distribution of these images and protecting victims.

BT using the URL List in 2015

From the end of January 2015 to early November 2015, the average number of attempts to retrieve an image of child sexual abuse notified to BT by IWF was 36,738 every 24 hours*.

*BT uses a system called Cleanfeed to block URL addresses which the IWF has found to host child abuse images. It records the number of times that attempts to access such images are blocked. However, it is important to realise these statistics can't tell the difference between the deliberate and the accidental. Emails connecting to child abuse images sometimes find their way into the inboxes of innocent internet users. Opening the email may take the user to a child sexual abuse image - or even to multiple hyperlinked ones. The headline numbers, therefore, cannot be easily translated into data about the extent of conscious, deliberate attempts to view child sexual abused imagery.

JAGeX

"Jagex is incredibly proud of our online safety initiatives, which have helped keep our millions of customers safe during the past 15 years of operation. Our dedicated 24/7 safety team work closely with enforcement agencies across the globe and utilise industry-leading systems to identify and mitigate online risk.

"The IWF are a fundamental part of our safety strategy, through the professional support and advice they offer as well as supplying us with invaluable keywords, which we integrate into our ever-evolving safety heuristics. We are delighted to partner with the IWF, and we would urge any company with an online presence to foster a relationship with them and support the fantastic work they do."

Steve Wilson, Customer Support Operations Manager, Jagex

facebook

"At Facebook, we take the issue of child sexual abuse imagery very seriously. This year we've worked closely with the IWF and others from the internet industry to develop hash technology which we believe is going to be crucial in the fight against these images. Our partnership with IWF helps us protect the people who use Facebook and prevent the re-victimisation of child victims worldwide."

Antigone Davis, Head of Global Safety, Facebook

schools BROADBAND
Your Future. Our Technology.

"The work of the IWF is vital in creating an internet that is safe for both adults and children to use and enjoy.

"We are proud to support the IWF's continued efforts in removing damaging criminal content and protecting children who are victims of sexual abuse."

Deborah Marshall, Marketing Manager, Schools Broadband

NOMINET

"Nominet is proud to support the IWF in combating child sexual abuse online. The work they do is challenging, and they tackle it with unswerving dedication, skill and tenacity."

Laura Hutchison, Policy Executive, Nominet

*Source: Privacy and free expression in UK Communications, BT 2015.

WORKING TO PROTECT CHILDREN

NSPCC

Protecting abused children

"For a child who has been sexually abused, knowing that images of their suffering are being shared time and time again online can make it even more difficult to rebuild their lives.

"The IWF's work to track, remove, and block these horrendous pictures has done much to turn off the source of child abuse material. I hope that more internet companies sign up to use the Hash List and that the internet will one day be free from this vile trade.

"The NSPCC will continue to work with the IWF and the police to bring those responsible for these abhorrent crimes to justice. And we must never forget the child victims who may need protection from further abuse, or therapy to help them recover."

Peter Wanless, Chief Executive of the NSPCC

Protecting sexually abused children from being re-victimised

We work to eliminate child sexual abuse images online, so that survivors like Charlotte and Zara aren't humiliated by images of their abuse being shared repeatedly over the internet, and can simply get on with their lives.

Charlotte's story

So what does repeat victimisation actually mean? The only people who can truly explain the cruelty of 'repeat victimisation' are the victims – the children and young people who have been abused and humiliated by having their image shared online.

The charity NSPCC have been counselling 'Charlotte' through their Protect and Respect project. She was targeted online when she was 15 years old. She thought she was talking to someone her own age, not an adult paedophile, who persuaded her to take and send a naked picture of herself. Her abuser later shared the images online, which left the young girl feeling vulnerable and violated.

Charlotte said: "It made me feel really low and upset. Sometimes I don't even want to be alive. When I meet new people, I always think that they could have seen it. The picture might still be out there and they know about it. It makes me feel bad about myself and anxious.

"Even if it's just one picture, just one click on your phone, you don't know where it's going to go or who will see it."

IWF and NSPCC working together

One of our challenges, particularly with older children, is to confirm how old a child is. We work closely with NSPCC's ChildLine to officially verify the child's age. We can then help get images of child sexual abuse legally removed from the internet, and the child can be offered safeguarding by the NSPCC.

The Marie Collins FOUNDATION

Protecting survivors of online abuse

"All too frequently, we hear the people who view images of child sexual abuse defending themselves by saying: 'I only looked at pictures, I didn't actually hurt anyone.'

"We work with the victims of child sexual abuse and regularly hear of the devastation that being subjected to abusive imagery has on their lives. All too often, young victims carry a heavy burden of shame and feel that others will judge them, rather than realise that the responsibility for the abuse and its recording lies solely with the perpetrator.

"If fewer abusive images are available online, fewer children will be traumatised. That's why we believe the work the IWF is doing to eliminate images of child sexual abuse online is vital. Every time an abusive image is viewed it means that the victim in the image is re-abused. No victim should have to suffer in this way."

Tink Palmer, Chief Executive Officer, Marie Collins Foundation

Tara's story

Some people think that just looking at images of children being abused doesn't actually hurt anyone. So it's important to remember that each image or video features a real child being abused. Not only do they have to live with the memory of the abuse itself, but they also have to live with the knowledge that at anytime, anywhere, people could be looking at images of their abuse.

Let's take a real example: Tara (not her real name) was repeatedly abused over a number of years. When she was rescued, US Law enforcement confirmed that they knew of over 70,000 occasions, when images of her had been shared. In the US, victims can also ask to be notified when their 'files' (or imagery) are found as part of the police investigation. Tara and her mother have received over 7,500 of these notifications to date.

Zara's story

Zara was 14 when she was befriended online by a 16-year-old boy, or so she thought. Before long he'd convinced her to send compromising, illegal images of herself, arranged to meet and finally started a sexual relationship. Unbeknown to Zara, her abuse was recorded by some friends of her 'boyfriend'.

The young girl only found out about the images when her 'boyfriend', who was actually in his late twenties, threatened to blackmail her by sending the pictures to school friends. She became increasingly anxious about the images, frequently breaking down in tears and finally refusing to go to school.

According to The Marie Collins Foundation, Zara's words reflect the views of many young people who suffer repeat victimisation in this way.

Zara said: "It wasn't so much the physical act of the sexual abuse that made me so upset, it was more the fact that I knew the images were out there and that did things to my head. How I felt about myself, my lack of self-respect, the shame and the humiliation was terrible – as well as that gnawing feeling in my stomach, that anyone I meet could have seen the images of me."

Children's Commissioner
Promoting and protecting children's rights

Protecting children

"The IWF should be proud of its achievements over the past two decades. It has been, and remains, at the forefront of work to tackle child sexual abuse online. It saves lives.

"In the 20 years since it was launched, the influence of digital technology has grown exponentially. Sadly, where there is digital communication, there will always be people seeking to harness it to abuse children – child abuse will not go away, so the IWF's work to address it remains as vital and important and relevant as ever before."

Anne Longfield OBE, Children's Commissioner for England

OUR ANALYSTS

What they do:
Search, identify, assess, report and help remove illegal child sexual abuse imagery

Friday 30 October 2015 was a record day: our analysts took action on 941 webpages with thousands of child sexual abuse images.

Caring for our people

The health and emotional well-being of our analysts is our top priority. As part of their day-to-day job, they have to look at disturbing images and videos of children being sexually abused. It's a tough job. So we have a gold-standard welfare system in place.

New analysts go through a specially developed training programme to help them mentally process and cope with exposure to these images. During the working day, analysts take regular, timetabled breaks. Every month, they attend compulsory individual counselling sessions. All employees who see content have a yearly full psychological assessment and we offer counselling support to all our employees.

Peter's story

An ex-military analyst, Peter found himself at the centre of a child rescue shortly after joining the IWF.

"In the RAF I saw some truly horrible things from war zones, but nothing prepared me for the initial shock of seeing the images of children being sexually abused. We see far worse in one day than most people will ever see in a lifetime. And that's why we do the job – to try and keep children safer.

"Soon after becoming an analyst, I identified an image of a child I hadn't seen before. I shouted to the team and we gathered round my screen. The image was of a young schoolgirl in her bedroom. It looked like she was being prompted by someone and that she was completely unaware of how serious her situation was.

"The whole team worked together to gather as much visual evidence as we could, details of the room, fabrics, decoration – anything that could help try and identify her. Then we passed the information to the police. We were later told the youngster had been found and was safe. She was just 12 years old and had been groomed online for years.

"I can't tell you how amazing we all felt when we got the news that she'd been rescued. It was brilliant. We all cope with the work in a different way. I look at it and then think, right, what can I do to get this offline? We're all human and every so often, something stops you in your tracks. But I don't linger. We have an important job to do and that's what drives us."

Ruth's story

A devoted grandmother who previously ran a well-being centre, Ruth is a senior member of the team, who's played a role in two child rescues this year.

"People will often say they don't know how I can do the job. My role is to look at some of the most dreadful images of children being abused. Some of the victims are very young – many just babies. It can be hard. But I think I've got the best job in the world, because I can actually do something about this problem.

"This year, we were alerted to an image that had been reported to the Australian hotline. Using our experience, we studied the image, pinpointing details in the room that helped us build a picture for the police. You see, the images we work with are global. The children we see could be in the UK, USA, Russia - or anywhere in the world.

"The people who're grooming or abusing these children could be a stranger, a friend, family, or even live on another continent. Our role is to assess the content, grade the severity and then work together with internet providers, to remove the image.

"I can go home at night and know that I've made a real difference for these children. There's no better job than that!"

Harriet's story

As our Technical Projects Officer and an ex-analyst herself, Harriet knows exactly why the role of an analyst is so vital.

"I've seen first-hand images of children being sexually abused, tortured and emotionally destroyed. For me, it's the images of tiny babies being harmed that I find most difficult to deal with. Within the team, we all have our ways of coping. In my role, I have the opportunity to tell the world about the cruelty inflicted in these images and why they need to be eliminated. It's a real privilege to do this work."

In 1996, 18% of the world's known sexual abuse imagery was hosted in the UK. Today, it's less than 1% – because of our analysts.

Frankie, Analyst

"Active searches mean we can take action on more reports than ever before. I found 30,000 links to images on a single website. Most were illegal images, of children being sexually abused. It was shocking. But being able to do something about these images gave me huge job satisfaction."

Chris, IWF Hotline Manager

"We're incredibly proud of our analysts. This year we've taken action on record numbers of child sexual abuse image reports and started 'hashing' thousands of illegal images. From our base in Cambridge, our team of 12 analysts are at the forefront of the battle to eliminate child sexual abuse imagery worldwide. Their expertise is second to none.

"We work extremely closely together and there's a strong bond between team members. My role is to keep an eye on my people. I make sure they're coping with the work, taking enough breaks and have someone to talk to if they need support.

"Our analysts are a group of extraordinary people, doing an extraordinary job".

Susie Hargreaves at WePROTECT in Abu Dhabi

OUR GLOBAL WORK

In today's world a child can be sexually abused on one continent and that abuse can be recorded, stored and shared from another. Offenders from across the globe can then view the images of abuse. This can all happen within a matter of minutes. The internet simply doesn't respect borders. This is a truly global problem and it demands a truly global solution.

Working across borders

We work with partners around the world to build practical, operational partnerships. We co-operate with national and international law enforcement, governments, the internet industry and civil society organisations.

We're a founder member of INHOPE, the International Association of Internet Hotlines. This means we can pass information about URLs showing child sexual abuse images and videos quickly to the relevant country or jurisdiction. If there's no INHOPE hotline in the country where the images are hosted, we work directly with local, national or international police to get them removed.

Our industry Members include companies that operate globally. Through our services, we help them protect their customers across the world. Together we use innovative tactics and services to minimise the international availability of child sexual abuse images and videos.

Put simply, our services are used and trusted across the globe.

"In 2015, less than one per cent of known online child sexual abuse imagery was hosted in the UK. This is due to the vast amount of experience we've developed over nearly 20 years of IWF operations. We're effective at finding, accurately assessing and facilitating the removal of this material internationally. Our mission is the elimination of this horrific content from the internet. To achieve this we're aware that every country needs to be part of the solution. So we work with industry, law enforcement, NGOs and governments internationally to further unify the globe in the fight against online child sexual abuse imagery."

Fred Langford, Deputy CEO, IWF

Sharing our expertise

We're actively involved in different international initiatives and discussion platforms. We share our expertise with other stakeholders. We're part of the **International Telecommunication Union's** Child Online Protection Initiative; the **Commonwealth Cybercrime Initiative**; the Cyber Security Programme of the **Commonwealth Telecommunications Organisation**; the **European Financial Coalition**; the Dynamic Coalition on Child Online Protection at the **Internet Governance Forum; Child Rights Connect**, formerly the NGO Group for the Convention on the Rights of the Child; and the International Advisory Board of **WePROTECT**.

Our countrywide assessments

When countries aren't sure how to tackle the problem of online child sexual abuse imagery within their territory, the first step is to carry out a thorough assessment. We've developed a countrywide assessment template for assessing child online protection strategies in other countries. This template has been used by the International Telecommunication Union and the Commonwealth Cybercrime Initiative, and we've delivered assessments in Mauritius, Trinidad & Tobago and Uganda.

"The IWF has been leading the fight against online child sexual exploitation for nearly 20 years and is needed more than ever to combat the global nature of this crime. By partnering with companies around the world the IWF has vastly increased their ability to remove child sexual abuse material from the internet; its engagement with industry has ensured some of the largest technology companies' support for removing this material from their platforms and services; and, as a vital partner in the WePROTECT initiative, the IWF is working to protect vulnerable children globally. These partnerships lie at the heart of the co-ordinated global approach needed to eradicate this crime."

Baroness Shields OBE, Minister for Internet Safety and Security

The National Center for Missing & Exploited Children (NCMEC)

"NCMEC and IWF – headquartered on different continents – work to protect victims and assist in the apprehension of perpetrators who are truly borderless. We are united in the goal of helping to eliminate images and videos of child sexual abuse from the internet. The huge scale and global nature of the issue can only be tackled effectively if leaders in this field work closely, sharing intelligence and best practices."

John Clark, President & CEO, National Center for Missing & Exploited Children®

Who are NCMEC?

Established in 1984, the National Center for Missing & Exploited Children® is the leading non-profit organisation in the US working with law enforcement, families and professionals, who serve them on issues related to missing and sexually exploited children. As part of its Congressional authorisation, NCMEC has created a unique public and private partnership to build a co-ordinated, national response to the problem of missing and sexually exploited children, establish a missing children hotline and serve as the national clearing house for information related to these issues.

In December 2015 Nicky Peachment, our Commercial Relationship Manager, was invited by the Korea Communication Standards Commission (KCSC) to talk about our work at an international roundtable event hosted in Seoul, South Korea. This image was captured from the online television link that covered the event.

GLOBAL

OUR INTERNATIONAL REPORTING PORTALS

Support for countries that don't have anywhere to report online child sexual abuse imagery.

In many countries, the internet is growing rapidly and people are starting to benefit from being internationally connected. With this expansion we need to make sure that we create a safer internet environment for citizens.

It's our aim to eliminate online child sexual abuse imagery and we believe the best way to do this is to help these countries.

So, for countries without reporting hotlines, we offer support in the form of our Reporting Portal. The portal is a type of outreach system that links directly to our trusted IWF Hotline infrastructure. Citizens in 'portal' countries can report abusive images, which our analysts process and action accordingly. The Reporting Portal is a trusted, cost-effective and easy-to-implement solution.

How does it work?

We work with a local partner (government department, law enforcement body, regulator or NGO) to develop the portal. Our local partner promotes the portal, while our team of trusted analysts assess reports received through the portal. They trace where material is hosted, then work with law enforcement and the online industry to make sure it's removed. Any intelligence is passed on to the relevant police force.

As part of the implementation process, we also help local law enforcement set up effective procedures and we partner with local industry to help them protect their customers. So by working with us, countries protect their citizens and infrastructure and become part of the global battle against online child sexual abuse imagery.

Example of how it works:

In June 2013, we carried out a countrywide assessment in Uganda. We met the Ugandan Ministry of Information and Telecommunication Technology, the Ugandan Ministry of Justice, the Telecom Regulators, Ugandan law enforcement and relevant civil society actors. The assessment was organised with the local support of the National Information Technology Authority Uganda (NITA-U). At the time, Uganda didn't have a hotline.

After the assessment, we were asked to develop a country-specific portal for Uganda. NITA-U was appointed to act as our local partner and provide access to the portal via its website **www.nita.go.ug**.

In 2015, the Government of Uganda officially launched our international Reporting Portal. This means Ugandan citizens can now report online child sexual abuse images or videos in a safe and confidential way. All reports are assessed by IWF analysts in the same way they would assess reports received directly into our reporting Hotline.

Want more information?

Please email us at: **international@iwf.org.uk**

Police Collaboration

We work with local police to set up effective procedures for removal of content hosted in your country.

! A REPORTING SERVICE FOR YOUR CITIZENS

Your citizens can report online child sexual abuse images and videos anonymously through the IWF Reporting Portal.

Industry Support

We work with local companies to protect their networks.

Annual Workshop Participation

We will participate in annual workshops where local stakeholders meet to discuss the issues of online child sexual abuse imagery, including awareness raising and how to help protect internet customers and the general public from this content.

IWF Reporting Portal

Each country gets a customised portal with IWF experts carrying out all assessments.

Certification

We issue a certificate upon implementation of the IWF Reporting Portal.

Ongoing Technical Support

We offer ongoing technical support to ensure portal is fully functional.

Social Media Support

We can help with raising awareness through social media.

Quick Removal

We work to remove child sexual abuse imagery wherever it is hosted in the world.

Reports through the IWF Reporting Portal result in swift removal of child sexual abuse images.

Updates & Evaluation

We will notify you monthly of reports received and actioned.

You will get a yearly analysis of reports and actions taken with recommendations for the future.

PARTNERSHIPS

We work with the global internet industry, governments and law enforcement agencies to fight child sexual abuse imagery and videos online. We're supported by our internet industry Members and the European Commission. Together, we work to remove illegal images of children, wherever they're hosted in the world. Our partnerships make a real difference.

Law ENFORCEMENT

When we find illegal images of child sexual abuse hosted in the UK, we work closely with the police. This means that law enforcement can confirm whether they're already investigating the images or videos. They can also use the material as a source of intelligence and, in some cases, rescue child victims. Our main partner in the UK is NCA CEOP Command. Internationally, we work with local or international police forces if there isn't a hotline in the country where the imagery is hosted.

INHOPE

We're a member of INHOPE, the International Association of Internet Hotlines. Through this international network of 51 hotlines in 45 countries, we can quickly pass on information about child sexual abuse images and videos to the hotline in the relevant country. We also work directly with partner hotlines to receive and provide training and share experiences.

"The IWF has helped the UK lead the world in tackling child sexual abuse content online and ISPA is proud to have supported the organisation since its inception nearly 20 years ago. The partnership approach has led to a huge reduction in the amount of child sexual abuse content hosted in the UK and fast and effective removal of webpages."

Nicholas Lansman, Secretary General, Internet Service Providers Association (ISPA)

NCA CEOP Command

The National Crime Agency's (NCA's) Child Exploitation and Online Protection (CEOP) Command works with child protection partners across the UK and globally to identify the main threats to children. They coordinate investigations and work to bring offenders to justice. Their role is to protect children from abuse online and offline, nationally through NCA-led operations and in partnership with local or international agencies.

"Child sexual exploitation and abuse is one of the highest priority serious and organised crime threats facing the UK. I value the support that IWF gives the NCA in the fight against this threat and our work on behalf of vulnerable children. The blocking and removal of indecent images of children from the internet is an important part of the wider effort against this abhorrent crime. The NCA looks forward to continued collaboration with the IWF including delivering against the important WePROTECT initiatives."

Johnny Gwynne, CEOP Director

UKCCIS

The UK Council for Child Internet Safety (UKCCIS) is a group of more than 200 organisations drawn from government, industry, law enforcement, academia and charity sectors, all working together to help keep children safe online. The council takes action on issues around children's use of the internet.

Our CEO Susie Hargreaves sits on the UKCCIS Executive Board.

UK Safer Internet Centre

We're part of the UK Safer Internet Centre, together with our partners Childnet International and the South West for Learning (SWGfL).

Last year, Safer Internet Day (SID) reached 25 per cent of children in the UK and one third of those changed something about their online behaviour.* This work is co-funded by the European Commission.

"The IWF is a world-leading organisation. Childnet International, SWGfL and IWF have developed a remarkable relationship in the UK Safer Internet Centre, which benefits internet users across the board and teaches children the importance of keeping safe online."

Will Gardner, CEO of Childnet International

Model working

Our self-regulatory model is recognised globally as best practice for combating online child sexual abuse content. We share unique research into patterns and trends of perpetrators' online behaviour, which gives valuable insights to partners, policy makers and Members.

"At Vodafone we are proud to be long-term Members of the IWF. We actively support their work and Chair the IWF Funding Council. For more information on the IWF Funding Council (see page 35)."

Paul Cording, Consumer Policy & Content Standards Manager, Vodafone

"Decisions by policymakers can sometimes affect our work or our Members' efforts to combat online child sexual abuse material. We contribute to various policy platforms and try to engage with political stakeholders, to keep them informed about the latest developments in our work. Needless to say, we are extremely grateful for the support we've been receiving for nearly 20 years and remain committed to continue our efforts to eradicate child sexual abuse material from the internet."

Kristof Claesen, IWF Policy and Public Affairs Manager

"RM are hugely proud to work with the IWF to help combat child sexual abuse content online. The IWF help us to be a responsible service provider, ensuring a safe internet service to UK schools. We've shared a long history of funding their vital work and look forward to many years more."

Kate Brady, E-safety Product Manager, RM Education

ACCOUNTABILITY AND SUPPORT

Our Funding Council

Our Funding Council gives advice on our policies, and creates and maintains our codes of practice. It also gives our Board expert advice from the internet industry on any new developments, through three industry Trustees.

Paul Cording, Consumer Policy and Content Standards Manager for Vodafone and Chair of IWF Funding Council:

"As Chair of the IWF Funding Council one of the highlights for me in 2015, has been the closer working relationship we've developed between IWF's Senior Management Team and Board. We've all actively taken part in Board and Funding Council meetings, which has made the important relationships across the constitution of the IWF stronger.

"This year, the Funding Council gave really valuable guidance from the internet industry on some big changes in the technological, regulatory and commercial landscapes. It's important for us to have the most up-to-date information on an industry that's developing at an incredible speed. Funding Council provides the representatives from the online industry and our advice helps keep IWF at the front of the fight against child sexual abuse material online.

"We've also set up Funding Council Working Groups, which hand pick experts from our IWF Members to tackle specific internet industry issues. The topics we've covered in 2015 include introducing the exciting new IWF Image Hash List, more use of encrypted services and monitoring developments in the European Union's Net Neutrality regulation.

"In business terms, the Global WePROTECT Summit hosted in November 2015, combined with increased merger and acquisition activity in the internet and telecoms industry, brought about a review of the existing IWF membership model. This was extremely important, as we needed to make sure our membership model was as accessible and relevant as possible to both existing and potential new IWF Members.

"We've certainly travelled forward this year and I'm looking forward to supporting IWF in our 20th anniversary year as we move further towards an exciting new international phase."

Introducing the IWF Ethics Committee

In 2015, we set up an Ethics Committee of the Board to guide us on the really important ethical decisions that we have to make in our work. The Committee helps us look at all the options when we're making decisions on sensitive subjects like research and awareness raising campaigns. They also make sure that as a Charity we are acting in the interests of the public we serve. We must never forget that each image of child sexual abuse is a real child. Their suffering is real.

We know the work we do is important and the subject is often challenging. So we want to make sure we handle all our decisions in a sensitive and considered way. As we move towards an international focus it's more important than ever to fully consider ethical and cultural issues. Mary MacLeod OBE, Chair of the IWF Ethics Committee, said: "The children and young people whose images are traded and viewed have been wholly excluded from any concern about their interests, rights and needs. The IWF wants to make sure their interests are at the centre of its thinking and decision-making about its work programme."

"I was grateful to the IWF for briefing Labour's Home Office team in January this year on forthcoming legislation and its on-going extremely important work to eradicate images of child abuse from the internet. They are a key partner in international efforts to tackle these vile websites and IWF has my continued support for their part in helping to bring perpetrators to justice."

Andy Burnham MP, Labour's Shadow Home Secretary

We're ISO 27001 accredited and our Hotline is audited by an independent team, led by a former High Court Judge.

Hotline Audit

Our Hotline, its systems, assessment, security and processes are inspected every two years by an independent team of auditors, appointed and chaired by a former High Court Judge. The most recent inspection in March 2015, found IWF to be compliant with best practice standards.

Security Audits

Our information systems and security are independently inspected and we are ISO 27001 compliant.

Transparency

The way we are governed, our Annual Reports, details of our practical operations and relationship with industry, policies, Hotline inspection report and funding information are all available on our website.

These policies, strategies and procedures are compliant with company law and Charity Commission regulations.

Appeals and complaints

In 2015, we had no verified complaints from content owners, who were concerned that we'd incorrectly included their legal content on our IWF URL List.

We also had no complaints about notices from us to take down criminal content in the UK, or any appeals against our assessments. Anyone, including internet users who think they're being prevented from accessing legal content, can appeal against the accuracy of an assessment.

In 2015, our Hotline received 15 complaints. We responded to all of them within one working day and 100 per cent were resolved. None related to the accuracy of our assessments. The majority of complaints were about internet service or quality and had nothing to do with us or our URL list.

IWF CHAMPIONS 2015

Parliamentarians and policymakers who support our work and want to raise awareness of the issue of online child sexual abuse imagery, 'sign up' to become IWF Champions. We're proud of our IWF Champions, who include:

Roy Beggs MLA
Neil Bibby MSP
Bob Blackman MP
Nicola Blackwood MP
Sir Peter Bottomley MP
The Rt Hon Tom Brake MP
Julian Brazier MP
Andrew Bridgen MP
David Burrowes MP
Hon Claudette Buttigieg MP (Malta)
Alun Cairns MP
Rosie Cooper MP
Daniel Dalton MEP
Jack Dromey MP
Mark Durkan MP
The Earl of Erroll
Rebecca Evans AM
Patricia Ferguson MSP
Janet Finch-Saunders AM
Vicky Ford MEP
George Freeman MP
Mary Glindon MP
Helen Goodman MP
The Rt Hon David Hanson MP
The Lord Harris of Haringey
Gordon Henderson MP
Cara Hilton MSP
Cllr James Hockney
Sharon Hodgson MP
Mary Honeyball MEP
The Baroness Howe of Idlicote CBE
Richard Howitt MEP
Lord Inglewood
Diana Johnson MP

Timothy Kirkhope MEP
Lord Knight of Weymouth
Andrea Leadsom MP
Tim Loughton MP
Baroness Ludford
Karen Lumley MP
Lewis Macdonald MSP
Fiona Mactaggart MP
Lord Maginnis of Drumglass
Emma McClarkin MEP
Siobhan McMahon MSP
Darren Millar AM
Clare Moody MEP
Madeleine Moon MP
Penny Mordaunt MP
Graham Morris MP
Greg Mulholland MP
Ian Murray MP
Sarah Newton MP
Sandra Overend MLA
Lord Patel KT
Claire Perry MP
Yasmin Qureshi MP
Jenny Rathbone AM
Dennis Robertson MSP
David Rutley MP
Richard Simpson MSP
Elaine Smith MSP
Catherine Stihler MEP
Robin Swann MLA
Baroness Thornton
Keith Vaz MP
Sir Graham Watson
Jim Wells MLA
Sandra White MSP
Eilidh Whiteford MP
John Whittingdale OBE MP

GOVERNANCE

Our Board

Our Board of 11 comprises an Independent Chair, six Independent Trustees, three Industry Trustees and one co-opted Trustee. The Board elects two Vice-Chairs – one independent and one from industry. The Board monitors, reviews and directs the IWF's remit, strategy, policy and budget.

We have a Funding Council, which comprises one representative from each Member company. The Funding Council elects three individuals to stand as the Industry Trustees on the Board. Independent Trustees are chosen by an open selection procedure following national advertising.

Sir Richard Tilt
Independent Chair

Sir Richard had a distinguished career in the prison service, retiring as Director General in 1999. The same year he was appointed a Knight Bachelor. He was a member of the Sentencing Advisory Panel, the Social Fund Commissioner for Great Britain and Northern Ireland (between 2000 and 2009), and has previously held Chair roles for NHS bodies, the Social Security Advisory Committee and the Portman Group's Independent Complaints Panel. Between 2001 and 2010, he was a Governor of De Montfort University.

Mary MacLeod OBE
Independent Vice-Chair

Mary is a family policy advisor on child and family welfare and was the founding Chief Executive of the Family and Parenting Institute, a UK charity which provides practical help to families. She is Deputy Chair of the Children and Family Court Advisory and Support Service (Cafcass), Senior Independent Director of Great Ormond Street Hospital NHS Foundation Trust, Trustee of Columba 1400 and a Non-Executive Director of the Video Standards Council. In 2008, she was awarded an honorary doctorate by the Open University and an OBE for services to children and families.

Jonny Shipp
Industry Vice-Chair

Our Industry Vice-Chair since 2011, Jonny leads on Global Public Engagement for Telefónica SA. His mission is to ensure that as technologies, the internet and big data, transform business and society, benefits are realised that are socially and economically sustainable.

Peter Neyroud CBE QPM
Independent Trustee & Audit committee Chair

Peter is a Lecturer in Evidence-based policing at the Institute of Criminology, University of Cambridge. He teaches and researches on evidence-based policing, after a 30 year career as a police officer in Hampshire, West Mercia, Thames Valley (as Chief Constable) and the National Policing Improvement Agency (as CEO). He has been a member of the Sentencing Guidelines Council, Parole Board, National Policing Board and National Criminal Justice Board. Throughout his career, he has worked tirelessly to reduce the harm caused by the sexual abuse of children.

Becky Foreman
Industry Trustee

Becky is Head of UK Government Affairs for Microsoft. She manages Microsoft's relationship with Government on a wide variety of policy issues including data protection and privacy, education, intellectual property, online safety and cybersecurity. She takes a leading role in online safety outreach for Microsoft in Europe.

Jonathan Drori CBE
Independent Trustee

Jon is Chairman of Ravensbourne College, Visiting Industrial Professor at Bristol University, specialising in educational technology and was Chairman of the UK Parliament's Advisory Council on Public Engagement. Jon was Director of Culture Online, a UK Government programme to use new technologies in the arts and Head of Commissioning for BBC Online.

Uta Kohl
Human Rights Co-opted Trustee

Uta was appointed as Human Rights co-opted Trustee in August 2014. She is a Senior Lecturer in law at the Department of Law and Criminology at Aberystwyth University. She's presented and published extensively on internet governance and online child protection. Uta studied in Leipzig and Glasgow, before completing a BA/LLB at the University of Tasmania in Hobart. She obtained her PhD at the University of Canberra. She's also qualified as a Barrister and Solicitor of the Supreme Court of the Australian Capital Territory.

Sue Pillar
Independent Trustee

Sue is the Director Volunteers Operations with Soldiers, Sailors, Airman and Families Association (SSAFA), a world-wide welfare charity supporting the Armed Forces, Veterans and their families. She was a serving army officer, retiring as Lieutenant Colonel, the Commanding Officer of 3 Military Intelligence Battalion. Commissioned from Sandhurst in 1994, Sue has served on operational tours across the globe.

Philip Geering
Independent Trustee

Philip is currently a Chair and panellist on a number of professional Regulatory and Disciplinary bodies, a Parole Board Member and he also sits on the Parole Board's Audit and Risk Committee. A Barrister, he joined the Crown Prosecution Service. Following a secondment to the Attorney General's Office, he became CPS Director of Policy and CPS Board member and later the Director of Strategy and Communications and Board member at the Independent Police Complaints Commission.

Brian Webb
Industry Trustee

Brian is Head of Security for BT Consumer and BT Business, with 7 million customers. A security professional for 28 years, he's responsible for defining and driving creative and compliant security solutions that underpin the successful execution of BT's market-facing unit strategies.

Jonathan Lea
Independent Trustee

Jonathan Lea has wide international experience as a Finance Director in businesses in Europe, Asia and Latin America. He was previously the Group Finance Director of a FTSE 250 business, Coats Plc and is currently CFO of the Waste and Resources Action Programme (WRAP). He is a Fellow of the Chartered Institute of Management Accountants. He is also Treasurer of the Galapagos Conservation Trust.

Looking forward to 2016...

Thank you to Mary MacLeod, whose term as Independent Vice-Chair came to an end in 2015. Mary will continue to work with us as Chair of the IWF Ethics Committee.

On 1 January 2016 we welcome Helen Dent CBE to the IWF Board as a new Independent Trustee. Helen joins the IWF with specific child protection expertise and experience.

Our Senior Management Team

Our team of 31 staff are led by our Chief Executive and three Senior Directors.

(l-r) Heidi Kempster, Emma Hardy, Susie Hargreaves, Fred Langford

Susie Hargreaves
CEO

Susie joined the IWF in September 2011 as Chief Executive. She has worked in the charity sector for more than 25 years in a range of senior positions. She is an Executive Board member of the UK Council for Child Internet Safety (UKCCIS) and the NCA CEOP Command Strategic Governance Group. She is also a member of the International Advisory Board of WePROTECT, which is the global initiative against online child exploitation, a member of the International Telecommunication Union (ITU) Child Online Protection Working Group, a Steering Group Member of UK Internet Governance Forum (IGF), and a Clore Fellow. Susie is an Advisory Group member of the UK and Ireland child sexual abuse prevention campaign, Stop it Now!, the British Board of Film Classification's (BBFC) Consultative Council and a UNICEF Reference Group Member.

Fred Langford
Deputy CEO

Fred joined the IWF in 2004 and is the Deputy CEO. He is responsible for all operational aspects of the IWF with particular focus on the Hotline, technology, information security, stakeholder partnerships and IWF services. Fred holds a diploma in company direction (Dip IoD), he's a certified information systems security professional (CISSP) and is currently a Trustee of The Marie Collins Foundation. He is a former president of INHOPE, the global umbrella organisation for internet hotlines. Fred serves as a member of the NPCC CSE Prevent Board, The Commonwealth Cybercrime Initiative Steering Group and the ITU Child Online Protection Working Group. He has extensive experience building partnerships internationally and has worked on cybercrime and child online protection programmes across a variety of continents.

Heidi Kempster
Director of Business Affairs

Heidi joined the IWF in June 2013, bringing a wealth of experience from management positions in education and charity. As Director of Business Affairs, she's responsible for overseeing staff welfare including our analysts, all financial and HR matters and is integral to supporting the IWF membership team.

Emma Hardy
Director of External Relations

Emma joined the IWF in April 2011. She is responsible for planning and delivering the IWF communications strategy. She heads a team which oversees the public affairs, public relations, digital engagement, events and membership functions. She is a spokesperson for the organisation and an accredited member of the Chartered Institute of Public Relations.

CHARITY REPORT AND ACCOUNTS

Year ended 31 March 2015
Internet Watch Foundation: Company Registration Number 03426366

General information

The summarised financial statements are taken from the audited financial statements of Internet Watch Foundation for the year ended 31 March 2015. The audited financial statements, on which the auditors have expressed an unqualified opinion, were signed on behalf of the Board of Directors of Internet Watch Foundation, were approved on 29 September 2015, and were submitted to the Registrar of Companies on 9 December 2015. The financial statements were submitted to the Charity Commission for England and Wales on 5 January 2016.

The summarised financial statements may not contain enough information for a full understanding of Internet Watch Foundation. Copies of the full audited financial statements may be obtained on request from Internet Watch Foundation, Discovery House, Chivers Way, Histon, Cambridge, CB24 9ZR.

Internet Watch Foundation was incorporated as a company limited by guarantee on 29 August 1997 and the trustee leadership of Internet Watch Foundation has continued to develop its objective of minimising the availability of potentially criminal internet content.

Internet Watch Foundation is a registered charity, number 1112398.

The charity also has a subsidiary company, Internet Watch Limited, which engages in fundraising activities on behalf of the parent charity. Profits from the trading company are gift-aided to the charity by way of a charitable donation.

During 2014/15 total expenditure on charitable objects was £2,110,699 (2013/14 £1,651,677).

On behalf of the Board

Susie Hargreaves
CEO & Company Secretary

Independent auditors' statement to the Trustees

We have examined the summary financial statements for the year ended 31 March 2015.

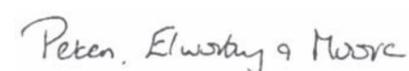### Respective responsibilities of Trustees and auditors

The Trustees are responsible for preparing the summary financial statement in accordance with applicable United Kingdom law. Our responsibility is to report to you our opinion on the consistency of the summary financial statement with the full annual financial statements and its compliance with the relevant requirements of section 427 of the Companies Act 2006 and the regulations made thereunder.

We conducted our work in accordance with Bulletin 2008/3 issued by the Auditing Practices Board. Our report on the company's full annual financial statements describes the basis of our opinion on those financial statements.

Opinion

In our opinion the summary financial statement is consistent with the full annual financial statements of Internet Watch Foundation for the year ended 31 March 2015 and complies with the applicable requirements of section 427 of the Companies Act 2006 and the regulations made thereunder and with the applicable requirements of the Statement of Recommended Practice 'Accounting and Reporting by Charities' (revised 2005).

We have not considered the effects of any events between the date on which we signed our report on the full annual financial statement, 23 November 2015, and the date of this statement.

PETERS ELWORTHY & MOORE
Chartered Accountants and
Statutory Auditor

CAMBRIDGE
5 January 2016

Summary Consolidated Statement of Financial Activities for the year ended 31 March 2015

	Restricted	Unrestricted	Total funds 2015	Total funds 2014
	£	£	£	£
INCOMING RESOURCES				
Incoming resources from generated funds:				
Voluntary income	-	35,191	35,191	66,823
Investment income and interest	-	4,489	4,489	9,287
Incoming resources from charitable activities	467,521	1,765,604	2,233,125	1,677,651
Total incoming resources	467,521	1,805,284	2,272,805	1,753,761
RESOURCES EXPENDED				
Cost of charitable activities	602,203	1,508,496	2,110,699	1,651,677
Governance costs	-	41,187	41,187	76,813
Total resources expended	602,203	1,549,683	2,151,886	1,728,490
Net incoming resources for the year	-	120,919	120,919	25,271
Fund balances brought forward at 1 April 2014	-	1,065,371	1,065,371	1,040,100
Fund balances carried forward at 31 March 2015	-	1,186,290	1,186,290	1,065,371

Summary Consolidated Balance Sheet as at 31 March 2015

	2015	2014
	£	£
Fixed Assets		
Tangible fixed assets	233,300	27,229
Current Assets		
Debtors	523,406	192,780
Short term investment	761,754	858,189
Cash at bank and in hand	615,120	446,061
	1,900,280	**1,497,030**
Creditors: amounts due within one year	**(947,290)**	**(458,888)**
Net current assets	**952,990**	**1,038,142**
Total Assets Less Current Liabilities	**1,186,290**	**1,065,371**
Funds		
Unrestricted funds	1,186,290	1,065,371
Total Charity Funds	**1,186,290**	**1,065,371**

ACCOUNTS

GLOSSARY

Banner site
A website or webpage made up of adverts for other websites with text links or images that take you to third-party websites when you click on them.

Blog
A blog is a discussion or information site made up of separate entries, or posts. Most are interactive, and visitors can leave comments and even message each other on the blog. The interactivity is what makes them different from other static websites.

CAID
The Child Abuse Image Database (CAID) is a project led by the Home Office which will enable UK law enforcement to assess, categorise and generate unique hashes for tens of millions of child abuse images and videos found during their investigations.

Child sexual abuse images/ videos/imagery/content
Images or videos that show the sexual abuse of children. We use the term 'child sexual abuse' images to reflect the gravity of the images we deal with.

Criminally obscene adult content
Images and videos that show extreme sexual activity that's criminal in the UK.

Cyberlockers
These are file hosting services, cloud storage services or online file storage providers. They are internet hosting services specifically designed to host users' files.

Dark net
The Dark net, also known as the Dark web, is the hidden part of the internet accessed using Tor. Tor is anonymity software that makes it difficult to trace the users' online activity.

Disguised websites
Websites which, when loaded directly into a browser, show legal content - but when accessed through a particular pathway (or referrer website) show illegal content, for example child sexual abuse images.

Domain alerts
Details of domain names that are known to be hosting child sexual abuse content.

Forum
Also known as a 'message board', a forum is an online chat site where people talk or upload files in the form of posts. A forum can hold sub-forums, and each of these could have several topics. Within a topic, each new discussion started is called a thread, and any forum user can reply to this thread.

Hash/hashes
A 'hash' is a unique code, or string of text and numbers generated from the binary data of a picture. Hashes can automatically identify known child sexual abuse images without needing to examine each image individually. This can help to prevent online distribution of this content.

Hidden services
These are websites that are hosted within a proxy network, so their location can't be traced.

Image board
An image board is a type of internet forum that operates mostly through posting images. They're used for discussions on a variety of topics, and are similar to bulletin board systems, but with a focus on images.

Image host
An image hosting service lets users upload images and they're then available through a unique URL. This URL can be used to make online links, or be embedded in other websites, forums and social networking sites.

Image store
A collection of images stored for non-commercial purposes. An example would be a hidden folder in an otherwise innocent website.

IWF Reporting Portal
A world-class reporting solution for child sexual abuse content, for countries which don't have an existing hotline.

Keywords
A list of terms associated with child sexual abuse material searches.

Newsgroups
Internet discussion groups dedicated to a variety of subjects. Users make posts to a newsgroup and others can see them and comment. Sometimes called 'Usenet', newsgroups were the original online forums and a precursor to the World Wide Web.

Non-photographic child sexual abuse content
Images and videos of child sexual abuse which aren't photographs, for example computer-generated images.

Onion sites
Onion sites get their name from the vegetable, which is made-up of lots of different layers. Like onions, .onion sites sit behind layers and layers of anonymity which make them, and the people using them, very difficult to trace.

Proactive/proactively searching/proactively seeking
We can now actively search for child sexual abuse content, in addition to taking public reports. We're the only hotline in the world that can do this.

Proxy network
These are systems that enable online anonymity, accelerate service requests, encryption, security and lots of other features. Some proxy software, such as Tor, attempts to conceal the true location of services.

Redirector
These webpages are set up to redirect the user to another hosted webpage. When a redirector URL is browsed, the user request is automatically forwarded to the destination URL. Sometimes, when the redirector webpage is loaded in the browser it hides the destination URL.

Re-victimisation
Re-victimisation, or repeat victimisation is what happens to a victim when their image is shared more than once. A single image of a victim can be shared hundreds or thousands of times.

Service Provider/Internet Service Provider
An internet service provider (ISP) is a company or organisation that provides access to the internet, internet connectivity and other related services, like hosting websites.

Self-certification
This is the process where a company that uses our IWF URL List tests their system every quarter to check they're using it properly.

Social networking site
A social networking service is a platform to build social relations. It usually has a representation of each user (often a profile), their social links and a variety of other services. Popular examples include Facebook and Twitter.

Top-level domain (TLD)
Domains at the top of the domain name hierarchy. For example .com, .org and .info are all examples of generic top-level domains (gTLDs). The term also covers country code top-level domains (ccTLDs) like .uk for UK or .us for US and sponsored top-level domains (sTLDs) like .mobi or .xxx

URL
This is an acronym for Uniform Resource Locator. A URL is the specific location where a file is saved online. For example, the URL of the IWF logo which appears on the webpage www.iwf.org.uk is www.iwf.org.uk/images/public/anna_logo.jpg

Web archive
This is a service which makes it possible to view historic copies of websites, which are periodically archived over time.

Webpage
A document which can be seen using a web browser. A single webpage can hold lots of images, text, videos or hyperlinks and many websites will have lots of webpages. www.iwf.org.uk/about-iwf and www.iwf.org.uk/hotline are both examples of webpages.

Website
A website is a set of related webpages typically served from a single web domain. Most websites have several webpages.