All children deserve to be protected from sexual exploitation

About IWF

We work globally to make the internet safer.

We help victims of child sexual abuse worldwide by identifying and removing online images and videos of their abuse. We search for child sexual abuse images and videos and offer a place for the public to report them anonymously. We then have them removed.

We’re a non-profit organisation working with the internet industry by providing them with unique services to help our Members make the internet safer for their users wherever they are in the world.

Changing the world for the better

We want to give people around the world a way to report online child sexual abuse imagery. To do this, we’re providing countries with a local, customised IWF Portal. This provides a safe and anonymous way to send reports directly to our analysts in the UK. We can then assess the reports and take action to have the content removed.

We’ve set up portals in 16 countries including India, Uganda, Bermuda and the British Virgin Islands. Through the portals we also bring together police, governments, child protection organisations and other key people in these countries to raise awareness of the importance of reporting child sexual abuse images.

Find out more: iwf.org.uk/portals

Award-winning service

The IWF Image Hash List won the Innovation of the Year 2016 award. It’s the most up-to-date and efficient way of removing and preventing online child sexual abuse images from appearing on the internet. And it’s the best way to protect internet users from stumbling across this type of content.

At IWF, we manually assess hundreds of child sexual abuse images daily. We turn these images into unique codes (‘hashes’). We do this using Microsoft PhotoDNA.

Through our cloud solution, companies are then able to automatically scan images before they are uploaded or shared to their services.

Find out more: iwf.org.uk/hashlist

Is your company doing what they can?

We provide a unique range of world-leading services to help the internet industry make the internet safer for their customers worldwide by disrupting access to child sexual abuse images. These include:

- Image Hash List (global)
- Takedown Notices (UK only)
- Simultaneous Alerts (US only)
- URL List (global)
- Keywords List (global)
- Domain Alerts (global)
- Payment Brand Alerts (global)
- Virtual Currency Alerts (global)
- Newsgroup alerts (global)

For details visit: iwf.org.uk/services
Real images, real children
Behind each image is a real child victim. We know that every single time an image or video of a victim is viewed, this child suffers victimisation. We’re here to stop that. For good.
We offer a safe and secure place for the public to report suspected child sexual abuse material.
Our team of expert analysts assess every single report made to our Hotline. We take our job seriously, and we’re good at our job. Our assessments are accurate and trusted by the police and the internet industry around the globe.
Each week, we manually assess more than 1,000 webpages. Each webpage may contain one or thousands of images of child sexual abuse.

Victim’s story
IWF met a victim that was repeatedly abused over a number of years. US Law Enforcement confirmed that her images had been shared more than 70,000 times.
Here’s what she says:
“Some people think that just looking at images of children being abused doesn’t actually hurt anyone.
“So it’s important to remember that each image or video features a real child being abused. Not only do they have to live with the memory of the abuse itself, but they also have to live with the knowledge that at anytime, anywhere, people could be looking at images of their abuse.”

Self-regulation
We are an independent self-regulatory organisation. Our self-regulatory partnership approach means that our Members from the internet industry voluntarily block and remove access to child sexual abuse material using the services provided by us. This model is widely recognised as a good practice in combating the abuse of technology for the dissemination of criminal content.

“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.”
Eric Schmidt, Executive Chairman, Google

“The impact of IWF’s work has been profound. They have made great progress, but there is more to be done. This is a journey.”
Michel Van Der Bel, Corporate Vice President, Microsoft EMEA