

Internet Watch Foundation

BOARD MEETING

10.00am - Tuesday 25 November 2014
Internet Watch Foundation,
Discovery House, Chivers Way, Vision Park,
Histon, CB24 9ZR

MINUTES

- Apologies:** Catherine Crawford (CC)
Philip Geering (PG)
Sue Pillar (SP)
Uta Kohl (UTA)
- Present:** Sir Richard Tilt (RT) (Chair)
Mary MacLeod (MM) (Independent Vice-Chair)
Jonathan Drori (JD)
Peter Neyroud (PN)
Jonny Shipp (JS) (Industry Vice-Chair)
Brian Webb (BW)
Andrew Yoward (AY)
- IWF Staff:** Susie Hargreaves (SH) (CEO)
Emma Hardy (EH) (Director of External Relations)
Fred Langford (FL) (Director of Global Operations - DGO)
Heidi Kempster (HK) (Director of Business Affairs - DBA)
Sandrine Harvey (SJH) (Minutes)

IWF Board Closed session

There was a closed session of the IWF Board from 10.00am to 10.20am.

1. a) Welcome and Apologies

The meeting began at 10.20am.

There were apologies from Catherine Crawford, Philip Geering, Sue Pillar and Uta Kohl.

b) Declarations of Interest

There were no declarations of interest.

2. Re-elections of the Chair and Trustees

The Chair, Sir Richard Tilt and the following Board Members have been re-elected for a further term of three years until 31 December 2017:

- Peter Neyroud;
- Philip Geering.

3. Draft minutes – 09 September 2014

The minutes of the meeting held on 09 September 2014 were approved by the Board.

The Chair asked for an update about the splash pages. Further to a few amendments to be made on the wording, the FC agreed that the splash pages are to be accepted as IWF policy with agreed exceptions.

The Chair asked for an update on the relationship with the Office of the Children's Commissioner. The Asst. Children's Commissioner, Sue Berelowitz, had declined the offer to join the hotline audit team citing a conflict of interest as the reason. SH had added her to the invitation list for future events.

MM mentioned that there is a new Children's Commissioner, Anne Longfield. MM will provide an introduction with a view to setting up a meeting for the Chair and CEO.

Action: MM to send an introductory email to Anne Longfield.

Action: SH/RT to meet with the new Children's Commissioner.

4. Actions arising

Action 10.4 - 26.11.13: The DER was considering publishing the history of the IWF for the 20th anniversary. As Board were aware, John Carr and Alistair Gillespie were commissioned to write a history. They had submitted two distinct perspectives which could form chapters of a larger work which would require an editor. There is also the need to make a number of factual and accuracy changes. MM suggested that they might be posted onto the website as 'stand alone' perspectives/research which the DER will consider. EH will consider next steps and report back.

Action: EH will consider next steps and report back

Action 7.2.4 – 25.02.14: There is no evidence which the DGO is able to bring to the board to inform them of any prosecutions of under 18s who have been exposed to adult content. The action is now complete.

5. FC Communique

5.5 EU Tender

The Funding Council (FC) had discussed the EU bid at the meeting on 11 November 2014 and asked for the following statement to be read out at the meeting:

Members have identified issues which will require consideration by the Board before the contract is agreed:

- What are the strategic implications of winning – how will it alter political relationships?
- What is the engagement strategy for demonstrating the value added during the operation of the contract?
- What are the plans for the end of the contract in 18 months? Will the IWF be pressured into funding an ongoing service? FL confirmed that there would need to be funding for a licence for the technology provider which would be around £40k. As this is a service level agreement there is an exit strategy in place but it was agreed that there should be a review after 6 months to assess the issues around the end of the contract.

Formal FC position on this proposal to be delivered by the Industry Board Representatives:

“Funding Council is supportive of the IWF in its efforts to tackle online child sexual abuse imagery in all its forms and locations. To this end the FC supports the IWF’s ambition to improve the operation of the database. However, the FC would like to be assured that the full impact of this new endeavour has been assessed and, if necessary, mitigations have been put in place to offset the removal of future funding and plans have been made to address any political ramifications.”

The Board accepted all points and instructed the Executive to present a paper responding to this points at the next FC.

The Board asked about the status of the application and long term implications of the IWF’s relationship with INHOPE. FL responded that we had not had any feedback. If IWF’s bid is unsuccessful, it is our intention to re-engage with the Board of INHOPE and FL will stand for election.

HK was asked to clarify that any risks associated with the bid and outcome were included in the risk register.

Action: SH/FL to write a paper for the next FC meeting responding to the questions raised.

Budget and Membership Review

The Membership Review recommendations were accepted unanimously

The 2014/2015 budget was accepted unanimously.

5.6 AOB

There was a discussion at FC about the use and deployment of the IWF URL list, particularly in relation to the licence agreement and ability of third parties to deploy the list for commercial advantage. A working group has been established to consider this and the other concerns that IWF has about the licence prior to discussion with Eversheds about possible changes.

6. Audit report

It has been **agreed** that the contract for the auditors will be re-tendered within the next 12 months. The Chair of the committee will also write a letter expressing his dissatisfaction at how the corporation tax issue was handled.

Action: HK to re-tender the audit contract within the next 12 months.

Action: PN to write to the auditors – HK to draft

7. Chair’s report

The Chair reported that the CEO, the Press and Public Affairs Manager and he had meetings with the new Policing & Crime Minister, Mike Penning MP and Sajid Javid, Secretary of State for Culture, Media and Sport

He also congratulated the DER and her team for the successful office opening. The video from Minister Ed Vaizey MP was highly appreciated.

8. CEO report

The CEO updated the Board on the two main projects in her report: the PM Summit and CAID project.

2.3.1 Online Child Sexual Exploitation Summit on 10/11 December 2014 at Lancaster House, London

The CEO informed the Board that the DGO and she will make a joint presentation at the Summit. In addition the DER and Press and Policy Manager would run an IWF exhibition stand. The Chair will attend a Reception prior to the event.

The DER updated the Board on IWF's media messages for the Summit. We have provided data on the proactive programme which we understand will be included in the PM speech on Day 1. We have also been asked to provide some media messages on the Torrent Pilot Project and these have been agreed with Bing and Google. We anticipate that there will be some media interest in the IWF to coincide with the Summit.

2.3.2 Child Abuse Image Database (CAID)

The intention is that the IWF will have access to the database from which to generate its own hash data set. This will be used primarily by IWF to scan the internet as part of the proactive programme. A secondary use will be for the IWF to share the hash set with industry under a strict licence agreement. This is being discussed with five agreed companies – Facebook, Google, Microsoft, Twitter, Yahoo. FL and Stephanie Ayres hosted a call with these companies. At their request, this was a closed call, although FL requested it be shared with all of FC.

FL confirmed that there was no suggestion that companies other than the five, plus Apple, would take part in the project and take the hash set.

BW asked that FL/Stephanie contact all FC to share discussions so far and request their views.

4. International report

4.2 OCSARP

The Chair queried the slow progress in the take up of OCSARP. The DGO and CEO explained it took time because of the lack of money to promote the service, so we were dependent on partners, human resources (people) and various intermediaries in the process. He also asked if it was possible to identify one or two places to focus on.

SH/FL acknowledge that the process of building relationships between countries is lengthy and frustrating. They were hoping that things would move forward with the creation of the new position of Technical Projects Officer but unfortunately due to the poor level of applications we had been unable to appoint so we are reviewing the job description.

On a positive note, in December, KC will go to Uganda to start the implementation of OCSARP. He will attend and speak at an Africa conference organised by ITU COP. As there will be many African countries represented, it will be a good place to make contact with them and promote OCSARP.

In addition, the IWF stand at the PM Global Summit will promote OCSARP.

A Board member queried the effectiveness of the name OCSARP. The Executive agreed to revisit this and report back.

Action: EH to revisit the OCSARP name and marketing materials.

4.8 IGF

The CEO mentioned that she had been nominated by DCMS and Nominet to join the IGF Multi-stakeholders Advisory Group (MAG) but had not been successful. She was concerned that there was no one on the MAG with experience of Child Online Protection.

9. Communications report

3. Public Affairs Update

3.1 Net Neutrality

The Chair highlighted the positive progress in the Net Neutrality issue.

4. Website

4.1 The DER informed the Board that the new website has been deferred until the next financial year (April 2015) due to prioritising other projects.

4.2 Harm Reduction Campaign

The DER explained the purpose of the campaign, its outcomes to the targeted audience, and the choice of the appointed agency (Unity). Following this, the Board debated the pros and cons of the campaign. A Board member had raised significant concerns about the campaign and potential risks. In particular she had concerns that the campaign might affect younger people than the target audience of young men 18-24, and might also create some damage to the IWF's reputation. In particular she was concerned that a campaign addressing young men's pornography consumption was high risk as exposure to porn is a highly topical political issue. The DER made it clear that the campaign is aiming at the 18-24 and that there was a risk, but, in her view, that to reach them we needed to be realistic. The IWF is not endorsing porn, it is using comedy to refer to it as part of the journey to stumble across CSAM.

The Board agreed that one way to mitigate the risk of damaging the organisation's reputation is to have the support of big organisations such as NSPCC, the industry Members and Political Champions. Some Board members raised the issue that some existing Members might not feel comfortable to be associated with the campaign. The DER assured the Board that all Members and stakeholders will be made aware of campaign.

The majority of the Board members were in favour of the campaign going ahead with the following caveats:

Unity would be instructed to progress and the Chair was authorised to sign the contract for £75k.

Unity would ensure that the campaign was tested with focus groups and target audience throughout the campaign development

Unity and the DER would obtain the public support of

- (i) A major NGO, e.g. NSPCC;
- (ii) A large IWF industry member; and
- (iii) A senior politician.

The Board will be shown the final campaign prior to 'going live' and reserve the right to withdraw the campaign after assessing the risk/implications.

Action: mentioned above.

10. Technical report

The Board noted the report.

The DGO mentioned to the Board that fewer actioned UK reports were made during 2014 than 2013, which means that the UK is becoming more hostile for hosting content. He also indicated that next year, the results of the proactive work might be even more impressive as the analysts will not work in parallel on the CAID project.

A Board member noticed that the organisation received more accurate reports when a big story about CSA came up than otherwise. The Chair asked that the number of complaints over blocking are received is included in the report.

Action: FL to include the number of complaints over blocking to be included in the report.

11. DBA report

2. Strategic developments

The EU audit had gone very well. The DBA explained that a small percentage (about 1%) of the EU grant might have to be repaid, and that the EU commission had provided a wrong link for the exchange rate for the first part of the grant. The Board noted the report.

3.5 Finance update

The DBA presented the draft budget as requested by the Audit committee by applying inflation, and adding a projection for 2017/18.

The Board **approved** the draft budget.

12. Strategy report

A Board member mentioned that item 6 "*Enlisting our Members in tackling online CSA*" should articulate more in depth how we implement what we do and item 7. "Delivering an effective and sustainable business model", point "Ensuring membership fees provide sufficient funds for delivery of activities" should be more customer-focussed and demonstrate value for money.

It was mentioned that the strategy report was a very good aide-memoire.

Subject to the above-mentioned amendments, the strategy was **approved** and will be presented to the FC.

Action: SH to make the mentioned changes and present at the next FC council.

13. Appeal process review

The Board **agreed** with the amendments made to the appeal process as recommended by Mark Hedley.

Action: The Hotline to implement the new process.

14. IWF and OCSARP trademark

The Board discussed the pros and cons of the trademark, and **agreed** that the CEO should proceed gradually with the registration as the organisation has a higher profile and is more visible to the public. This might also strengthen the brand, and competitors might take note of the trademark. It has also been **agreed** that this be included in the budget in future years

A Board member mentioned that OCSARP was an unusual name and could be difficult to pronounce/write.

Action: HK to add as part of the budget.

Action: SH to proceed with the trademark programme

15. AOB

There was no other business.

Dates for the next meetings:

- Tuesday 17 March 2015;
- Tuesday 16 June 2015 (there will be no accounts available for this meeting due to the year-end);
- Monday 13 July 2015 – Tuesday 14 July 2015 (Board away day – start Monday evening with a dinner, stay overnight and finish the next day Tuesday around 3.00pm);
- Tuesday 29 September 2015;
- Tuesday 10 November AGM followed by lunch;
- Tuesday 24 November 2015 Board meeting.

The meeting ended at 12.20pm.