



# Executive Summary

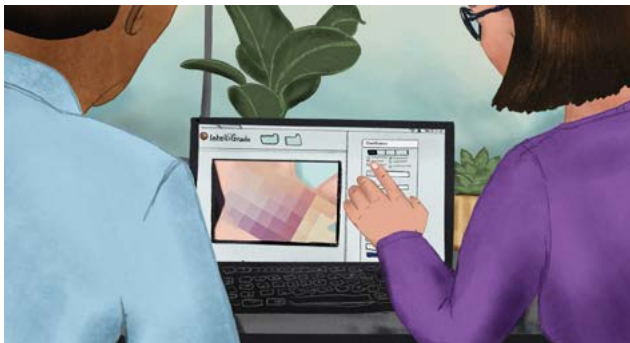
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**IWF Annual Data &  
Insights Report 2025**

This Executive Summary of the IWF Annual Data & Insights Report 2025 highlights the key findings and themes shaping the online child sexual abuse landscape, including the rapid rise of AI-generated abuse material, the disproportionate targeting of girls and the growing victimisation of older teenagers.

The full report draws on reports from the public, industry and law enforcement, alongside the IWF's own proactive search activity, to provide a comprehensive picture of how child sexual abuse material is created, distributed and monetised, as well as the systemic conditions that allow it to persist across the internet's infrastructure.

This year, the report clearly segments its datasets – covering reports, URLs, images, videos and child data – to more precisely reflect how data informs and supports the IWF's operational work. It also sets out the IWF's response and calls to action for policymakers, technology companies and industry partners working to make the internet safer for children.



### **Support our mission**

The IWF is powered by partnerships. Now, more than ever, we need everyone on board to keep children safe online. Please donate now to support our work and visit our website to learn how you can help end online child sexual abuse – we all have a part to play.

**[iwf.org.uk/donate](https://www.iwf.org.uk/donate)**

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This icon is featured throughout the Executive Summary to provide a direct link to our full analysis. By clicking it, you will be redirected to the corresponding section of the Annual Data & Insights Report website for further detail.



**Special thanks to Dr Jeffrey DeMarco for his meticulous academic review and approval of this year's report.**

"This year's essential contribution to the wider online safety space highlights the scale and continued evolution of online child sexual abuse, while also recognising wider harms such as violence against women and girls (VAWG) and AI-generated abuse. It is a timely reminder that protecting children online requires a coordinated and evidence informed strategy with stronger accountability rooted in children's rights, their safety and their overall wellbeing."



# 2025 in numbers



## 451,210

reports assessed  
(+6% YoY)

Equivalent to  
one report every



## 311,610

reports confirmed  
as or linked to child  
sexual abuse material  
(+7% YoY)

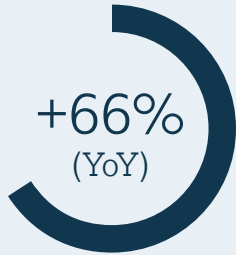
Equivalent to  
one report every





Nude image of you online?  
We can help take it down.

1,894 report remove  
submissions received



Leading to  
**1,175**  
actioned reports



**63,682**

child sexual abuse  
videos confirmed  
as criminal



Including a 29%  
increase in  
**Category**

**A**

**material,**  
the most severe  
form of abuse

Our approach & evidence base

---

We want to see a  
**safer internet** where  
child sexual abuse  
and exploitation  
**cannot happen.**

The Internet Watch Foundation works to identify, remove and prevent the spread of child sexual abuse material online – including imagery of real children and material generated using AI tools.

The **Annual Data & Insights Report 2025** examines how child sexual abuse material is created, distributed and monetised, as well as the systemic challenges that allow it to persist online. It highlights several areas of particular concern, including:

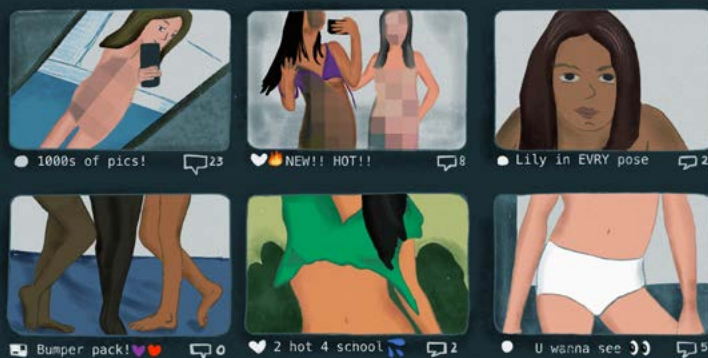
The use of generative AI to create child sexual abuse material



Gendered patterns of abuse against girls within child sexual abuse material



The evolving threat posed to older teenagers



These findings reflect insights drawn from the IWF's operational work, including proactive detection activities. They should not be interpreted as a measure of global prevalence.

Our analysis is based on verified, victim-centred assessment by trained analysts and image specialists, drawing on:

**Reports** from the public, industry, law enforcement, Members, and hotline partners.




**URL** analysis to track where abuse is hosted and how it spreads.



**Image and video** assessment using IntelliGrade, which helps identify the severity and nature of abuse.



Together, these sources provide a multi-layered understanding of how online abuse emerges, spreads and persists.

 For a full breakdown of our datasets, assessment processes and key terminology, please visit the Methodology page on the [Annual Data & Insights Report website](#).



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## Emerging & persistent harms

In 2025, analysts identified several emerging and evolving risks shaping the online child sexual abuse landscape, including the rapid growth of AI-generated child sexual abuse material, persistent gendered sexual abuse targeting girls, and the victimisation of older teenagers. These trends highlight how technological change, social dynamics and criminal exploitation intersect to create new forms of harm online.

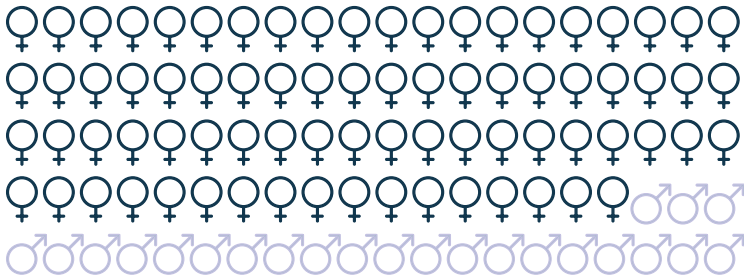
## Gendered sexual harm (Violence against women & girls)



Girls remain disproportionately represented in sexual abuse imagery, both real and AI-generated.

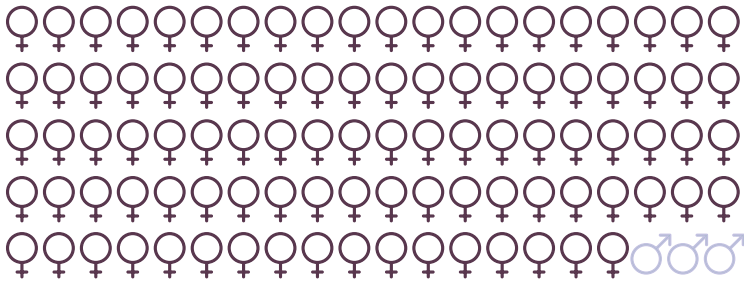
Analysts frequently encounter violent sexualisation, misogynistic framing and degrading scenarios. Voyeuristic and non-consensual material circulates in “exposing” spaces where girls’ bodies are commodified for rating, identification and abusive commentary. AI tools amplify harm by recreating abuse and generating sexualised depictions at scale.

These patterns reflect entrenched gendered sexual violence online, fuelled by societal norms, power imbalances and misogyny. Non-consensual sharing, voyeurism and AI manipulation rob girls of control over their image, increasing the risk of repeated circulation and re-victimisation.



77%

of non AI-generated child sexual abuse images depicted girls



97%

of AI-generated child sexual abuse images depicted girls

**POLICY CALLOUT**



Violence against women and girls and child sexual abuse are inherently and deeply connected – with shared root causes like gender inequality, misogyny and power imbalances. A coordinated and joined-up response to these issues is essential. This includes implementing a ban on nudify apps and ensuring that the whole internet infrastructure takes action to remove and block access to non-consensual intimate imagery.

“

“A sense of commodification and ownership of women’s and girls’ bodies is strongly detectable in certain online spaces.”

“Sinister sexualisation with violent undertones.”

QUOTES FROM THE HOTLINE

**Some readers may find the following descriptions distressing; please feel free to skip this section.**

## **Violence against women & girls**

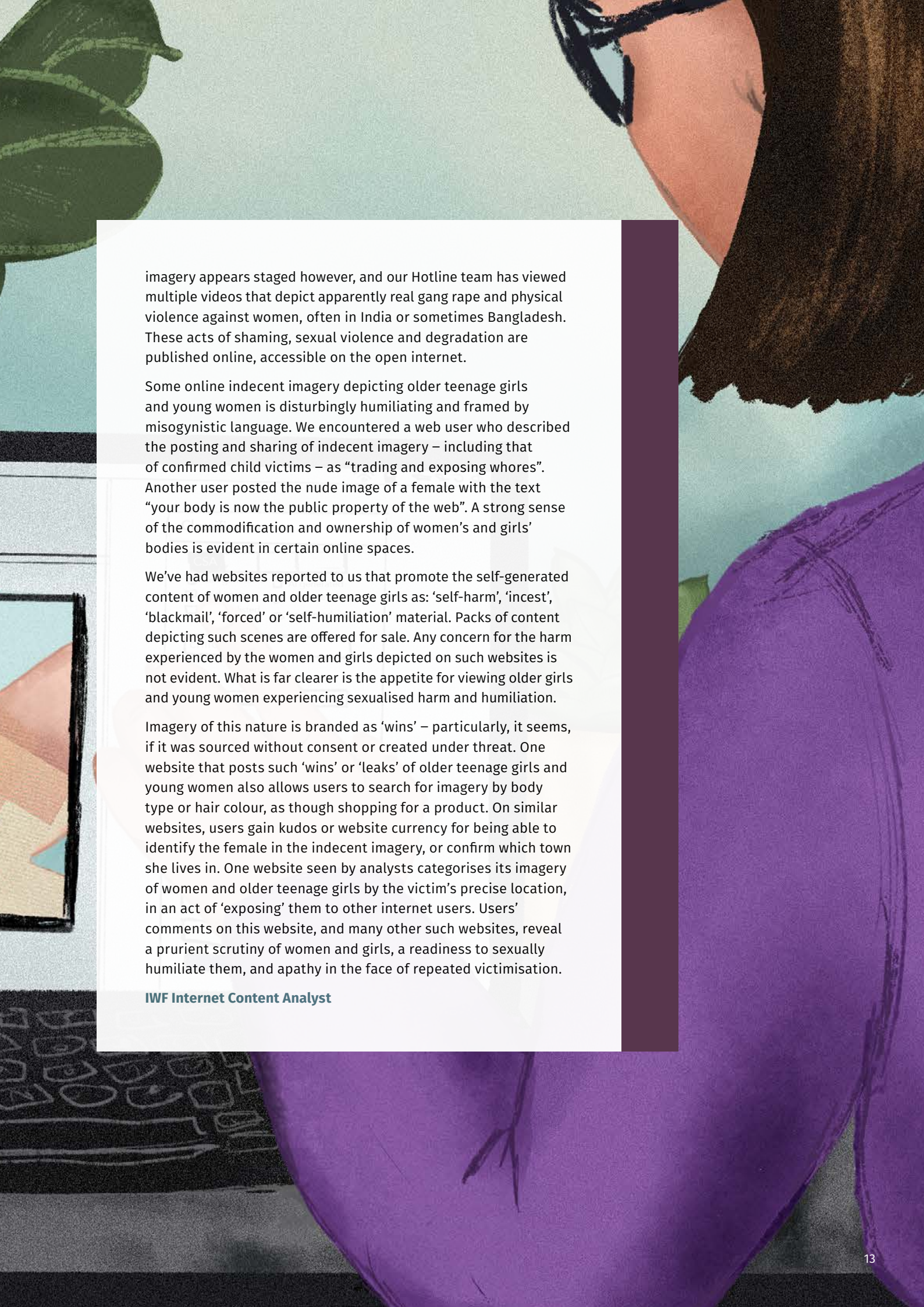
Violence against women and girls is a prevalent theme in the harmful and illegal material we see online. Even in imagery of very young girls, sinister sexualisation with violent undertones is clearly present.

On forum websites and image hosting sites we encounter comments next to imagery of young children in swimwear or gymnastics costumes, stating how those girls should be abused. Some internet users rate and compare the girls' bodies and invite abusive comments from others. In other instances, a girl no older than 7 years old was described as having 'great slut potential'; and a 3-year-old girl was described as a 'BDSM Slut'. One image of a pre-pubescent girl was juxtaposed with text describing the acts of violent sex that a girl should learn to submit to; acts also described as 'inevitable'. Due to our roles, witnessing frequent and blatant degradation of girls is a daily occurrence for us. We recognise the societal risk of this being the norm for all internet users.

Members of the public report to us sexualised content of women and girls produced in non-consenting scenarios. These reports include URLs of websites dedicated to posting voyeuristic imagery of young women and older girls' bodies. Though not always illegal, this imagery depicts sexualised and suggestive close-up images of women and girls' bodies, taken without their knowledge. We have also seen an increase in reports of imagery depicting non-consenting women being ejaculated on or sexually touched in crowded public places, apparently without them realising sexual contact has been made. It is evident that this imagery is posted for gratification, without concern for consent. We also know that improper use of AI, such as 'nudifying' technology, poses further threat to the autonomy women and girls have over their bodies online.

We know that there are adult pornography websites hosting imagery described as 'rape'. To our trained eyes, many of these scenes appear staged by adult performers, yet the titles of the imagery can be misogynistic and violent. Not all online 'rape'

**FRONTLINE OBSERVATION**



imagery appears staged however, and our Hotline team has viewed multiple videos that depict apparently real gang rape and physical violence against women, often in India or sometimes Bangladesh. These acts of shaming, sexual violence and degradation are published online, accessible on the open internet.

Some online indecent imagery depicting older teenage girls and young women is disturbingly humiliating and framed by misogynistic language. We encountered a web user who described the posting and sharing of indecent imagery – including that of confirmed child victims – as “trading and exposing whores”. Another user posted the nude image of a female with the text “your body is now the public property of the web”. A strong sense of the commodification and ownership of women’s and girls’ bodies is evident in certain online spaces.

We’ve had websites reported to us that promote the self-generated content of women and older teenage girls as: ‘self-harm’, ‘incest’, ‘blackmail’, ‘forced’ or ‘self-humiliation’ material. Packs of content depicting such scenes are offered for sale. Any concern for the harm experienced by the women and girls depicted on such websites is not evident. What is far clearer is the appetite for viewing older girls and young women experiencing sexualised harm and humiliation.

Imagery of this nature is branded as ‘wins’ – particularly, it seems, if it was sourced without consent or created under threat. One website that posts such ‘wins’ or ‘leaks’ of older teenage girls and young women also allows users to search for imagery by body type or hair colour, as though shopping for a product. On similar websites, users gain kudos or website currency for being able to identify the female in the indecent imagery, or confirm which town she lives in. One website seen by analysts categorises its imagery of women and older teenage girls by the victim’s precise location, in an act of ‘exposing’ them to other internet users. Users’ comments on this website, and many other such websites, reveal a prurient scrutiny of women and girls, a readiness to sexually humiliate them, and apathy in the face of repeated victimisation.

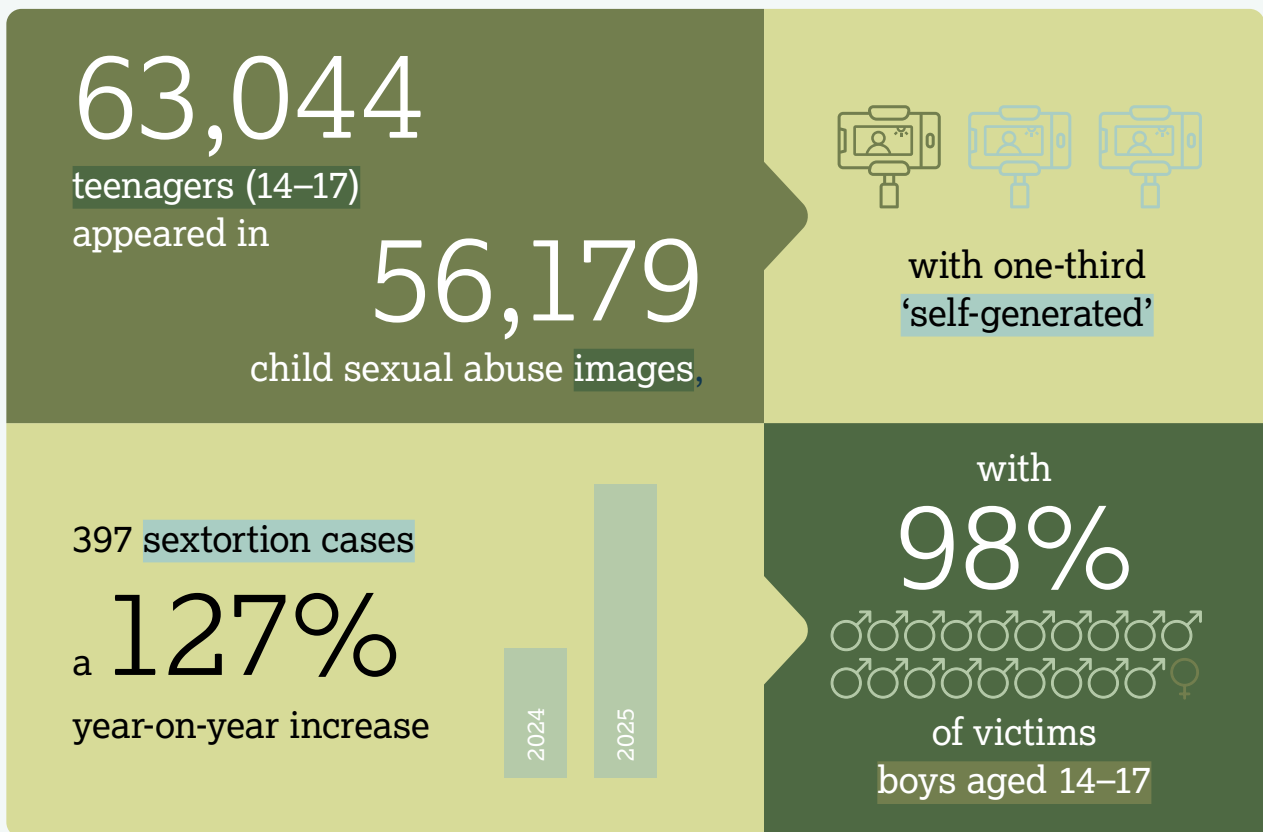
**IWF Internet Content Analyst**

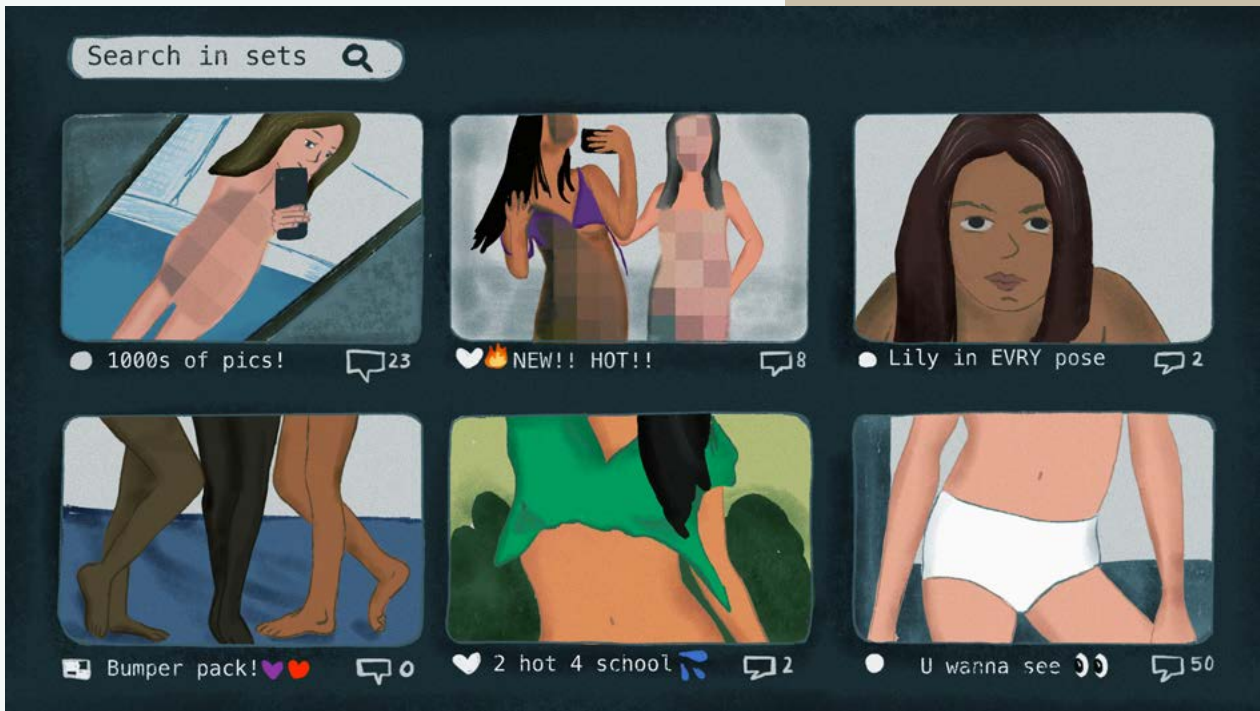
## Older teen victimisation

Older teenagers are increasingly caught in cycles of abuse involving ‘self-generated’ imagery, leaks, AI manipulation and sexual extortion. Boys are disproportionately represented through our child reporting services and in sexually coerced extortion cases.

Images are often self-captured in private settings and later leaked, manipulated or shared under pressure. Once online, content spreads rapidly across platforms, sometimes reaching adult platforms where teens are mistaken for adults. Sexual extortion cases escalate quickly, with offenders demanding additional images or payments. Some imagery is repackaged into humiliating collages, increasing shame and compliance.

The combination of ‘self-generated’ content, leaks and coercion is creating a fast-growing, interconnected ecosystem of harm. Once shared, images can resurface repeatedly, amplifying distress and risk.





“

“What feels alarming is how the extorter threatens the child. They employ emotional manipulation and use intimidating, aggressive language and threats that escalate rapidly after nudes are taken.”

“Pay – or see your images sent to family, friends and schools.”

QUOTES FROM THE HOTLINE

OUR RESPONSE



The IWF continues to support children through [Report Remove](#), while working with industry to adopt child sexual abuse material hashing, strengthen verification and monitoring processes, and escalate sexual extortion cases to safeguarding partners. Collaboration with the adult sector, technology platforms and regulators is critical to reduce exposure, protect teens and disrupt exploitation at scale.

**Some readers may find the following descriptions distressing; please feel free to skip this section.**

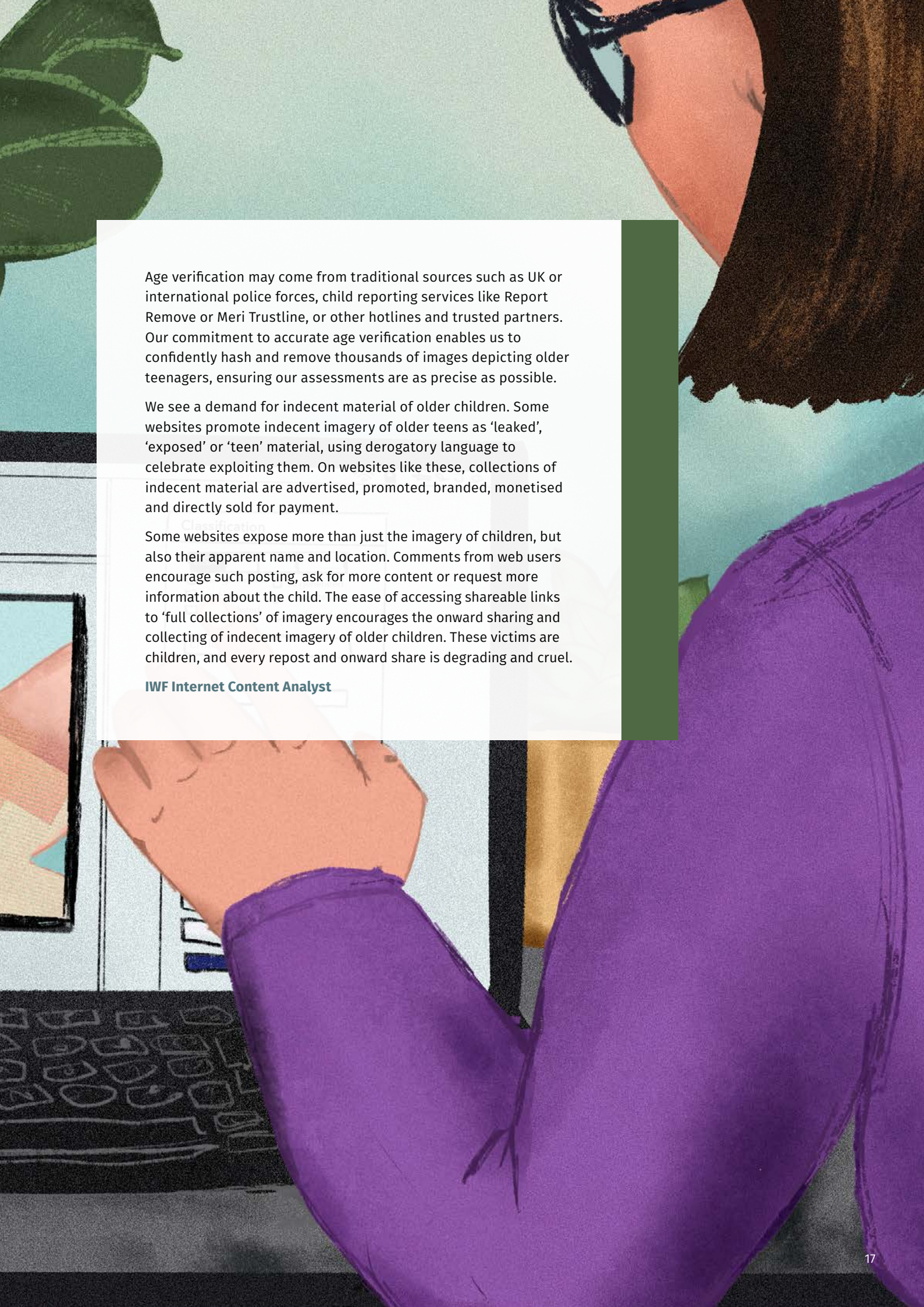
## **Taking action to help older teens**

Images and videos of older teens are usually 'self-generated', and the majority that we find online depicts girls, but the reasons behind their capture, creation and distribution are varied. Some imagery, children tell us, has been 'leaked' without their knowledge, and some may have been 'faked', potentially by AI tools. Other instances depict aggressive and humiliating sexually coerced extortion. Some victims may not have known they were being recorded during a coerced interaction. Others may be unaware that their imagery is sought after, regularly posted and shared.

The Report Remove tool provides UK-based children with a place to self-report imagery of themselves. Our collaboration with the UK Home Office's Child Abuse Image Database (CAID), law enforcement and charity partners helps us confirm the ages of older child victims and to take steps to prevent their repeated victimisation online. Some of this content may have been online for years. Some adult 'self-reporters' ask us for help in removing online indecent imagery captured when they were teenagers, which appears years later in online public spaces.

The physical development of older teens can make it difficult to distinguish between them and adults. This means we frequently request age verification to ensure we are correctly identifying child sexual abuse material rather than intimate image abuse involving an adult.

**FRONTLINE OBSERVATION**

An illustration of a person with dark hair and glasses, wearing a purple long-sleeved shirt, sitting at a desk and typing on a black keyboard. The background is a light blue wall with a framed picture on the left and a green plant in the top left corner. A white text box is overlaid on the center of the image.

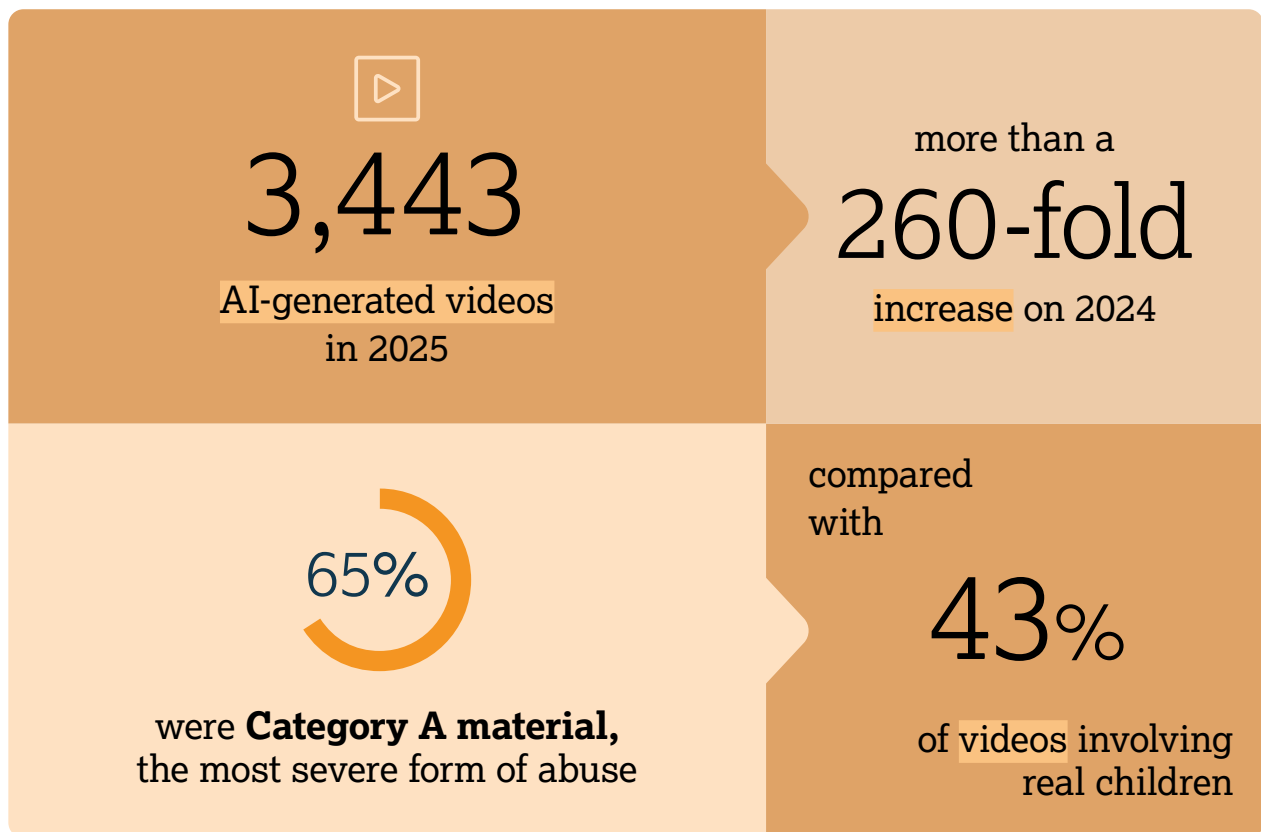
Age verification may come from traditional sources such as UK or international police forces, child reporting services like Report Remove or Meri Trustline, or other hotlines and trusted partners. Our commitment to accurate age verification enables us to confidently hash and remove thousands of images depicting older teenagers, ensuring our assessments are as precise as possible.

We see a demand for indecent material of older children. Some websites promote indecent imagery of older teens as 'leaked', 'exposed' or 'teen' material, using derogatory language to celebrate exploiting them. On websites like these, collections of indecent material are advertised, promoted, branded, monetised and directly sold for payment.

Some websites expose more than just the imagery of children, but also their apparent name and location. Comments from web users encourage such posting, ask for more content or request more information about the child. The ease of accessing shareable links to 'full collections' of imagery encourages the onward sharing and collecting of indecent imagery of older children. These victims are children, and every repost and onward share is degrading and cruel.

**IWF Internet Content Analyst**

## AI-generated child sexual abuse material



We saw a sharp rise in the volume, realism and severity of AI-generated child sexual abuse videos.

Generative AI tools, including video models, nudification apps, subscription platforms and agentic AI systems, have lowered technical barriers, enabling offenders with minimal expertise to produce and distribute illegal content at scale. AI is being used to generate synthetic abuse, manipulate images of real children, and produce explicit chats with simulated child characters. Early signs of commercialisation are emerging, with subscription-based services offering tailored content creation.

When AI systems are trained on real victims' imagery, synthetic material prolongs harm and enables re-victimisation. Some content is used for blackmail or sexually motivated extortion. Open-source AI tools further lower barriers, allowing offenders to adapt and deploy harmful content with minimal oversight.

“

“We encountered AI companion sites which offered explicit conversations with simulated child characters and able to generate criminal images alongside the chats.”

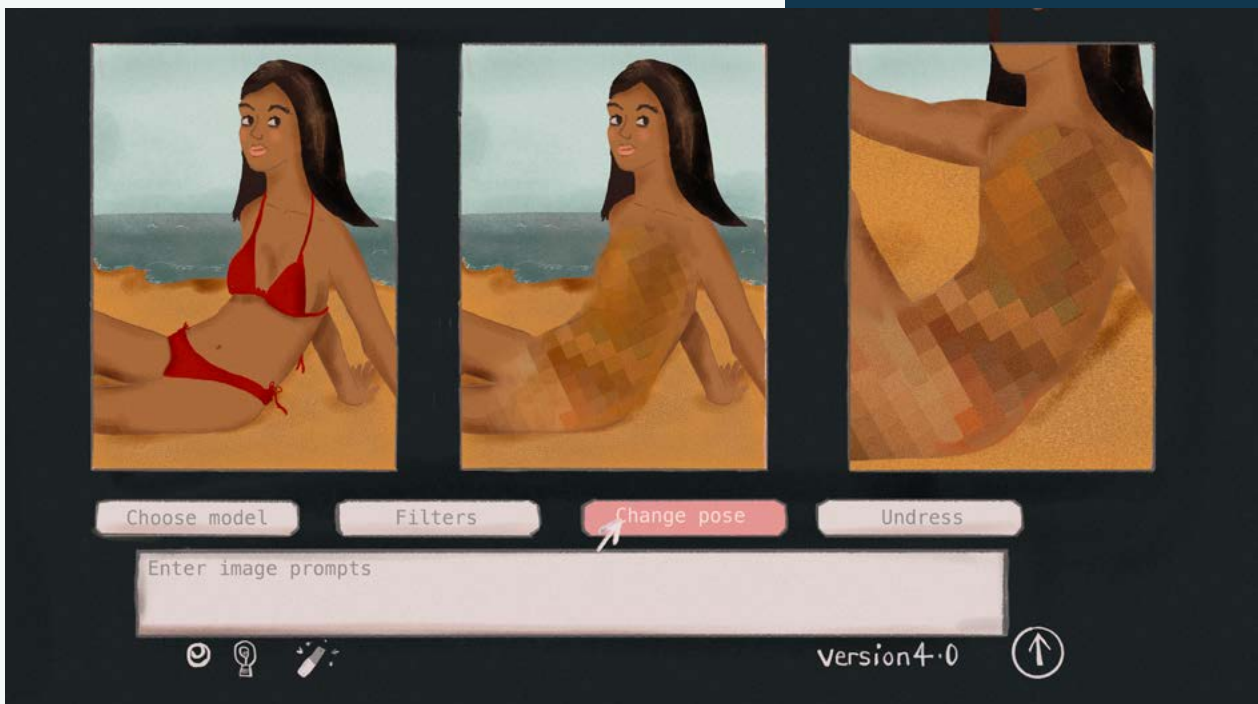
“Indistinguishable from photographic child sexual abuse material.”

QUOTES FROM THE HOTLINE

POLICY CALLOUT

**Swift action by legislators and technology companies is needed to stop AI technology from being exploited to create child sexual abuse material and to perpetrate violence against women and girls.**

This includes regulatory requirements to ensure AI products are safe by design, banning nudification apps and tools, and closing legal loopholes to ensure AI-generated material is treated the same as other forms of child sexual abuse material in jurisdictions beyond the UK.



Some readers may find the following descriptions distressing; please feel free to skip this section.

### AI-generated child sexual abuse material

In 2025 Merriam-Webster dictionary named “slop” as its word of the year, defining it as “digital content of low quality that is produced usually in quantity by means of artificial intelligence.” This may be an accurate description of how many people today experience generative AI and helps explain why some are tempted to dismiss AI-generated child sexual abuse images as crude and obviously fake.

However, the images and videos seen in the Hotline tell a different story. Many of them are created with significant attention to detail, using state of the art models, powerful hardware and complex workflows that can take months to master. In many cases the resulting images look indistinguishable from photographic child sexual abuse material.

In 2025 we saw AI-generated content take on new forms. We encountered AI companion sites which offered explicit conversations with simulated child characters and the ability to generate criminal images alongside the chats. Alarming, members of the public found these services by clicking on ads on mainstream social media platforms, making it apparent how easy it is to access this content.

Another important trend seen was the sharp increase in the number of realistic AI-generated videos. Multiple open-source video generating models were released in 2025, instantly becoming popular with bad actors. Where previously we saw convincing deepfakes and face-swaps, now videos generated from text prompts and images took centre stage. In the span of a year, we saw them evolve from simple clips of sexually posed children to movies featuring multiple child and adult characters, different locations and scenes. The more recent also featured AI-generated audio, including the voices of children.

We also observed that ‘nudifying’ bots and apps developed new functions. The AI tech no longer just ‘removes’ clothing from a static image but can also create sexual videos involving anyone with a publicly available image.

Finally, we have been monitoring the emergence of the first agentic AI tools and their potential to affect the spread of child sexual abuse content online. With the rise of “vibe coding” and autonomous AI agents, bad actors may be able to build, update and maintain websites and apps more easily than ever. By lowering technical knowledge barriers and improving the resilience of networks which spread child sexual abuse material, these tools carry the risk of increasing the scale of the problem in 2026 and beyond.

**IWF Image Classification Assessor**

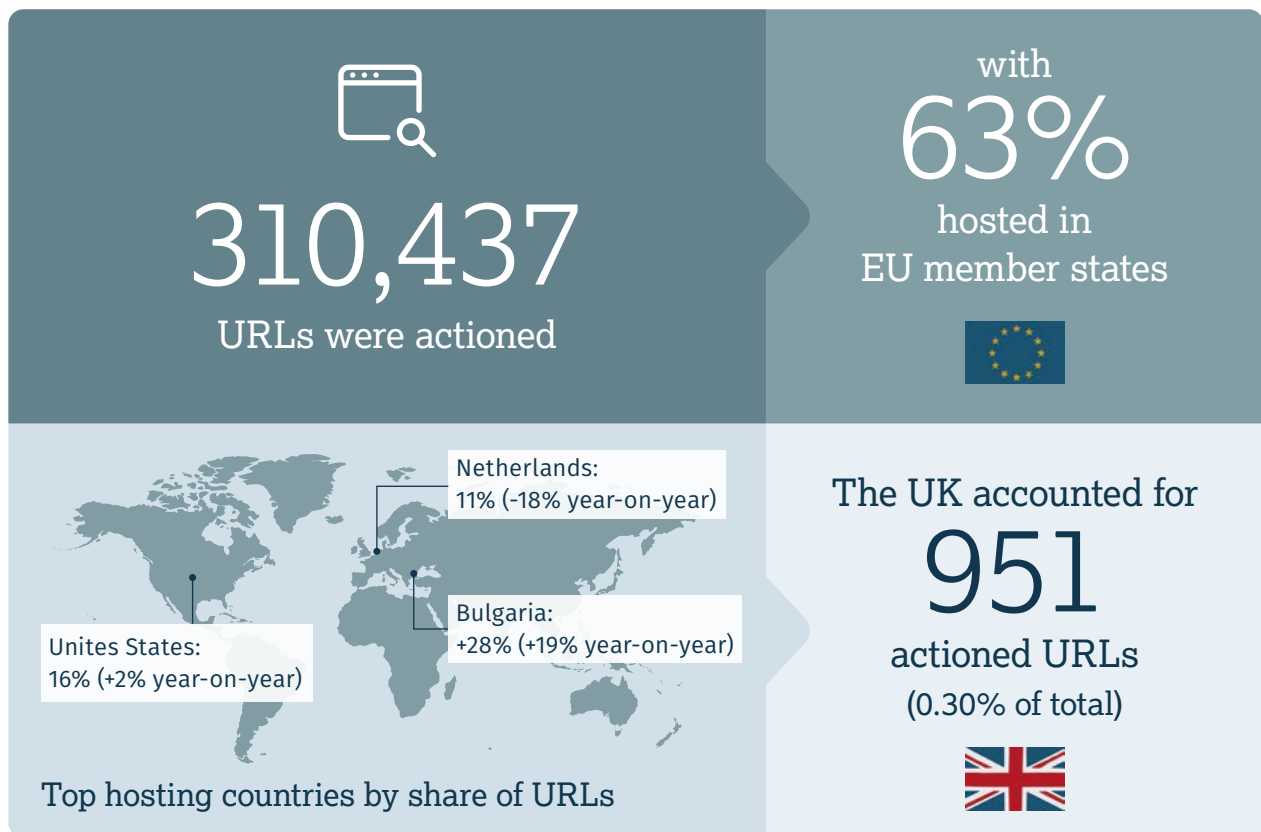
FRONTLINE OBSERVATION

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## Systemic conditions enabling child sexual abuse material distribution

Hosting and blocking child sexual abuse material is fragmented across technical, commercial, and regulatory layers, often spanning jurisdictions with differing laws. Its persistence reflects the combined effects of technology, infrastructure, commercial interests, and scalability pressures, which can overshadow user safety.

## Child sexual abuse material hosting hotspots



A small number of jurisdictions host a disproportionate share of confirmed child sexual abuse material.

A small number of jurisdictions host most of the confirmed child sexual abuse material URLs, often concentrated in a few high-volume sites. Changes in rankings reflect sites emerging, migrating, or being disrupted. When child sexual abuse material is concentrated on a few high-volume sites in jurisdictions with slower or inconsistent takedown, material remains accessible longer, increasing the risk it will be copied, redistributed, or reposted elsewhere. The UK demonstrates that rapid, collaborative removal is effective and can limit exposure.

Effective child protection therefore depends on faster, more consistent international enforcement approaches, supported by coordinated action across industry and regulatory partners.



“There are more factors to consider when reporting child sexual abuse material that is hosted internationally: legal parameters... language barriers... or a company structure that may make it hard to find an abuse contact.”

“We monitor removals daily – some hosts act quickly; others require more steps and take longer.”

QUOTES FROM THE HOTLINE

POLICY CALLOUT

### UK Online Safety Act

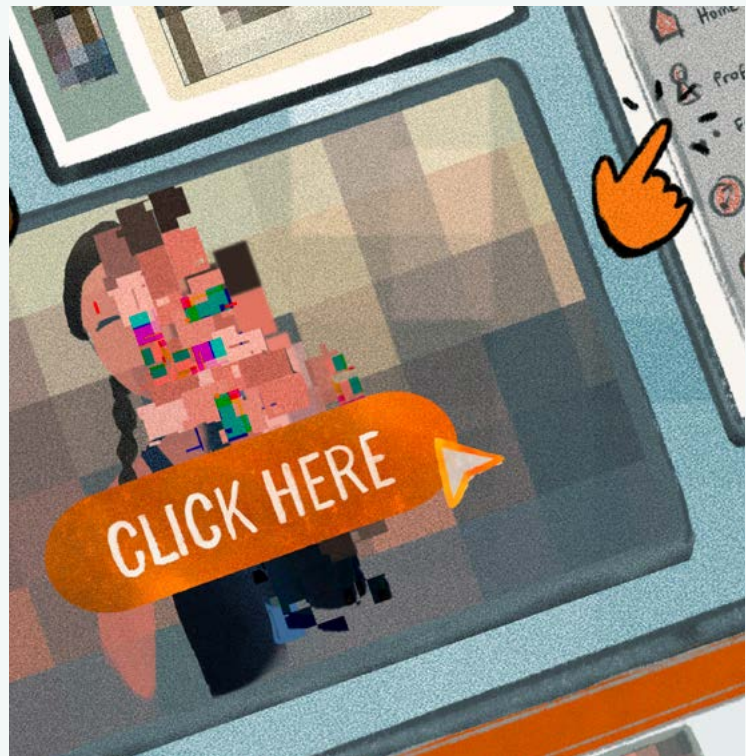
The UK's Online Safety Act strengthens legal accountability, by placing responsibility on platforms to minimise harm and deliver more positive outcomes for children. It is imperative that this legislation delivers ambitious and effective regulation to ensure services undertake necessary steps to combat child sexual abuse material online.



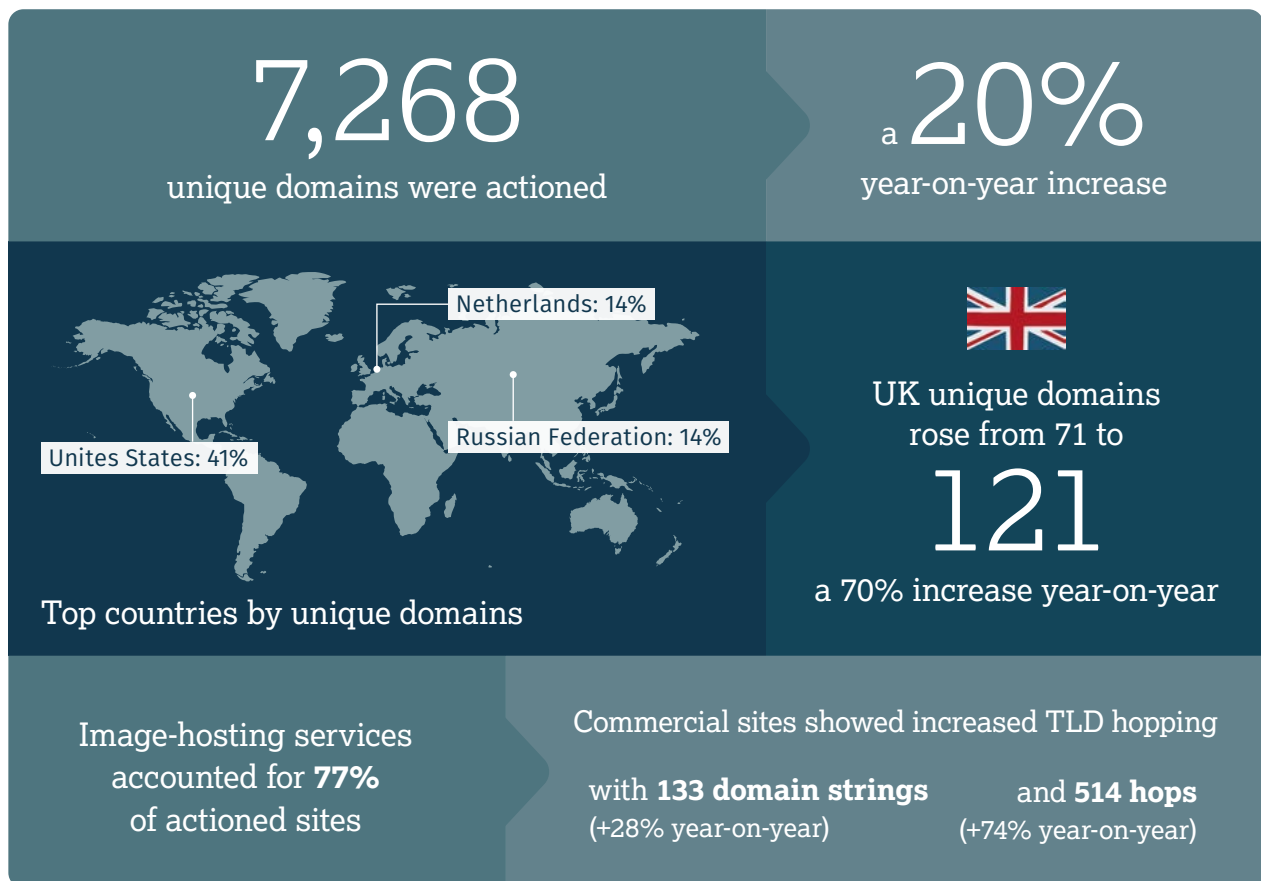
POLICY CALLOUT

### EU Child Sexual Abuse Regulation & Directive

In the EU we are seeing a growing number of child sexual abuse URLs traced to EU member hosting services. This should serve as a clarion call to act: the EU cannot be a safe haven for child sexual abuse material. The IWF continues to work with EU institutions, member states, civil society and technology companies to ensure a harmonised and effective framework for the detection, reporting and removal of child sexual abuse material across all EU member states. In particular, we urgently need policymakers to pass the Child Sexual Abuse Regulation and recast Directive.



## Online recidivism & infrastructure evasion



Child sexual abuse material distribution is becoming more resilient and widespread, with offenders exploiting weaknesses across internet infrastructure to evade detection and quickly rebuild operations.

Offenders increasingly rely on image-hosting services to upload large collections of child sexual abuse material, which are then embedded across forums and blogs. Removed content is rapidly reposted to alternative pre-registered domains or reappears under new domain endings (TLD hopping), often featuring the same material and victims. Legitimate platforms are frequently abused, and takedowns targeting only specific URLs remove content temporarily but do not prevent rapid re-uploads, limiting the overall effectiveness of enforcement.

This adaptive behaviour creates multi-layered resilience, allowing material to persist across the internet. Without coordinated action across registries, registrars, hosting providers, image hosts, and platforms, these distribution pathways remain open, increasing systemic risk.

Together, these measures target domains, hosting infrastructure and access points. However, lasting systemic impact depends on broader industry alignment and shared responsibility.

### End-to-end encryption

The lack of proactive detection within end-to-end encrypted (E2EE) spaces makes them hotspots for sharing child sexual abuse images and videos. The rollout of E2EE messaging without any safeguards means services lose the ability to detect and remove child sexual abuse material. To tackle this, services must conduct pre-encryption checks on E2EE platforms, to ensure that known child sexual abuse material is detected and blocked before being shared.



“One especially persistent method of distribution is image hosting services that have been reported and removed by us, appearing again almost instantly under a slightly different domain name.”

“The same thousands of files... the same children... re uploaded almost immediately.”

#### QUOTES FROM THE HOTLINE

OUR RESPONSE



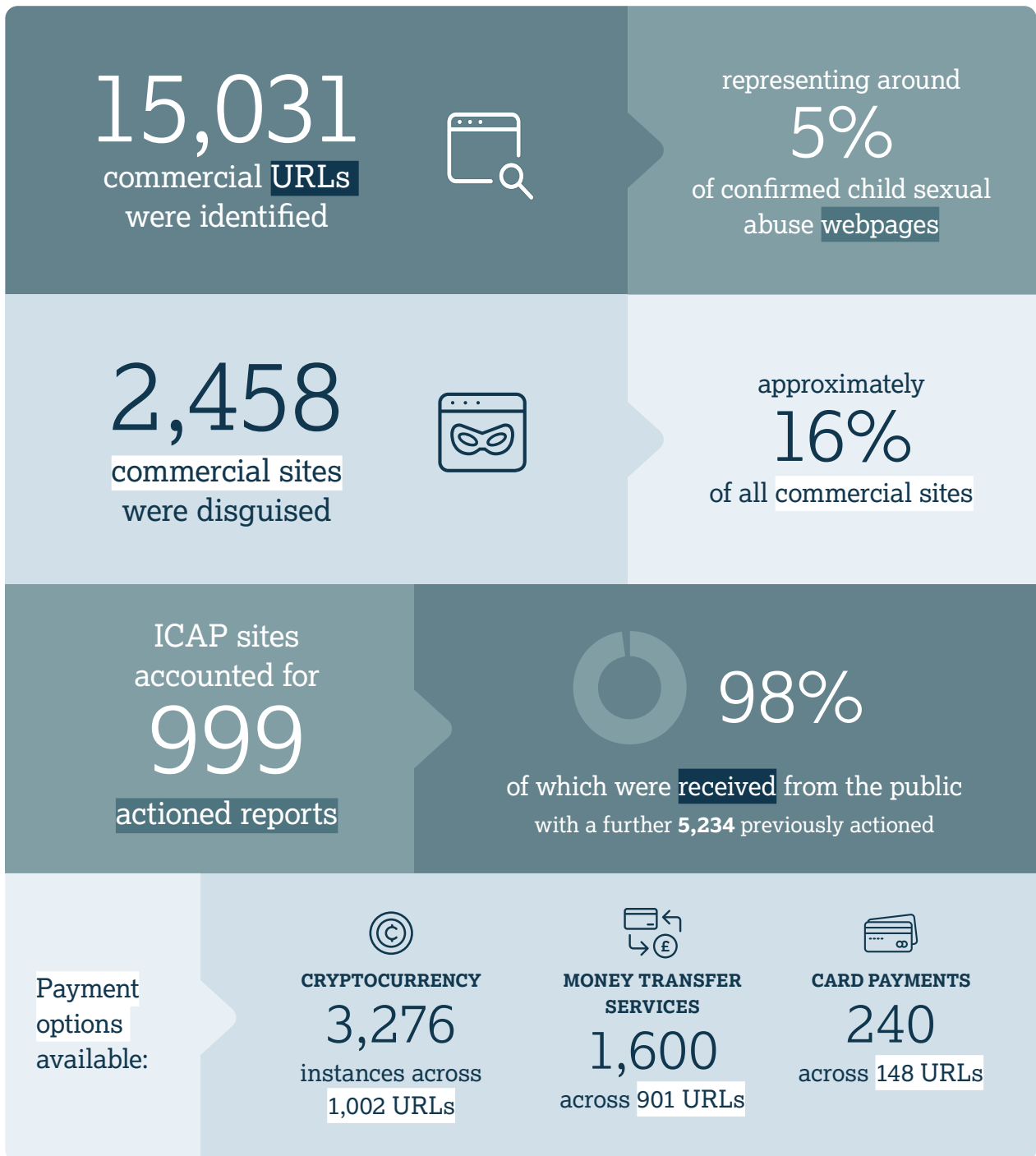
**The IWF uses several tools to disrupt repeat child sexual abuse material activity across the internet infrastructure:**

- **TLD hopping list** and Domain Alerts identify repeat offender patterns, enabling rapid domain locking and suspension.
- **IWF hash list** and Image Intercept block known abusive images and videos at the point of upload, preventing them from being reposted.

- **Domain, URL and NPI URL Lists** allow ISPs, MNOs, VPNs and network providers to block access to confirmed child sexual abuse material website links when removal is delayed.

**Together, these measures target domains, hosting infrastructure and access points. However, lasting systemic impact depends on broader industry alignment and shared responsibility.**

## Commercialised child sexual abuse material distribution networks



Criminal networks profit from child sexual abuse material by disguising websites, routing users through monetised pathways, and exploiting viral recruitment mechanisms.



Operators hide criminal material behind adult content or maintenance pages, using referrals, viral invites, and AI-driven content to funnel users toward abusive material. **Invite Child Abuse Pyramid (ICAP)** sites exemplify this approach, combining recruitment and monetisation in structured networks. Delays in takedown of reported ICAP URLs allow offenders to continue distributing content and generating profit. Payment routes may be concealed or routed through encrypted messaging channels, increasing resilience.

Profit incentives embed child sexual abuse material deeper into the online ecosystem, sustaining demand, normalising abuse, and allowing content to persist across multiple sites. Disguised infrastructure, referral systems, digital advertising, and encrypted payments make disruption slower and more complex. Effective mitigation depends on coordinated action across core stakeholders, including financial institutions, connectivity providers, platforms, image-hosting services, and digital advertising networks.

“

“We processed more than 10,000 ICAP reports in 2025... These sites have evolved... most recently using AI-generated videos of children on the login page.”

“A persistent, profit driven network that shifts domains and referral pathways to stay online.”

QUOTES FROM THE HOTLINE

POLICY CALLOUT

#### Financial Services

**Reporting:** Money is a significant motivator for producing child sexual abuse material online. A crucial part of tackling the spread of this material is disrupting the commercial influences driving its production. This includes the introduction of mandatory duties on financial institutions to proactively detect, take down and report digital payment links linked to the sale of images and videos of child sexual abuse.

# How the IWF tackles child sexual abuse & exploitation online

We combine specialist analysts, technical solutions and global partnerships to detect, disrupt, remove and prevent child sexual abuse material at scale. Our work depends on collaboration with industry, regulators, civil society and law enforcement.

# 228

IWF Members by the end of 2025  
including 36 new organisations deploying services

## MEMBER SERVICES

### IWF HASH LIST (DYNAMIC)

# 3,224,085

criminal hashes  
recorded since 2015  
with 333,933 new images added in 2025

### IMAGE INTERCEPT PILOT

# 12,607,541

items scanned  
16,339 matched known  
child sexual abuse material

### IWF URL LIST (DYNAMIC)

# 260,699

criminal URLs  
averaging 1,212 added per day  
and updated twice daily

### UK HOSTING TAKEDOWNS

# 163 ▶ 88%

notices sent removed within  
24 hours  
fastest in 1 minute

## CHILDREN SERVICES

**REPORT REMOVE (UK)**  
1,894 reports received



**MERI TRUSTLINE (INDIA)**

184

reports received  
a 12-fold increase year-on-year

## OPERATIONAL ACTIVITY

**MULTICHILD CAPABILITY**

370,001

children recorded in images  
including 39,203 identified solely  
through this capability

**NEW EXPLOITATIVE CATEGORY**

72,000+

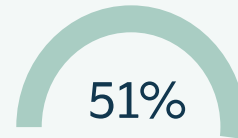
images identified in  
just over two months

**PROACTIVE DETECTION**

287,273 reports generated  
representing

64%

of all reports assessed



containing borderline sexualised  
depictions of a child not meeting  
UK criminal thresholds

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## What we do

### DETECT

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We use specialised technology to actively find child sexual abuse material and maintain a growing hash database to identify known child sexual abuse material across the internet.

### DISRUPT

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We work with partners to block and disrupt access to child sexual abuse material, using temporary and permanent measures to prevent exposure while content is removed.

### INNOVATE

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We co-develop, test and train solutions with technology companies, from small startups to global organisations, to protect children from harm including on-device AI classifiers and privacy preserving digital forensics.

### ADVOCATE FOR CHANGE

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We collaborate with governments, regulators, law enforcement and tech partners to influence laws, policies and standards that protect children, promote online safety and ensure platforms act responsibly. We champion proactive detection, reporting and removal of child sexual abuse material and embed child protection in emerging technologies.

### EDUCATE

We share data, insights and guidance with the child protection sector, law enforcement, technology companies, educators, parents and children to help keep them safe online.

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# How you can help

The scale and complexity of these harms demand coordinated action across sectors, jurisdictions and systems.

## **Policymakers**

Robust child-safety regulation must compel services to prevent, detect and remove child sexual abuse material, including upload-prevention safeguards, safety-by-design, and coordinated international standards. Urgent implementation closes gaps that allow abuse to persist.

To discuss how we can improve online child safety legislation and strengthen regulation, contact our Policy and Public Affairs Team at [policy@iwf.org.uk](mailto:policy@iwf.org.uk)

## **Research partners**

We invite researchers and data specialists to share anonymised data, develop analytical tools, and run joint projects. Together, we can identify emerging threats, test interventions, and strengthen evidence-based child protection.

To discover research opportunities and collaborate with us, contact the Data & Insights Team at [research@iwf.org.uk](mailto:research@iwf.org.uk).

## **Internet infrastructure providers**

Companies operating the internet's core infrastructure, including registries, registrars, hosting providers, filtering companies, search engines and payment providers, should join the IWF. Rapid responses to alerts, proactive blocking tools, and coordinated disruption of redistribution routes help remove child sexual abuse material and limit its spread across the internet's infrastructure.

## **Technology builders**

Companies that build platforms, AI systems and software must ensure their products cannot be misused to generate, manipulate, or distribute child sexual abuse material. Embedding safety-by-design, strong safeguards, and proactive detection, and collaborating with the IWF to share insights and co-develop protective tools, can prevent abuse at scale.

Interested in joining the IWF or exploring what membership could offer your organisation? Contact our team at [members@iwf.org.uk](mailto:members@iwf.org.uk)

## **Working together**

We're convening corporate partners, trusts and foundations, impact investors, governments and philanthropy networks to power the unified response demanded by this issue – and there's a seat at the table for you.

To explore how you can make a difference – whether through funding innovation or connecting us to your networks – contact our Partnerships Team at [partnerships@iwf.org.uk](mailto:partnerships@iwf.org.uk)

Special thanks to Melissa Fife for her thoughtful and tangible illustrations that vividly bring to life the experiences seen by our Hotline.



Read the full  
**IWF Annual Data &  
Insights Report 2025**

[iwf.org.uk](https://www.iwf.org.uk)

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