



# INTERNET WATCH FOUNDATION 2009 ANNUAL AND CHARITY REPORT

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# INTERNET WATCH FOUNDATION

MAKING THE INTERNET SAFER

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“I believe Britain can lead the world in online safety and the Internet Watch Foundation continues to play an important role in spearheading this effort. We are seeing real results from the IWF team who are helping to make the internet a safer place for us all.”

RT HON. GORDON BROWN MP  
PRIME MINISTER



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## FROM THE CHAIR EVE SALOMON

Welcome to the Internet Watch Foundation (IWF) 2009 Annual Report and to my first year as Chair of the IWF Board. I joined the organisation at an exciting and challenging time and with a commitment to ensure the IWF remains relevant, accountable, and effectively governed in this highly dynamic environment. I am grateful to the IWF staff and many of our partners who provided support throughout my induction to the organisation as well as a comprehensive grounding in the issues we face. And thank you again to founding member LINX for continuing to sponsor this report.

Self-regulation is at the heart of the IWF and it is important that we maintain our standing as a model of effective self-regulation. Our principal aim from a governance and regulatory point of view is to operate in a manner which is proportionate and targeted whilst demonstrating transparency of decision-making and policymaking to those around us.

Our industry membership has continued to grow throughout the year. Without the unwavering support of so many companies and organisations there would not be such confidence in our ability to confront convergence and consolidation in the sector and tackle the challenges brought by the speed of technological advance.

Our day-to-day success is built on the dedication of a small team led by Peter Robbins and I am grateful to them for not only meeting IWF's strategic objectives, fulfilling its role, and providing a range of expert services to its members but for finding the time to share what we know and how we operate with many around the world keen to emulate the successes we have seen here in the UK. There is no secret to inclusive, objective self-regulation or to the tactical removal and disruption of criminal online content. However, maintaining the partnerships, confidence, resources, and expertise to sustain and develop that work is no mean feat.

I would like to thank the IWF Trustees for their input over the year. My colleagues on the Board have governed the organisation with conviction, wisdom and enthusiasm. I believe we are a more effective Board as a result and will continue to oversee our adherence to good governance principles.

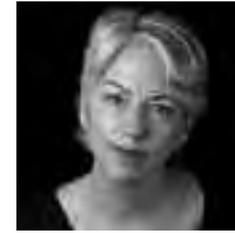
At the end of 2009, we said goodbye to two independent Trustees who played a significant role in the development of the IWF. Both Tink Palmer and Professor Ian Walden have made an outstanding contribution to the IWF over the past six years and their expertise will be missed.

2010 sees us welcoming two new independent Trustees who bring with them a wealth of relevant and complementary experience. Alisdair Gillespie, Professor of Criminal Law and Justice at De Montfort University, and Mary MacLeod OBE, independent family policy adviser and a leading voice on children and family welfare, are important appointments and I look forward to working with them over the coming years.

The Board's relations with our colleagues on the IWF Funding Council continue to flourish and I would like to thank our industry member representatives and their Secretariat for robust contributions throughout the year on many issues concerning our policies, operations, and remit.

### EVE SALOMON

"I look forward to building on our considerable expertise to ensure the right balances continue to be drawn between freedom of expression and protection from criminal content as we work together in 2010 and beyond."



Not only does the nature of the content we deal with continue to evolve but the political and public environment in which we operate is becoming increasingly focussed on combating internet criminality. This attention means regulatory models for combating criminal online content are coming under more intense scrutiny. The UK internet industry, through the IWF, has an excellent track record in standing up to such challenges and working in the public interest. I look forward to building on our considerable expertise to ensure the right balances continue to be drawn between freedom of expression and protection from criminal content as we work together in 2010 and beyond.

**Eve Salomon**  
Chair of the Board of Trustees  
Internet Watch Foundation



# INTERNET WATCH FOUNDATION

## COMBATING CHILD SEXUAL ABUSE IMAGES ONLINE

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### REMIT

To minimise the availability of potentially criminal internet content, specifically;

- Images of child sexual abuse hosted anywhere in the world
- Criminally obscene adult content hosted in the UK
- Incitement to racial hatred content hosted in the UK

### ROLE

To foster public trust and confidence in the internet by:

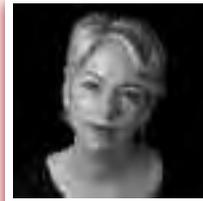
- Operating a national Hotline to enable the public to report instances of potentially criminal online content within remit
- Promoting awareness of its remit and role, and the assistance provided to industry and law enforcement partners
- Promoting awareness of its self-regulatory function, and the role of other key stakeholders in making the internet safer

To assist service providers to combat the abuse of their systems by:

- Operating a 'notice and takedown' service to remove potentially criminal online content at source by alerting hosting companies to content within remit on their servers
- Providing a list of newsgroups related to child sexual abuse content to enable service providers to disrupt the distribution of this content via such groups
- Providing a list of specific URLs hosted abroad with child sexual abuse content to enable service providers to prevent inadvertent access to this content
- Acting as a relevant authority and point of expertise as regards the reporting, handling, assessment, and tracing of content within remit

To assist law enforcement in the fight against potentially criminal online content by:

- Disrupting the online distribution and accessing of content within remit
- Working with law enforcement agencies to remove online content within remit
- Supporting investigations to trace those responsible for such criminal activity
- Providing details of online child sexual abuse content hosted outside the UK to international Hotlines
- Sharing expertise, experience, and intelligence with law enforcement and other relevant organisations



Eve Salomon



Emma Ascroft



Professor Ian Walden

## IWF GOVERNANCE

The Internet Watch Foundation is governed by a Board of ten consisting of an Independent Chair, six independent Trustees, and three industry Trustees. The Board elects two Vice-Chairs, one from the industry Trustees and one from the independent Trustees. The Board monitors, reviews and directs the IWF's remit, strategy, policy, and budget to enable the IWF to achieve its objectives. All IWF policies are subject to approval by the Board of Trustees.

Member organisations which support the IWF nominate representatives to a Funding Council. Funding Council elects three of its members to represent industry views on the Board. Independent Board members are chosen by an open selection procedure following national advertising. No Trustee may serve more than six years.

In 2007, we engaged in an overhaul of our governance and consultation processes to ensure our Board of Trustees direct strategy in an optimum and timely fashion and that other relevant stakeholder views are fairly represented. All of these processes are ongoing and consistent with maintaining the IWF's independent status. We also became a registered charity in December 2004 to enhance our structure and accountability.

IWF governance arrangements are strengthened by a regular cycle of Board and Executive meetings as well as audit and remuneration committees reporting to the main Board. We continue to review and improve our governance and during 2009 we revised our constitutional documents in accordance with the provisions in the Companies and Charities Acts 2006.

### 2009 BOARD OF TRUSTEES

**Eve Salomon**  
Independent Chair

**“Any restriction to freedom of information and expression is seriously questionable. However, when it comes to child abuse, there is no question: action must be taken. The online industry’s success in addressing child sexual abuse content through self-regulation is an achievement which I am immensely proud to chair.”**

Eve is an international consultant in media regulation and law, and is a legal expert for the Human Rights Division of the Council of Europe. Eve is also Chair of the Royal Institution of Chartered Surveyors Regulatory Board, a Press Complaints Commissioner, and a Gambling Commissioner. Previously, she was a member of the independent Better Regulation Commission, Deputy Secretary of the Independent Television Commission, Director of Legal Services at the Radio Authority, and Interim Secretary of Ofcom.

**Emma Ascroft**  
Industry Vice-Chair

**“The IWF’s biggest strength is its rigorous consideration of the challenging policy issues associated with its remit and activities. It is rewarding working as peers to assess a range of practical and technical issues in order to achieve an outcome which balances the interests of internet users with the broader goal of tackling illegal online content. Global business is particularly exposed to these issues and my role as a Trustee affords an opportunity to share this practical experience in our deliberations.”**

Emma is Director of Public and Social Policy at Yahoo! UK & Ireland, with responsibility for all UK public policy matters and self-regulation, including social policy and child protection, for Europe.

**Professor Ian Walden**  
Independent Vice-Chair

**“I am extremely interested in the internet as an environment through which we conduct an increasing amount of our lives; as well as being concerned to ensure that it is not used to facilitate the abuse of children. The IWF illustrates how industry participants, the providers of internet-based services, are key to the effective regulation of illegal activities carried out over the internet.”**

Ian is a Professor of Information and Communications Law and Head of the Institute of Computer and Communications Law in the Centre for Commercial Law Studies, Queen Mary University of London. He has studied and advised on the policy, legal and regulatory aspects of cyberspace for many years.





Sir Rodney Brooke CBE



Naomi Cohen



Stephen Locke



Tink Palmer

## INDEPENDENT TRUSTEES

### Sir Rodney Brooke CBE

“A detest of child abuse and a deep consciousness of its prevalence were behind my becoming a Trustee of the IWF and the complexity of dealing with an environment which is constantly changing, not least politically, means it remains a relevant and very interesting responsibility.”

Sir Rodney is Chair of the Quality Assurance Agency for Higher Education, the Dolphin Square Trust and the Independent Panel for Remuneration of Councillors in London and a Trustee of the Tavistock Institute. He is a member of the National Information Governance Board, Capacitybuilders and an Honorary Fellow at the Institute of Public Policy at Birmingham University. He was Chief Executive of West Yorkshire County Council and the City of Westminster Council and has many years' experience in the public and voluntary sectors.

### Naomi Cohen

“I was motivated to become a Trustee by IWF's role in protecting the public – it punches way above its weight to make a vital difference. I'm also a fan of IWF's self-regulatory model as an excellent example of how voluntary collaboration between those who have the power to effect change can not only work but set the standard.”

Naomi is Head of Communications Development for the Personal Accounts Delivery Authority. A marketing and communications strategist, she has over 20 years' experience in senior roles across the voluntary, public, and private sectors. She is also a Trustee of Leeds University Union.

### Stephen Locke

“IWF has a vitally important task in protecting the interests of consumers and citizens, especially children. As an experienced consumer advocate and regulator of content, I am concerned to see us striking a careful balance between protecting vulnerable people and defending freedom of speech. My own philosophy is that non-execs such as me have to be willing to stand back and support the executive, but they also have a key role in asking difficult questions and making sure the answers stand up to scrutiny.”

Stephen is a specialist consultant on consumer policy and regulation, and has extensive experience in both capacities. He is on the Board of Consumer Focus, he is a non-Executive Board Director of the Payments Council and is a member of the Advertising Advisory Committee of the Broadcast Committee of Advertising Practice, which sets the standards for TV and radio advertising enforced by the Advertising Standards Authority.

### Tink Palmer

“My position on the Board is twofold – to ensure that the voices of the children who are harmed remain at centre of the IWF's work and to support the organisation in raising awareness of this issue by getting its messages out to as broad a public as possible. As someone who works with the child victims of technology I know the importance of IWF's role in the protection of children who are made the subjects of sexually abusive images.”

Tink has been in social work practice since 1973. She left her position as Director of Stop it Now! UK & Ireland at the end of 2008 and is now an independent consultant for policy and practitioner matters relating to the sexual abuse of children, particularly the forensic and recovery needs of children abused via technology.



Dr Suzy Walton



Mark Gracey



Hamish MacLeod

“The IWF is an example of international best practice in tackling online images of child sexual abuse. It has been instrumental in building public confidence in the internet industry’s ability to regulate itself and we are pleased to support its important work.”

Ronan Dunne, Chief Executive, Telefonica O2 UK

### INDUSTRY TRUSTEES

#### Dr Suzy Walton

“I am passionate about issues affecting children and am impressed how the IWF from a local HQ has a global reach in its quest to eradicate child abuse images on the internet. I see its role as a key part of the infrastructure that is keeping the internet safe not just in the UK but increasingly all over the world.”

Suzy is a Chartered Director, a Chartered Scientist and a Chartered Occupational Psychologist. She has a portfolio of board roles including Birmingham Children’s Hospital, the University of Westminster and Combat Stress which treats war veterans with Post-Traumatic Stress Disorder. She sits on government’s Science Advisory Council and the Ethics Group of the National DNA Database and has over a decade’s experience in central government including the Prime Minister’s Strategy Unit. She is also an Ambassador for the Government Equalities Office for diversity on boards. Suzy has four children.

#### Mark Gracey

“To be responsible and effective a company should actively contribute to the governance of its sector. My role on the Board provides an effective liaison point between IWF’s industry members and its independent Trustees and I am committed, through the IWF, to providing a targeted and inclusive self-regulatory framework for the wider internet industry.”

Mark has been with THUS for more than a decade and is responsible for internet and telecoms regulation, liaison with law enforcement and data protection compliance under the THUS and Demon brands, which are now part of Cable & Wireless Worldwide.

#### Hamish MacLeod

“Elected by the funding Council, one of my roles is to bring an industry perspective to the Board’s discussions. As my background is in mobile, I have a particular interest in seeing how the IWF’s services can best be deployed to protect mobile customers in the UK and beyond. In addition, being a qualified accountant, I have particularly enjoyed establishing and chairing the IWF’s Audit Committee.”

Since 2002 Hamish has coordinated the Mobile Broadband Group, a grouping formed by the five mobile network operators in the UK to work jointly on public policy issues.



## FROM THE CHIEF EXECUTIVE PETER ROBBINS OBE, QPM

There are few technologies in our lives so revolutionary and full of opportunity as the internet. However, there are few mediums with such a global reach that can be exploited to enable the criminal distribution, sharing and trade in visual records of the graphic sexual abuse of children. Our work is centred on the premise that these images can be thwarted and that together with our global partners we can make a difference. We fulfil a specific role in a national and international response to these crimes. Our efforts are targeted, widely supported, and effect change and we are privileged to receive the backing of so many for the work we do.

The techniques used by criminals who buy, sell, share or collect child sexual abuse images are sophisticated and are diversifying. Over half of the material we deal with is related to commercial payment mechanisms confirming an ongoing demand for images of children being sexually abused. The scale of all child sexual abuse content online is difficult to measure because the methods of operation are changing, becoming quicker, cheaper and more opportunistic than ever before. The distributors are increasingly using legitimate internet services to make the images available: from free hosting platforms and image sharing websites to social networking areas and hacked websites.

We see interrelated networks of child sexual abuse websites and their supporting payment and marketing platforms moving around the world and across hosting services regularly, using automated or randomly generated systems to speed up and complicate hosting arrangements in an attempt to elude investigators. There remains a persistent core of commercial 'brands' trading child sexual abuse images.

Such developments require us constantly to advance our own monitoring and reporting techniques to keep pace with the changing environment. Disruption tactics are modified and adapted to combat this content, including developing our extensive UK-wide relationships with significant partners to minimise the abuse of UK services. Importantly, by growing our links with the wider online industry and nurturing our international partnerships we see content being increasingly quickly removed at source. Furthermore, there are continuing successes around domain names associated with child sexual abuse material being deregistered, extensive blocking and filtering of such content, and data collation about the payment mechanisms involved. We continue to contribute significantly to the efforts which make operations more difficult and risky for those involved.

In January 2009 we extended our reporting service to accept reports of extreme pornography from the public in line with new legislation criminalising the possession of such content. This decision has had very little impact on our resources due to the rarity of such content being hosted on UK networks. In June the Ministry of Justice asked us to extend our Hotline service to enable the public to report non-photographic visual depictions of the sexual abuse of children hosted in the UK, as set out in the Coroners and Justice Act 2009. Following consultation with our industry members, our Board confirmed that we will accede to this request from April 2010.

I am proud to be a member of the UK Council for Child Internet Safety (UKCCIS) Board, contributing to development and delivery of the Council's strategy. Some of our team are also members on the Council working groups. It is a privilege for us to play a part in the first UK strategy for online child protection which was launched by the Prime Minister in December 2009.

Our partnership with INHOPE and 35 Hotlines around the world remains central to our work. We have been able to share knowledge with our international colleagues throughout the year at many specialist conferences as well as hosting a number of Hotlines who visit us to learn more about the UK's self-regulatory approach and tactics. We are extremely grateful for the financial contribution and wider support of the EU Safer Internet programme to our operations.

Wherever beneficial we share our model and expertise with organisations, companies, governments and agencies around the world and have done so on more than 40 occasions during the year to enable others to learn more about how the UK partnership approach and voluntary industry collaboration has seen success in this country. Indeed, we are delighted to have fulfilled a number of opportunities to contribute to developments in our field at a European and global level.

**PETER ROBBINS OBE, QPM**

“Our core business revolves around the specialised work of combating child sexual abuse images online. In order to make a sustained difference we strive to achieve the highest standards of corporate integrity and professionalism, exemplary good governance and partnership best practice.”



In October we promoted our third annual national IWF Awareness Day. To help raise awareness of our services, 40 major online brands, 6 government departments, local councils, law enforcement and charities joined forces to publicise our Hotline facility resulting in a surge of visitors to our website and requests for further information about the services we provide.

Our Board and Funding Council met together in September for our AGM. This was followed by a debate on the role and purpose of blocking and 'notice and takedown' and, in particular, how the IWF could have more of an impact in speeding up the removal of child sexual abuse content on an international basis. We intend to foster relationships with foreign internet service providers and hosting companies so that, in partnership with their relevant national authorities, we can make them aware of instances where their own networks have been manipulated to permit the distribution of child sexual abuse images. We are very grateful to the Nominet Trust for granting us funding to carry out the research to develop this work.

The achievements of our whole team are varied and encompass many aspects involved in the operation of a successful, independent, self-regulatory organisation. Our core business revolves around the specialised work of combating child sexual abuse images online. In order to make a sustained difference we strive to achieve the highest standards of corporate integrity and professionalism, exemplary good governance and partnership best practice.

I am grateful to the resourcefulness and dedication of my team in seeking to fulfil the expectations of our growing and diverse membership, coupled with managing the extensive interest in our work from a global perspective. Change is a constant in our business and 2010 will be no different as we rise to the challenges it brings.

**Peter Robbins OBE, QPM**  
Chief Executive  
Internet Watch Foundation



## IWF STRUCTURE AND STAFF



Based in Oakington, Cambridge, the IWF operates with a team of sixteen. It is led by its Chief Executive and three Directors, supported by experienced and expert teams.

### **Peter Robbins OBE, QPM** Chief Executive

Peter was appointed Chief Executive of the IWF in April 2002 and has led the organisation's expansion from a membership base of fifteen companies to over one hundred and conversion from not-for-profit to charitable status. He has overseen major governance and role and remit reviews and a recent modernisation of the IWF's Board, stakeholder and consultation structures. He continues to foster the extensive partnerships on which the success of the IWF relies.

He is a member of the Executive Board of the UK Council for Child Internet Safety and regularly speaks at events and to the media on self-regulation and criminal online content.

Before joining the IWF Peter served with the Metropolitan Police Service from 1971 to 2002 and was the Borough Commander for Hackney before deciding to embark on a new career.

He was awarded the Queens Police Medal (QPM) in the 2001 New Year Honours list for distinguished police service and an OBE in 2008 for services to Children and Families.

### **Keren Mallinson** Director of Policy and Performance and Deputy Chief Executive

Keren joined the IWF in June 2008. Her primary responsibilities include developing IWF's strategy and business model, leading on policy development, managing IWF's capacity and performance as well as acting as Deputy Chief Executive.

Before joining the IWF, Keren was employed by Harlow Council as their Head of Customer Services. She was responsible for managing the Council's Contact Centre, and its ICT, Communications, HR and Policy and Procurement teams. In previous roles in local government, Keren has been responsible for policy, performance management and research teams, covering corporate services and social care.

Keren has obtained a Diploma in Consultancy Practice from the Government's Centre for Management and Policy Studies, has graduated from the Improvement and Development Agency Advanced Leadership Programme and received an Association of Directors of Social Services award for research into the educational and employment expectations of looked after children.

### **Fred Langford** Director of Technology and Content

Fred joined the IWF in December 2004. He is responsible for the IWF's technical services and requirements as well as liaison with member companies and other stakeholders regarding technical and content issues. He is the IWF's EU Safer Internet Programme project coordinator and is responsible for the IWF Hotline, systems, and information security.

Fred has been involved in projects including the blocking initiative and upgrading the Hotline report management system and was responsible for IWF becoming ISO27001 accredited in 2007. He gained Prince2 Practitioner (Project Management) status in April 2007 and continues to present to technical forums on the work, processes and success of the IWF.

He has worked for the Ministry of Defence, at Tier 1 internet service providers and other organisations in a technical and consultancy capacity

### **Sarah Robertson** Director of Communications

Sarah joined the IWF in December 2005. She is responsible for developing and implementing the communications strategy in support of IWF's corporate objectives. This includes public relations, public affairs, and awareness-raising programmes as well as being a spokesperson for the organisation and promoting IWF's partnerships with external stakeholders and its industry members.

Sarah coordinated the national conferences and public campaign marking the IWF's ten year anniversary in 2006 and continues to raise the profile of the IWF, its role, its self-regulatory approach, and best practice in the field, in the UK and internationally. She is a member of the UK Council for Child Internet Safety and speaks on issues concerning the IWF in the media and across other platforms in the UK and abroad.

She graduated with an MA and first-class BA and has worked in a variety of communications roles.

“BT is proud to be a founding member of the IWF and to play a key role in UK internet self-regulation and in the fight against child sexual abuse content. This unique partnership enables BT to work together with many other responsible companies in the wider online sector to take corporate responsibility for providing a safer internet for our customers.”

Gavin Patterson, Chief Executive, BT Retail

## IWF ABOUT US

The IWF was established in 1996 by the internet industry to provide the UK internet Hotline for the public and information technology professionals to report criminal online content in a secure and confidential way.

We work in partnership with the online industry, law enforcement, government, and international partners to minimise the availability of child sexual abuse images hosted anywhere in the world and criminally obscene adult content and incitement to racial hatred content hosted in the UK.

We are an independent self-regulatory body, funded by the EU and the wider online industry, including internet service providers, mobile operators and manufacturers, content service providers, filtering companies, search providers, trade associations, and the financial sector.

We work with the UK government to influence initiatives developed to combat online abuse and this dialogue goes beyond the UK and Europe to promote greater awareness of global issues, trends and responsibilities. We work internationally with INHOPE Hotlines and other relevant organisations to encourage united global responses to the problem and wider adoption of good practice in combating child sexual abuse images on the internet.

We help internet service providers and hosting companies to combat the abuse of their networks through our national 'notice and takedown' service which alerts them to content within our remit so they can remove it from their systems and we provide unique data to law enforcement partners in the UK and abroad to assist investigations into the distributors. As a result of this approach the content we deal with has been virtually eradicated from UK networks and the volume of child sexual abuse content worldwide is decreasing. As sexually abusive images of children are primarily hosted abroad, we facilitate the industry-led initiative to protect users from inadvertent exposure to this content by blocking access to it through our provision of a dynamic list of child sexual abuse web pages.

We strive to create continued awareness of the role and purpose of the IWF and aim to foster trust and reassurance in the internet for current and future users. Our self-regulatory partnership approach is widely recognised as a model of good practice in combating the abuse of technology for the dissemination of criminal content.



“The notice and takedown service the IWF provides to Giganews is unsurpassed globally. Our gratitude goes out to the staff of the IWF for such a unique and valuable service which is ridding our Global Usenet server clusters of this blight.”

Carolyn Yokubaitis, Co-Chief Executive, Giganews

## IWF SERVICES TO INDUSTRY

In addition to our core role operating an internet Hotline for the public to report potentially criminal online content to us, we provide a number of key services to the internet industry to help disrupt the circulation of criminal content and help them protect their networks from abuse.

### NOTICE AND TAKEDOWN

Our ‘notice and takedown’ role is central to our existence and concerns the systematic removal of content within our remit from UK networks. Upon identification, assessment and tracing by our Internet Content Analysts, any images assessed as child sexual abuse, criminally obscene adult content or incitement to racial hatred which are hosted in the UK are swiftly removed at source following a notice from IWF to the hosting provider. This process is carried out in partnership with the relevant police agency to ensure evidence is preserved.

This process has operated since 1996 and is UK-wide. As a result the proportion of child sexual abuse content known to the IWF which is hosted in the UK has reduced from 18% in 1997 to less than 1% since 2003.

### KEYWORDS

We provide a list of words and phrases commonly used by those seeking out child sexual abuse content to a number of our member companies and other relevant partner organisations. This list is regularly updated and has various uses: helping to protect employees from criminal content which may be accessed on business networks; in software monitoring applications to flag up potential abuses of networks and other technological services; and to help search providers improve the quality of search returns. It may also be used as a data resource within projects in the education sector to help provide a safer online experience for children.

### NEWSGROUPS

Our Hotline team has a systematic process for monitoring the content of newsgroups and for notifying internet service providers of those groups which regularly contain or advertise the availability of child sexual abuse content so they are able not to carry these groups. We also work with our news service provider members to enable them to remove such newsgroups at source.

In 2009, we dealt with 2039 reports of potentially criminal content in Newsgroups which constitutes 5.3% of all reports.

### BLOCKING

We take immediate action to effect the removal at source of child sexual abuse content hosted in the UK. If it is hosted abroad we pass details of the website to our Hotline partner or law enforcement colleagues in the hosting country so they can investigate the content in collaboration with the relevant national authorities and within their national legislation. Whilst steps to have that content removed are in progress, we add the URL to a dynamic list which is provided to many of our member companies to help disrupt access to child sexual abuse content and to protect users from inadvertent exposure to it.

Since 2004 many of our member companies have chosen to make use of this list to protect their customers, namely, internet service providers, mobile operators, search providers, and filtering companies. National and international law enforcement agencies and INHOPE Hotlines may also access the list on a mutual exchange basis.

Every URL on the list depicts indecent images of children, advertisements for, or links to such content. The list fluctuates, typically containing around 500 URLs at any one time, and is updated twice a day to ensure all entries are live.

Our systems and processes in compiling this list are periodically inspected and audited by independent experts. The URLs are assessed according to UK law, a process reinforced by reciprocal police training, with each image being categorised in line with criteria set out by the UK Sentencing Guidelines Council.

Unfortunately, blocking cannot put an end to offenders abusing children nor can it effectively deny determined criminals who are actively seeking such material.

“TalkTalk wants to make the internet a safer place and we fully support the work of the IWF. We’re calling on all ISPs to join the IWF to prevent their customers seeing images of child abuse.”

Charles Dunstone, Chief Executive, TalkTalk Group

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## EXPERTISE AND RESOURCES

We provide a Best Practice Guide to handling potentially criminal indecent images of children; a reference document for IT and HR professionals to ensure company policies and procedures are consistent with the Protection of Children Act 1978 and the Sexual Offences Act 2003.

Our Internet Content Analysts provide assessments of content which our member companies are concerned may breach UK legislation and in some cases will then liaise with the relevant police agency and partner an officer with a member of staff at the company concerned to ensure the abuse is dealt with effectively.

We collaborate with members to help ensure any new products or services are developed with good practice in mind and with due regard for their potential abuse.

We can provide wider training for member companies who want to keep their staff updated on our role and best practice in the area we work in.

## CORPORATE SOCIAL RESPONSIBILITY

Supporting the IWF through membership can be a tangible and valuable means of demonstrating corporate social responsibility in a way that is relevant to the wider online sector and shows commitment to reducing some aspects of internet criminality that may otherwise undermine confidence amongst internet consumers. The public, Government and media with a particular interest in internet affairs are regularly made aware of the effectiveness of self-regulation in this area and the companies who enable us to operate.

IWF membership brings with it the opportunity to contribute to the development of internet policy within our remit and to participate in an international family of opinion shapers on internet issues including online safety and child protection.



“Ensuring that the internet offers a safe environment for customers remains of paramount importance to responsible ISPs like Sky. That's why we are fully committed to working in partnership with the IWF, an organisation which continues to demonstrate the benefits of effective cross-industry cooperation.”

Jeremy Darroch, Chief Executive, Sky

## IWF STRATEGIC PROGRAMME

During 2009, we refreshed our three-year strategic programme, having consulted with our members and stakeholders on its development in early 2008. The priorities of this programme frame our ongoing activities and aims until March 2011.

We succeeded in meeting our strategic objectives for the year and fulfilling the wider expectations aligned with our role and responsibilities as well as adhering to the principles of good governance, self-regulation, and company and charity law.

We begin consulting on and developing a new three-year strategy in 2010 to ensure we are best placed to respond to the changing environment around us, politically, technologically, and with regard to the internet industry and the public's expectations of our role and responsibilities in the fight against criminal content on the internet.

### Goal 1: Maintain and strengthen the effectiveness of IWF:

- Maintain and improve effectiveness of Hotline services and technology
- Re-model staffing and resources framework to deliver optimum organisational capacity in support of strategic goals
- Renew and strengthen governance arrangements, including between the IWF Board and Funding Council
- Ensure financial sustainability in the medium term (1-3 years).

### Goal 2: Sustain and develop the role and influence of IWF in a managed, effective and value-added way:

- Establish an internal research and policy development capability
- Ensure clarity of remit is maintained
- Widen awareness, take-up, and impact of IWF's service models
- Build visibility and awareness of IWF's role and remit amongst online consumers
- Deliver relevant, flexible and up-to-date messages related to IWF's role and remit
- Sustain and develop positive relations across public sector bodies, charitable organisations and law enforcement agencies
- Engage with parliamentarians and deliver a relevant public affairs strategy

“The IWF do an incredibly important job. Stopping criminals using and abusing online technologies is tough. But the IWF have shown how working together with law enforcement, commercial companies and the voluntary sector can make a real difference in minimising the availability of child sexual abuse images.”

Matt Brittin, Managing Director, Google UK and Ireland

## IWF OPERATIONAL TRENDS

The nature, number, and profitability of child sexual abuse images on the internet is the subject of much speculation. In fact this content represents an extremely small proportion of internet content but it still remains a very serious challenge. Since 1996 we have managed almost 300,000 reports and have over 13 years' experience tracking and understanding the technologies, trends and movements behind the websites.

This is an extremely fast-moving environment. Tactics that had an impact two years ago are obsolete today. The technologies used to distribute criminal content are developing as are the methods used and so to predict the challenges of the future is difficult. National police agencies have finite resources to carry out long-term investigations into large-scale global activities which span multiple jurisdictions, borders, and continents so it is essential that everyone who has a desire to make the internet a safer place works together to tackle the problem.

The UK approach is grounded in partnership and self-regulation. The most effective way to combat criminal content on the internet is to work closely with the wider online industry and law enforcement agencies as well as with the support of government. It is also crucial to work beyond national borders with international partners.

There are a number of tactics which are already having an effect in minimising the availability of this content and which, if adopted on a global scale could help ensure the international internet community's response to these crimes is more effective, faster and a better deterrent.



“In a rapidly evolving technological environment we believe that only self-regulation can provide the necessary speed and adaptability to deal with those who would seek to exploit the vulnerable online. As a leading broadband provider, Virgin Media is therefore proud to be a founder-member of the Internet Watch Foundation. Its partnership between industry, law enforcement bodies and other NGOs demonstrates how self-regulation can draw an effective balance between the maintenance of commercial freedom and a safer online environment.”

Neil Berkett, Chief Executive, Virgin Media

## REPORTS

During 2009 our Hotline team processed 38,173 reports, a 12% increase as compared to 2008. The vast majority of these complaints were from the public but also included leads developed by our analysts and information from our partners.

Figure 1 presents the breakdown of reports processed by category and the number in each category that were assessed by our analysts to be within remit and likely to breach UK law. 23% of all reports concerned content which we assessed as criminal child sexual abuse material.

Almost all the content reported to us as allegedly criminally obscene adult content was either not hosted in the UK and

therefore outside our remit, or was assessed by us not to contravene the Obscene Publications Act 1959 and 1964.

Any potentially criminal incitement to racial hatred content reported to us was found to be hosted abroad and therefore outside our remit or unlikely to contravene our laws.

As there is little international consensus regarding criminally obscene adult content or incitement to racial hatred content we have no international partnerships in place to further this aspect of our work. We can only take action when UK hosting services are being abused for the distribution of such content to help the internet industry prevent its services being used for criminal purposes.

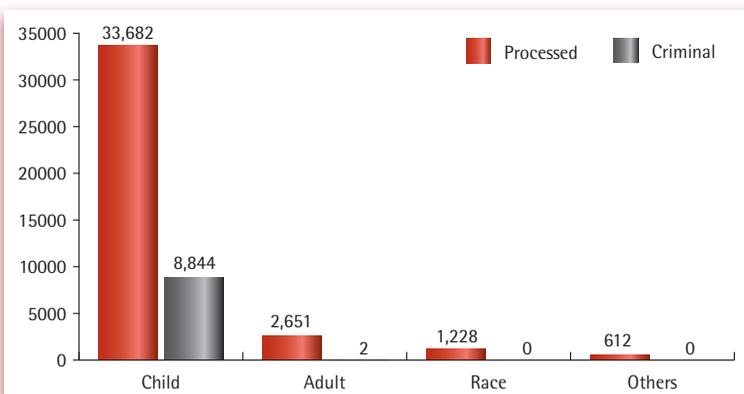
## CONTENT REMOVAL

As a result of the reports assessed, traced and considered by our analysts, 42 instances of online content on websites hosted in the UK were taken down during 2009 following notices from the IWF. All of the notices were complied with within a day:

- 40 child sexual abuse content notices were issued under the Protection of Children Act 1978
- 2 criminally obscene adult content notices were issued under the Obscene Publications Act 1959 and 1964
- 0 incitement to racial hatred notices were issued under the Public Order Act 1986

73% of the 40 notices were for images of children under 11 years old being sexually abused; 44% for images depicting the rape of a child. The IWF assesses child sexual abuse images according to levels set out by the Sentencing Guidelines Council.

Figure 1: Total reports processed and proportion considered potentially criminal, by category



“Online safety is integral to our business and the team at Microsoft, including MSN.co.uk and Bing.com, strive to make the internet a safer place for all. We are extremely proud of our continued partnership with the IWF whose dedicated team tackle the most abhorrent of internet content to ensure it never reaches us. We look forward to working closely with the IWF to support their initiatives for 2010.”

Ashley Highfield, Managing Director & Vice President, Consumer & Online Microsoft UK

## THE UK SITUATION IN 2009

Our work in partnership with the internet industry and the police in the UK continues to ensure UK networks are rarely exploited by those seeking to distribute criminal content within our remit and is a real example of an enduring success.

The criminal content hosted in the UK varied from a collection of child sexual abuse images on a social networking website to non-commercial videos uploaded to a file hosting website and a commercial operation advertising child sexual abuse videos on a free hosting service.

Child sexual abuse images were hosted in the UK on 40 occasions during 2009. All of the hosting providers concerned were alerted by the IWF and the content was swiftly removed, with evidence preserved for investigation by the police.

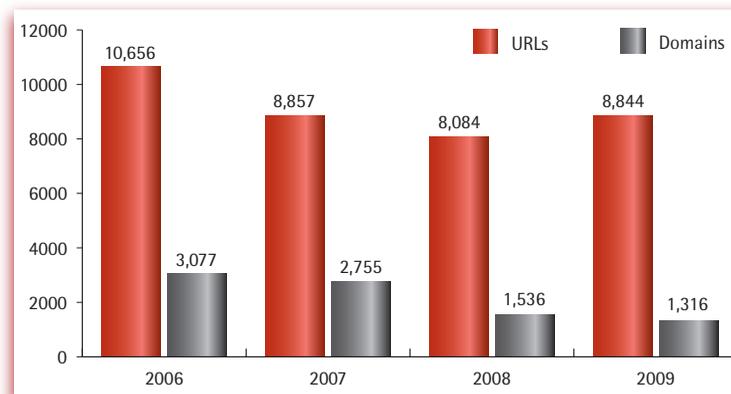
## VOLUME WORLDWIDE

During 2009, we took action to report 8,844 instances of child sexual abuse content around the world. Each of these actions regarded an individual web page or URL. The URLs were identified on 1,316 different domains. As shown in Figure 2 the number of URLs with child sexual abuse content known to us has remained fairly stable for the last three years however the overall number of domains on which this content is found has decreased by 57% since 2006 as the overall domains used for such purposes shift platforms and consolidate. This trend must be understood in the wider context of changes in the dynamic way in which such images

are distributed, that is, often randomly generated, opportunistic and hosted on legitimate web services.

Almost half the sexual abuse content URLs identified were located on 14 hosting providers with two providers each hosting 7% of the total 8,844.

Figure 2: 2006–2009  
Child sexual abuse URLs and domains, worldwide



“The IWF is an invaluable partner for the GSMA’s international Mobile Alliance against Child Sexual Abuse Content, and we have the highest regard for its expertise and professionalism. The IWF URL list is used extensively by our members in their work to create barriers to the misuse of mobile networks.”

Robert G. Conway, Chief Executive & Member of the Board, GSM Association

## LOCATION

There is general international consensus regarding the definition of child sexual abuse material and we work in partnership with INHOPE, the International Association of Internet Hotlines, and with 35 Hotlines around the world to combat the distribution of these images and videos. This means that details of child sexual abuse content hosted outside the UK can be passed immediately to the Hotline in the country whose hosting services appear to have been abused, so the website can be investigated by the relevant national authorities within their own judicial procedures. Where no authorised Hotline exists we pass details of child sexual abuse websites to the law enforcement agency in that country via our law enforcement partner agency the Child Exploitation and Online Protection (CEOP) Centre.

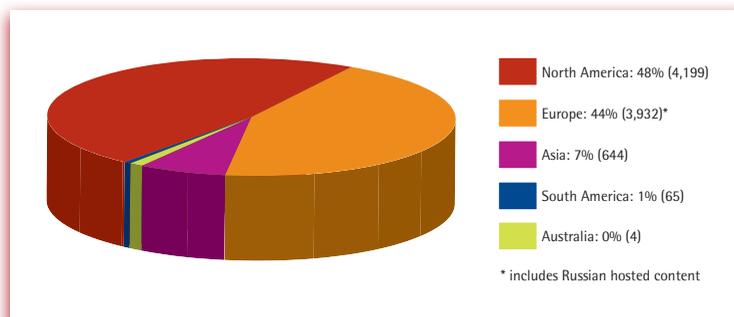
Those countries whose internet services are exploited for the distribution of child sexual abuse content are often those with advanced technological infrastructures; whose internet services are of a high standard; and who offer a range of flexible hosting services. Figure 3 portrays the distribution of child sexual abuse URLs known to the IWF during 2009 around the continents of the world.

The dynamic nature of child sexual abuse content on the internet means some websites move hosting provider and hosting country regularly to avoid detection and removal. This produces a volatile geographical representation.

## CASE STUDY: COMMERCIAL DEMAND

There remains a demand for access to child sexual abuse content via publically available commercial websites. These websites are often highly dynamic and have a persistent presence on the global internet. One such website was hosted briefly in the UK during 2009 before being removed. During the few days it was available on UK networks the website received requests from over 25,000 unique IP addresses worldwide, including requests from mobile internet accounts and gaming platforms. Appropriate action has been taken by the IWF and its partner agencies with regard to this activity.

Figure 3: Confirmed child sexual abuse reports by location (continent) of hosting provider



“AOL is proud to be a long standing member of the IWF and to have added Bebo as a new IWF member. Our close work with the IWF has enabled us to enhance our “zero tolerance on child abuse images” policy and show our ongoing commitment to protect our users from accessing illegal child abuse material and to raise awareness, enabling our users to directly report material of this nature. Our support and commitment to self-regulation initiatives such as the IWF can only act to make the internet a more positive online experience for all”.

Camille de Stempel, Director of Policy, AOL Europe

## COMMERCIALITY

The commercial nature of online child sexual abuse content is complex. For example, we increasingly see images which supply commercial websites being hosted remotely from the main site and distinct from any payment mechanism. The increasing abuse of legitimate online services such as image sharing websites and free hosting platforms by commercial distributors means that established 'brands' known to us no longer retain all aspects of the purchase process within their main website. As a result commerciality may be less explicit at various points in the online journey than before.

We are working closely with law enforcement officers to help them investigate the supply and demand for this content.

## BRANDS

It has been apparent for a number of years that certain websites operate collectively; moving together across hosting providers in different countries. Many frequently change the URLs associated with their websites as well as their image stores and online payment mechanisms. Whilst this transient and apparent chaotic activity is intended to complicate the disruption of their operations, we have tracked the 'brands' and their movements.

In analysing 2,828 commercial child sexual abuse reports we identified 461 unique brands. The ten most prolific brands alone accounted for 660 unique URLs, with the most prolific having 102 different URLs involved in the distribution of its brand of images over the year.

This sort of detailed analysis is helpful in judging the scale of the problem, that is, 38,173 total reports processed; 8,844 confirmed child sexual abuse URLs; 461 identifiable brands being run as businesses to profit from the sexual abuse of children.

## HOSTS AND HACKED WEBSITES

We often witness commercial operations using legitimate hosting providers or innocent websites which have been hacked for different parts of their 'business', for example, as image and video stores; as redirector advertising pages; and for their main website. The owner of a hacked website and the company providing the hosting services are likely to be unaware of the presence of such content. These hosting patterns are often transient and may be accompanied by a spam email campaign advertising the location of the images. Of course, innocent internet users will also receive unsolicited spam messages and this results in complaints to our Hotline.

We identified 286 instances of innocent websites being hacked to facilitate the distribution or sale of child sexual abuse images and were therefore unknowingly assisting criminal commercial operations.

## SPAM

We maintain an up-to-date spam list in the reporting section of our website to enable the public to check whether we are already aware of a particular spam email. This facility reassures the public that the appropriate action has been taken whilst minimising the duplication of our efforts. Nevertheless, during 2009, we dealt with 383 reports from the public regarding emails allegedly containing or linking to such content.



**“IWF membership gives us immediate access to valuable information that aids our worldwide efforts to curb abusive usage of domain names and protect the internet public.”**

Ram Mohan, Executive Vice President and Chief Technical Officer for Afilias

## TOP LEVEL DOMAINS

The top level domain (TLD) of a website is the end part of the domain name that follows the last full stop. For example www.iwf.org.uk uses 'uk' which is the UK country code TLD (ccTLD). Generic TLDs (gTLD) are not country-specific i.e. 'com', 'net', 'org', and 'biz'. All the gTLDs and ccTLDs which feature in Figure 4 are open to anyone to register domain names with.

Companies providing domain names may permit registration without the verification of any personal details such as name and address therefore identifying those responsible for the distribution of child sexual abuse images is much more difficult for law enforcement agencies.

We work with the UK domain name registry, Nominet, to minimise the abuse of the 'uk' domains. Afilias is also a member of the IWF and operates the 'info' gTLD and they work in partnership with us to minimise the abuse of their registration services. We also work with some of our partner Hotlines in this area and those efforts have resulted in successes in the deregistration of domains by the registrars involved.

As presented in Figure 4, over 60% of the 8,844 child sexual abuse URLs identified in 2009 are registered on two TLDs which are maintained and administered by two registries; and 80% by seven.

## SEVERITY AND AGE

As we better understand the scope and scale of the problem by quantifying information and trends we are also very mindful of the fact that behind every statistic is a child that has been sexually exploited or abused.

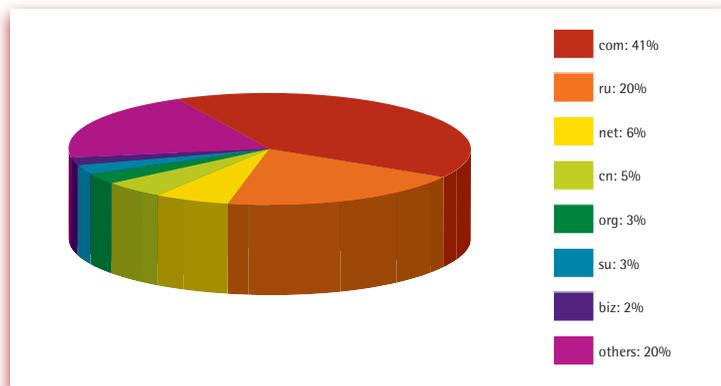
Our analysts concentrate their efforts on assessing, tracing, and sharing intelligence about images and videos depicting the real sexual abuse of real children. Any image depicting sexual activity involving a child is a criminal record of a sexual assault and the publication, distribution, downloading, or viewing of that content is an offence under UK law.

It remains the case that many of the children we see being sexually abused in images are young and are being subjected to severe levels of abuse.

72% of the child victims appear to be between the ages of 0 and 10; 23% six years old or under; and 3% two years or under.

44% of images depict the rape or torture of the child.

Figure 4: The top level domains most often used for distribution of child sexual abuse content in 2009



“Nominet is committed to making the internet a safe place for all users and we work with many key organisations to further this goal. We therefore strongly support the great work of the IWF. The IWF provides a model of good practice which we hope can be adopted by registries and registrars in other parts of the world.”

Lesley Cowley, Chief Executive, Nominet

## FREE HOSTING

Our analysts have seen a trend in the abuse of free hosting services for the distribution of both commercial and non-commercial child sexual abuse content.

Free hosting services allow users to create their own websites and host them without charge; to share photos and videos with online communities; to upload and store large volumes of visual media; or to post images to interactive spaces such as blogs, forums, message boards, and profiles; as well as a range of other online tools.

As some mainstream free hosting providers limit the amount of content which can be uploaded, there has been a significant growth

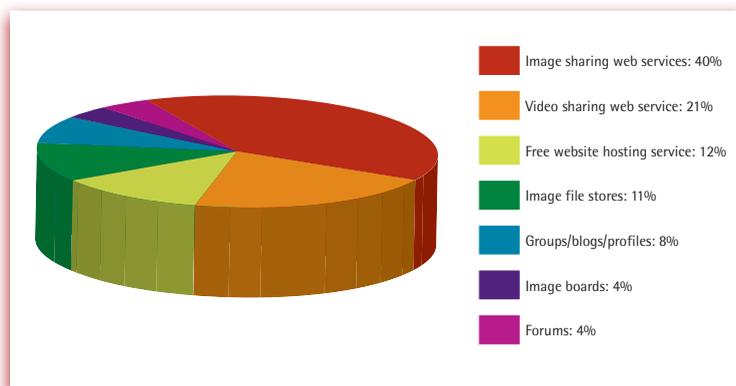
in free hosting services which are solely dedicated to image and video hosting and storage. Such companies provide a legitimate service to many internet users and are easy to use; often requiring little in the way of verifiable personal details or identification procedures. Images hosted or stored in these areas are used to supply known commercial child sexual abuse websites as well as for storage and sharing amongst online communities with a particular interest in such content. In order to share and sell this content those responsible will often promote the exact URL link to their images to their 'community' on bulletin boards or in discussions forums.

We carried out a detailed analysis of 300 websites most used for storing or distributing child sexual abuse images. 154 of these (51%) offered free website hosting or free image sharing services which were used for criminal purposes.

This sample analysis indicates that over half of the child sexual abuse content we identify is found on a range of legitimate free hosting services. Our sample also reveals the types of such services used for both commercial and non-commercial content: see Figure 5.

These online services can be vulnerable to exploitation for the storing, sharing, and sale of child sexual abuse images and videos on the internet and we work closely with our member companies who offer such services to help prevent the abuse of their networks and to support their development of new technologies in this area that are more hostile to such abuse.

Figure 5: Most abused free hosting services during 2009 for child sexual abuse images



“MySpace is delighted to partner with the IWF. The collaborative approach to online safety that the IWF has continuously demonstrated embodies the ethos of the organisation. Its work is an exemplary model of building safety into the social networking environment, as demonstrated by the growing and continued support of Government, Law Enforcement, voluntary organisations, and industry.”

Hemanshu Nigam, Chief Security Officer, MySpace and News Corporation

### INTERNATIONAL PARTNERSHIP

Our partnership with INHOPE Hotlines around the world is crucial in terms of information sharing and the ability to take swift action to combat child sexual abuse content. Every image or video we trace to a country outside the UK is immediately passed on for investigation by the relevant authorities in the hosting country.

For example, we received a report from our Hotline partner in Canada, Cybertip.ca, about a one minute long video file depicting the sexual exploitation of a boy which they believed to be hosted in the UK. We confirmed the location of the video to be hosted in the UK at the time of assessment: a free hosting portal offering image, video, and audio sharing.

Within an hour of the report being processed, we had liaised with CEOP and the free hosting provider, the content had been removed and preserved as evidence for investigation, and cybertip.ca were advised that action had been taken to disable public access to the video.

### INTERNATIONAL REMOVAL

We have operated a successful national 'notice and takedown' scheme to remove child sexual abuse content on UK networks since 1996 and have, for many years, advocated the benefits of such arrangements around the world. However, we still have concerns about the length of time some websites distributing images of children being sexually abused remain available around the world so we have been considering ways in which to speed up the removal of these images outside the UK, in collaboration with our international partners. We are very pleased to have been granted funding by the Nominet Trust to develop this work.

We look forward to adopting a more direct approach towards the international removal at source of potentially criminal child sexual abuse content by fostering relationships with internet service providers and hosting providers outside the UK so that, in partnership with their relevant national authorities, we can alert them to the abuse of their own networks for the distribution of child sexual abuse images as quickly as possible.

### LAW ENFORCEMENT

New partnerships between the IWF and police continue apace whilst we strengthen existing law enforcement relations. Our Hotline team meet on a regular basis with their police colleagues to share expertise and intelligence as well as for the reciprocal provision of specialist training and to consider opportunities for investigation.

We supported police investigations with a total of 11 evidential statements in 2009. We provided specific intelligence to the police for investigation on 80 occasions and continue to refer a growing number of images and videos to CEOP when we establish the existence of specific detail from which their experts may be able to identify victims in the UK or abroad. We have liaised directly with 43 different police forces and national UK police agencies during the year in order to support potential or current investigations. In one noteworthy case which culminated in December 2009 a UK man was jailed for two years for distributing indecent images of children. A statement and intelligence from the IWF supported this investigation and helped lead to a successful prosecution.

As the majority of the content we deal with has no explicit UK link and is hosted overseas, we have strong intelligence sharing arrangements with Hotlines and police forces around the world. During the year we have assisted with ongoing investigations in many countries including the US, Egypt, and France.

2009 has seen the IWF join the European Financial Coalition (EFC) Law Enforcement Working Group. The EFC is a CEOP led, Europe-wide, multi-agency approach to the investigation and disruption of commercial websites selling child sexual abuse content and the criminals behind these networks. The working group consists of law enforcement representatives from amongst 27 EU member states alongside the IWF and we are committed to the provision of intelligence and analysis to facilitate the investigative activity of our EFC colleagues.

“The IWF is a testament to the power of partnership-working, making it by far the most successful organisation of its kind in Europe. Yahoo! is very proud to support the IWF as part of its collaborative efforts with industry peers, child safety groups and law enforcement to protect children online.”

Rich Riley, Senior Vice President, Yahoo! Europe

## CHALLENGES

### NATIONAL CHALLENGES

To establish and support a Hotline which specialises in combating online child sexual abuse content using tactics which include:

- Operating a national 'notice and takedown' system to swiftly remove child sexual abuse content at source
- Operating a free and anonymous reporting mechanism for the public to report their exposure to potentially criminal child sexual abuse content
- Working in partnership with the national internet industry and with the support of government and law enforcement
- Working with national domain name registries and registrars to remove domain names persistently distributing child sexual abuse images
- Participating in international partnerships to share data, intelligence, and tactics in order to combat the cross-border nature of these crimes

### GLOBAL CHALLENGES

- To support and inform the establishment of a global law enforcement body to work with international Hotlines and the internet industry which is solely dedicated to investigating child sexual abuse websites
- To support the development of international 'notice and takedown' systems to better enable the swift removal of criminal content at source
- To establish a universal procedure for swiftly deregistering domain names dedicated to selling child sexual abuse images
- The promotion of end-user filtering software to provide a safer internet
- To consider network level URL-specific blocking to prevent accidental access to child sexual abuse content whilst processes to remove it are in progress
- To support the harmonisation of national legislation to include serious penalties for the online distribution, downloading, and possession of child sexual abuse images
- To inform international debate and policymaking on how to prevent the abuse of new technologies for the sexual exploitation of children and to support initiatives designed to combat this abuse



# IWF MEMBER SUBSCRIPTION LEVELS

£20,000 +



£5,000 +



“IWF’s unique model of self-regulation meets the demands placed upon it by evolving technology, industry growth, and public scrutiny. As the new Chair of Funding Council I look forward to continuing to work with IWF and its members to ensure our online space remains hostile to criminal content and industry’s response to the abuse of our networks for the distribution of such content remains robust, responsive and united.”

Andrew Cormack, Chair of IWF Funding Council and Chief Regulatory Advisor, JANET(UK)

£500 +

NON-MEMBER LICENSEES



“T-Mobile has been a committed member of the IWF for over 5 years. We are strongly supportive of its effective self-regulatory model which is widely considered as a role model for other countries in Europe and has resulted in the IWF's excellent record of combating online child abuse content in the UK. We look forward to continuing to support the IWF in its role in providing a safe online environment.”

Richard Moat, Managing Director, T-Mobile UK

## IWF WORKING IN PARTNERSHIP

### INDUSTRY MEMBERSHIP AND SELF-REGULATION

During 2009 we were delighted to welcome 18 companies into IWF membership.

Self-regulation is the principle on which our operations and structures are founded; it is also the preferred method of regulating internet content amongst the government and internet industry in the UK. Self-regulation and multi-stakeholder partnership is at the core of the IWF's model, operations and success.

Our industry members are diverse and join the IWF for many reasons. Our full members, those with the ability to take down content, include internet service providers (ISPs), content service providers, mobile operators and search providers. Our associate members include software and filtering providers, financial institutions, trade bodies and others who fund us for corporate social responsibility reasons.

Each member nominates a representative to participate in IWF Funding Council affairs in order to contribute to our policy development and strategic future. With over 100 members, we have a significant level of industry backing.

This model of self-regulation strives to meet the demands placed upon it by evolving technology, industry growth and media, public and government scrutiny. The establishment of the IWF pre-empted the introduction of formal regulatory action and legislation of the internet industry in the 1990s and has since worked to ensure the right balances are drawn between freedom of expression and protection from criminal content.

Our model has been recognised publicly; by the government's Better Regulation Executive in the National Business awards Better Regulation category and for raising industry standards in Nominet's Best Practice Challenge. It is also referenced as a good practice model for self-regulatory bodies by Ofcom.

### INHOPE AND INTERNATIONAL HOTLINES

The IWF is a founding member of INHOPE, the International Association of Internet Hotlines and adheres to its Code of Practice.

INHOPE was founded in 1999 under the EC Safer Internet plus Programme. It represents internet Hotlines around the world, supporting them in their aim to respond to reports of criminal content to make the internet safer. It also provides a forum through which internet Hotlines are able to exchange information and experience on matters such as complaint investigation processes, occupational health and safety for Hotline staff, and standardised reporting of statistics.

The mission of the INHOPE Association is to support and enhance the performance of internet Hotlines around the world; ensuring swift action is taken in responding to reports of criminal content to make the internet a safer place.

### EUROPEAN UNION AND UK SAFER INTERNET PROGRAMME

We are co-funded by the European Union through the Safer Internet Programme. The current programme runs from 2009 to 2013 to co-fund projects which:

- ensure awareness of children, parents and teachers on how to stay safe online
- provide citizens with national contact points to report illegal and harmful content and conduct, especially on child sexual abuse material and grooming
- foster self-regulatory initiatives in the field
- stimulate children to become involved in creating a safer online environment
- establish a knowledge base on the use of new technologies and related risks by bringing together researchers engaged in online child safety at European level

In the UK we receive this funding as part of a consortium with the Child Exploitation and Online Protection (CEOP) Centre and Childline.

This partnership approach at the European level helps to make sure all the INHOPE countries work effectively with their national partners, maximising the services they offer to the public and provide a holistic and interactive response to the serious issue of the sexual exploitation of children via technology.

**“The IWF continue to be close partners of the Child Exploitation and Online Protection Centre offering as they do expertise in a specific, specialist role that benefits not only our work but that of the wider policing family.”**

Jim Gamble QPM, Chief Executive, Child Exploitation and Online Protection Centre

## CEOP AND LAW ENFORCEMENT AGENCIES

Our partnership with police and industry has proved extremely successful in facilitating the swift and comprehensive removal of content within our remit from UK servers. These procedures rely on effective relations with national, regional, and local policing agencies, particularly the Child Exploitation and Online Protection (CEOP) Centre and the Metropolitan Police Service, including the Clubs and Vice Obscene Publications Unit, with whom we liaise regarding obscene adult content.

We provide intelligence to a range of police partners, particularly CEOP which acts to disseminate information regarding non-UK sites to the law enforcement agency in the hosting country, and takes action regarding any UK component of the websites we deal with.

We engage in reciprocal training with a number of police units, for example regarding image assessment, website tracking, and international tracing techniques. This ensures our procedures and judgements are up-to-date, informed by the most recent case law, and reflect decisions being made by our law enforcement partners. It also means we can share our specific skills with police officers increasingly operating in the criminal online environment.

CEOP works across the UK and maximises international links to deliver a holistic approach that combines police powers with the dedicated expertise of business sectors, government, specialist charities and other interested organisations all focused on tackling child sex abuse.

## UK GOVERNMENT AND UKCCIS

We operate independently of Government, but are closely supported by the Home Office, the Department for Business, Innovation and Skills and the Ministry of Justice as well as working with the Department for Children, Schools and Families and the Department for Culture, Media and Sport and a number of Parliamentarians, Peers and MEPs who take an interest in our work.

IWF is a member of the UK Council for Child Internet Safety (UKCCIS) and has a seat on the Council's Executive Board as well as representation on its working groups. Uniting over 100 organisations from the private and public sectors, UKCCIS works with the Government to deliver the recommendations from Dr Tanya Byron's report, Safer Children in a Digital World.

Cross-parliamentary committees with relevance to IWF include the All Party Parliamentary Communications Group; the Parliamentary Information Technology Committee; and the Information Society Alliance (EURIM).

Wherever relevant we contribute to Government initiatives and public consultations. During 2009 we responded to the apComms Inquiry on Internet Traffic. Reflecting our area of knowledge and involvement, we responded to the question: “Is the current global approach to dealing with child sexual abuse images working effectively? If not, then how should it be improved?”

The IWF, or the field we work in, was also referenced in around 20 parliamentary debates and questions.

**“There has been extensive, successful and hugely important work in the area of illegal online content by the Internet Watch Foundation.” Byron Review Report**



“As members of the EFC, IWF have provided considerable support, valuable information, and expert analysis that allow the Coalition to make informed decisions and take appropriate action against child sexual abuse websites. With this close partnership, we will be able to focus our efforts to locate centres of production of child sexual abuse images, identify children at risk, target the profits, and disrupt the organisers.”

Giuseppe Giliberti (Italian Postal Police) and Martin Joss (CEOP), Co-chairs of the EFC Law Enforcement Cooperation Working group

## INTERNATIONAL COLLABORATION

Launched in 2005 the Virtual Global Taskforce (VGT) is made up of law enforcement agencies from around the world working together to fight child sexual abuse online.

The objectives of the VGT are:

- to make the internet a safer place
- to identify, locate and help children at risk
- to hold perpetrators appropriately to account

Through CEOP, the IWF supplies intelligence regarding child sexual abuse websites to support and inform the processes which we hope will bring offenders to justice and rescue children around the world from suffering.

CEOP is also our intelligence channel to Interpol and Europol, both crucial in the sharing of data across borders in order to combat this global crime.

We are represented on the European Financial Coalition (EFC) alongside financial, internet, and technology corporations, international policing agencies, the European Commission, and specialist child protection organisations to bring a halt to the activities of those who seek to make money from the distribution of child sexual abuse images. The objective of the EFC is to facilitate and support pan-European police operations which target the payment mechanisms and wider financial systems that facilitate the trade in child sexual abuse images.

To inform this work, we provide detailed information and supporting evidence regarding the histories, technologies, tactics, location, and business models of the most prolific commercial websites.

Plus, wherever possible we share our expertise, tactics, and self-regulatory partnership approach with organisations, companies, governments and others around the world. During the year, we have met on more than 40 occasions with key individuals including UK and overseas parliamentarians and academics, a number of government departments, international agencies, and NGOs, as well as attending good practice sharing events in our sector.

We hosted visits including from the National Police Agency of Japan, Swedish Police, from the Taiwanese Hotline, Save the Children Denmark, the Slovak Republic Hotline, eSlovensko, the Australian Hotline, ECPAT, and representatives from South Korea's Culture, Media and Telecommunication Team at the National Assembly Research Service and the INHOPE president, Ruben Rodriguez. All our visitors are keen to learn more about the UK's self-regulatory approach to tackling child sexual abuse images online.

We presented to a delegation from the Chinese government, at the European Economic and Social Committee's conference on 'Protecting children using the internet', an international conference on 'Effective strategies for the prevention of online child sexual abuse, trafficking and abuse' in Bahrain, safer internet conferences in Prague and Moscow as well as participating in an ISPAC international conference in Courmayeur on combating child sexual abuse images and the Internet Governance Forum in Sharm El Sheikh.

We believe that little can be achieved in isolation and any national approach is inherently limited unless it transcends borders. By sharing intelligence and tactics internationally, we hope to be able to contribute to global solutions to the problem of the online distribution of child sexual abuse images. During 2009, we participated in a number of international conferences dedicated to combating online criminality and the distribution of child sexual abuse content in order to share experience and expertise with associates around the world and to promote effective partnerships and collaborative working.

“The Internet Watch Foundation and the ‘notice and takedown’ system on internet sites is widely regarded internationally as a model.” Digital Britain Report

“The UK Cards Association is proud to be an Associate Member of the Internet Watch Foundation; the card payments industry has been a sponsor since 2004, and fully supports the vision to combat child sexual abuse images online.”

Melanie Johnson, Chair of The UK Cards Association

## INTERNET WATCH FOUNDATION

CHARITY REPORT AND ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2009  
COMPANY REGISTRATION NUMBER 3426366

### GENERAL INFORMATION

In planning and carrying out the Internet Watch Foundation's activities for the year, the Trustees have considered the Charity Commission's guidance on public benefit. We have promoted the care and protection of the health and welfare of the public, and in particular children and young people, by working to minimise the availability of potentially criminal content on the internet. This content includes indecent images of children, criminally obscene adult content, and incitement to racial hatred material. Our contribution to the prevention of crimes relating to offences associated with our remit involves reducing the availability of criminal material that the public may inadvertently see whilst using the internet.

We processed over 30,000 reports through our Hotline which enables the public to report internet content to us for assessment and action. Through our efforts and those of our partners we have together succeeded in reducing the availability of child sexual abuse content, apparently hosted in the UK to less than 1% of the reports made to us. Through our 'notice and takedown' service we have expedited the removal of potentially criminal content within our remit hosted in the UK. In addition we held a successful national

Awareness Day on 24 October 2008 culminating in our website receiving 9,376 visitors on that day alone and, further to the day, 37% of survey respondents indicated they had heard of the Internet Watch Foundation.

The summarised financial statements (overleaf) are taken from the audited financial statements of Internet Watch Foundation for the year ended 31 March 2009. 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 30 June 2009 and were submitted to the Registrar of Companies on 7 October 2009. The financial statements were submitted to the Charity Commission for England and Wales on 8 October 2009.

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, East View, 5 Coles Lane, Oakington, Cambridge, CB24 3BA. Internet Watch Foundation was

incorporated as a company limited by guarantee on 29 August 1997 and the Trustee leadership of IWF 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 and is wholly owned by it. Profits from the trading company are gift-aided to the charity by way of a charitable donation. For the year ended 31 March 2009, £46,657 was gift-aided to the Internet Watch Foundation in this way.

During 2008/09 total expenditure on charitable objects was £938,009 (2007/08: £896,408).

On behalf of the Board



Mr P E Robbins  
Secretary

Date: 20 January 2010



“We recognise the IWF’s leading role in the protection of the public through the reduction of internet child abuse sites and we are very pleased to support them. The IWF filter forms an integral part of the Vodafone network and helps us protect vulnerable young people and all our customers.”

Jim Sanders, Head of Content Standards, Vodafone UK

### Internet Watch Foundation independent auditors’ statement to the Trustees

We have examined the summarised financial statements for the year ended 31 March 2009.

### Respective responsibilities of Trustees and Auditors

The Trustees are responsible for preparing the summarised financial statements in accordance with applicable law.

Our responsibility is to report to you our opinion on the consistency of the summarised financial statements with the full financial statements and Trustees’ annual report. We also read the other information contained in the summarised annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summary financial statements.

### Basis of audit opinion

We conducted our work in accordance with Bulletin 1999/6 ‘The auditors’ statement on the summary financial statement’ issued by the Auditing Practices Board for use in the United Kingdom.

### Opinion

In our opinion the summarised financial statements are consistent with the full financial statements and Trustees’ annual report for the year ended 31 March 2009 and comply with the applicable requirements of section 251 of the Companies Act 1985 and the regulations made thereunder and with the applicable requirements of the Statement of Recommended Practice ‘Accounting and Reporting by Charities’ (revised 2005).

Peters Elworthy & Moore

Chartered Accountants and  
Registered Auditor

Cambridge

20 January 2010

“Detica StreamShield shares the IWF vision to prevent internet exploitation for the distribution of child sexual abuse images. The IWF provides a world leading database used by StreamShield to enable ISPs globally to effectively tackle this nefarious activity whilst maintaining a good user internet experience.”

Mark Dampster, Sales Director, Detica StreamShield

#### Summary Consolidated Statement of Financial Activities for the year ended 31 March 2009

	Restricted	Unrestricted	Total 2009	Total 2008
	£	£	£	£
<b>Incoming resources</b>				
Incoming resources from generated funds				
Voluntary income		20,366	20,366	6,811
Investment income and interest		30,817	30,817	39,224
Incoming resources from charitable activities	228,452	798,181	1,026,633	945,772
Total incoming resources	228,452	849,364	1,077,816	991,807
<b>Resources expended</b>				
Cost of charitable activities	228,452	709,557	938,009	896,408
Governance costs		91,965	91,965	78,204
Total resources expended	228,452	801,522	1,029,974	974,612
Net incoming resources for the year		47,842	47,842	17,195
Fund balances brought forward at 1 April 2008		630,206	630,206	613,011
Fund balances carried forward at 31 March 2009		678,048	678,048	630,206

#### Summary Consolidated Balance Sheet as at 31 March 2009

	2009	2008
	£	£
<b>Fixed Assets</b>		
Tangible fixed assets	24,459	46,414
	24,459	46,414
<b>Current Assets</b>		
Debtors	89,733	163,123
Short term investment	808,303	636,650
Cash at bank and in hand	84,535	71,261
	982,571	871,034
Creditors: amounts due within one year	(328,982)	(287,242)
Net current assets	653,589	583,792
Total Assets Less Current Liabilities	678,048	630,206
<b>Funds</b>		
Unrestricted Funds	678,048	630,206
Total Charity Funds	678,048	630,206





**INTERNET WATCH FOUNDATION**  
5 COLES LANE  
OAKINGTON  
CAMBRIDGE  
CB24 3BA

**TELEPHONE:** +44 (0) 1223 237700  
**FACSIMILE:** +44 (0) 1223 235921  
**EMAIL:** ADMIN@IWF.ORG.UK

**INTERNET WATCH FOUNDATION**  
**CHARITY NUMBER:** 1112 398  
**COMPANY NUMBER:** 3426 366

**INTERNET WATCH LIMITED**  
**COMPANY NUMBER:** 3257 438

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

