ANNUAL REPORT 2014

IWF
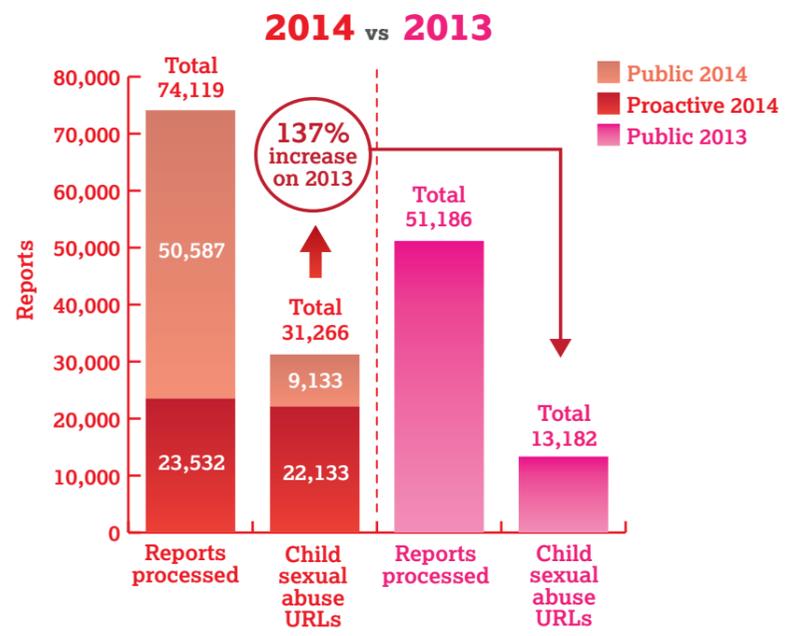Internet
Watch
Foundation

2014 AT A GLANCE

2014 vs 2013

Reports (y-axis): 0 – 80,000

- Public 2014
- Proactive 2014
- Public 2013

Total 74,119
- 50,587 (Public 2014)
- 23,532 (Proactive 2014)

137% increase on 2013

Total 31,266
- 9,133
- 22,133

Total 51,186

Total 13,182

Categories: Reports processed | Child sexual abuse URLs | Reports processed | Child sexual abuse URLs

Reporting Process — Speed is Everything

1. REPORTS
2. ASSESSMENT
3. TRACING
4. PROTECTION
5. CONTENT

1. Simple 5 step online reporting form

IWF receives reports from the public and proactively searches for criminal content in order to remove it.

In 2014 IWF was able, for the first time, to proactively search for child sexual abuse content resulting in **137%** increase in criminal URLs found.

2. IWF assesses all reports strictly against UK law. Assessments include age, gender and abuse category levels.

Abuse category levels:
- 30% B
- 43% A

Age (years):
- 80% ≤10
- 4% ≤2

Gender:
- 9% both
- 9% boys
- 80% girls

Since 1996:
141,000 URLs removed globally
Over 500,000 reports assessed
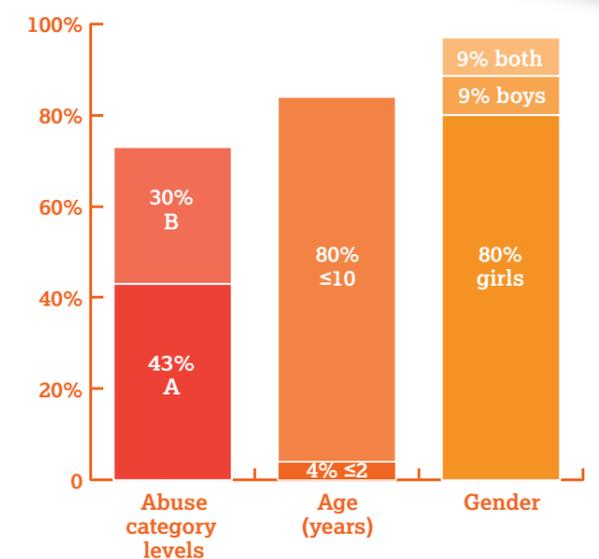
3. IWF traces the content to its hosting location and contacts the relevant authorities to have it removed.

IWF assists police investigations and the rescue of children

Map:
- North America 56% — Proactive 71%, Public 29%
- Europe 41% — Proactive 73%, Public 27%
- 0.3% UK
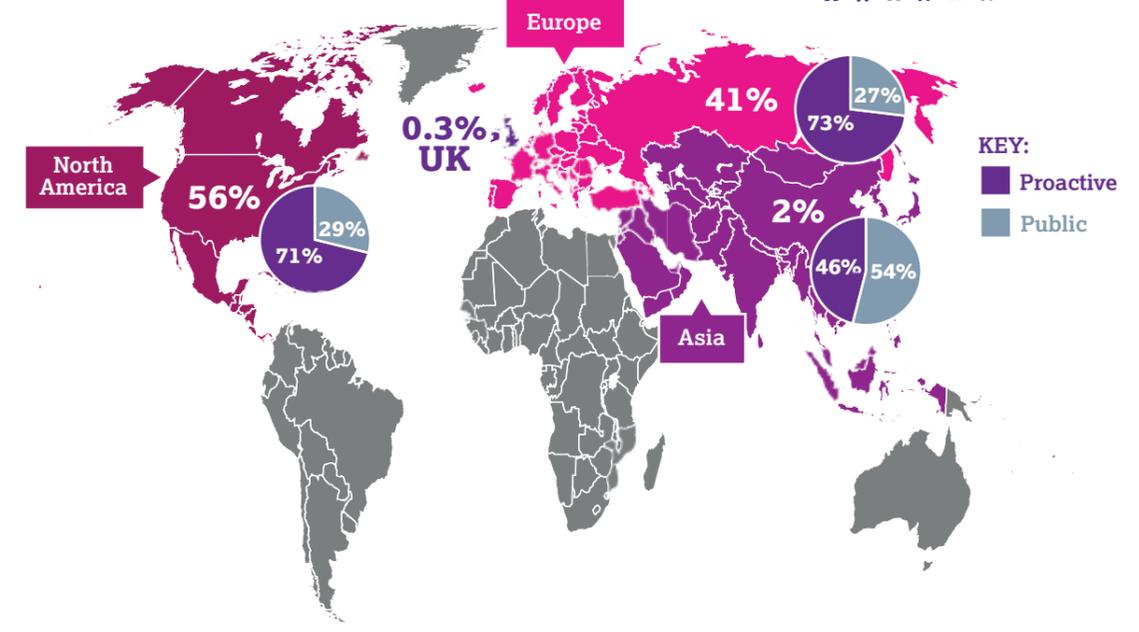- Asia 2% — Proactive 46%, Public 54%

KEY:
- Proactive
- Public

4. While processes are in place to have the content removed, IWF provides a URL list of live child sexual abuse webpages to companies who wish to voluntarily block or filter them for their customers' protection and to prevent the revictimisation of the child.

- A total of **28,226** unique URLs were included on the list
- The list contained an average of **791** URLs per day
- The list is deployed across all **7** continents
- **72** companies had access to our list

5. IWF works with the police and internet content hosts to remove criminal content wherever it is hosted in the world.

This ensures:
- Prevention of abuse victims' images being viewed again and again.
- Protection of online users from finding it.

All UK child sexual abuse URLs were removed within 4 days

84% of URLs hosted outside the UK are removed within 10 days

Days taken to remove child sexual abuse webpages (x-axis 0–30, y-axis 0%–100%)

MEMBERS

£75,000

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

£50,000+

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

£25,000+

Three.co.uk · AOL · GIGANEWS · Go Daddy · LINX · Twitter · YAHOO!

£20,000

BLUE COAT · FORTINET · janet · SOPHOS · websense

£15,000

PROCERA EMPOWERING INTELLIGENCE · sandvine Intelligent Broadband Networks

£10,000

adaptivemobile · All@t communications · arqiva · Barracuda Networks · BBC · BlackBerry · BLOXX NO NONSENSE · Check Point Software Technologies Ltd. · BAE Systems Detica · The Walt Disney Company UK & Ireland · #easynet Global Services · EdgeWave · exa networks · HUAWEI · iboss Network Security · impero · KCOM group · Lightspeed Systems · LOGICALIS Business and technology working as one · m · names.co.uk · NetClean · netsweeper · NOKIA · nominet · OpenDNS · Openwave Mobility · OPTENET Get optimal internet · palo alto NETWORKS the network security company · PayPal · POST OFFICE · purplewifi · redcentric · RM Education · Royal Mail · smoothwall · TESCO broadband & homephone · Trustwave · tumblr. · UK Broadband · Vedicis · WEBROOT · zen INTERNET LIMITED · zscaler Secure. Everywhere. · zvelo We categorize the Web

£5,000+

4D · Afilias · ask.fm · Ask Jeeves · badoo · claranet hosting | networks | applications · Dropbox · G2 Web Services · GSMA · HIGHWINDS · ICM REGISTRY · infospace · iomartcloud · ISPA · JAGeX · schools BROADBAND · sure. · TelecityGroup where content meets connectivity · TELEHOUSE · webs · WEB SHIELD · YHGfL Yorkshire & Humber GRID FOR LEARNING

£2,500

E²BN · epoch PAYMENT SOLUTIONS · IMAGE ANALYZER · JT · netopian · Securus · tempero social media management · Xooloo

£1,000

adconion MEDIA GROUP · BRIGHTSTAR · CensorNet · .LONDON · emoderation social media management · evolveODM · moderation gateway · NOBullying.com · Safarimobile · seethelight · Ziddu.com Upload · Share · Earn

WHO WE ARE AND WHAT WE DO

THE INTERNET WATCH FOUNDATION (IWF) IS THE UK HOTLINE FOR REPORTING ONLINE CRIMINAL CONTENT.

We work internationally to remove online images and videos of child sexual abuse.

We work within the UK to remove criminally obscene adult content and non-photographic images of child sexual abuse, such as computer generated images.

The IWF was founded in 1996 by the online industry as a self-regulatory body. The IWF and the online industry work effectively in partnership with the police, educators, the government and others to achieve our vision.

The IWF is a membership organisation and became a registered charity in 2005 with an independent Board.

The key to our success since our inception is the support we receive from the online industry and strong partnerships we have across the globe. We strive to meet the demands of evolving technology, industry developments, and public and government scrutiny.

If you would like to join us as a Member, or work with us as a partner, please get in touch.

CONTENTS

"The IWF is central to national and international efforts to eradicate child abuse images from the internet. In the last year IWF has made spectacular progress in increasing the number of websites analysed, so more vile images of child abuse can be blocked. The strength of the important partnership with the industry is also an outstanding example of what can be achieved when the private sector works with the third sector for the public good."

The Rt Hon Yvette Cooper MP, Shadow Home Secretary

OUR VISION: TO ELIMINATE CHILD SEXUAL ABUSE IMAGERY ONLINE

OUR MISSION IS TO WORK WITH PARTNERS TO:

- **Disrupt** the availability of child sexual abuse content hosted anywhere in the world;
- **Protect** children who are victims of sexual abuse from repeat victimisation and public identification;
- **Prevent** internet users from accidentally stumbling across child sexual abuse content;
- **Delete** criminally obscene adult and non-photographic child sexual abuse content hosted in the UK.

AMONG OUR MANY OPERATIONAL PARTNERS ARE:

IWF Members: Our Members make the internet a safer place for all and make a difference to survivors of child sexual abuse.

Our Members help us remove and disrupt the distribution of online images and videos of child sexual abuse. As at December 2014 we had 117 Members. These include ISPs, mobile network operators, filtering providers, search providers, content providers and the financial sector.

UK Police: In the UK we work with the National Crime Agency CEOP Command. This partnership allows us to take action quickly against UK hosted criminal content within our remit.

International law enforcement: We work with international police agencies to take action against child sexual abuse content hosted anywhere in the world. It is because of these partnerships, that we are able to provide valuable intelligence to the right people in order to safeguard abused children worldwide.

INHOPE hotlines: We are a founder member of the International Association of Internet Hotlines (INHOPE). There are 51 hotlines in 45 countries worldwide, dealing with illegal content online and committed to stamping out child sexual abuse from the internet. The INHOPE network allows us to be effective in removing child sexual abuse images hosted in countries across the globe.

"The Internet Watch Foundation (IWF) plays a vital role in combating child sexual abuse and protecting children from these despicable crimes.

Its introduction of proactive searching across the internet has vastly increased the number of abuse images being removed from circulation. The IWF has also supported the establishment of the UK's Child Abuse Image Database - helping to increase the speed of investigations and reduce the duplication of effort. This means officers can protect victims and bring perpetrators to justice sooner.

In addition, the IWF has secured the agreement of the major global technology companies – Microsoft, Facebook, Google, Yahoo and Twitter – to use hashes of child abuse images they have verified to detect and remove child abuse material from their platforms and services and will be working to extend this to other relevant partners.

An unprecedented package of international action to deter, disrupt and detect paedophiles who use the internet to commit their vile crimes was agreed at a global summit hosted by the UK in December 2014. The IWF was heavily involved and continues to be central to the protection of vulnerable children in the UK and around the world – and there can be no greater task for us all."

The Rt Hon Theresa May MP, Home Secretary

CHAIR'S FOREWORD

SIR RICHARD TILT

WELCOME TO THE IWF ANNUAL REPORT FOR 2014

We had a lot to live up to this year and this was never more keenly felt than in the heart of our operations in the IWF Hotline.

The previous year had paved the way with a new funding structure, a new approach to search for child sexual abuse imagery and heaps of expectation from Members, government, police and the public.

NEW ANALYSTS

We conducted a successful recruitment campaign to increase our analyst team from four to 12 – seeing 114 applications for the positions. With a period of training, as well as new procedures to create and follow in relation to our new approach, our analysts have really demonstrated what is possible. As a consequence of the recruitment, the IWF relocated to a new office in Cambridge, perfectly suited to the work (see page 24).

PROACTIVE SEARCHING

In April 2014 we began proactively searching for child sexual abuse images and videos. As a result, we processed 45% more reports than in 2013. Sceptics will look at the chart on page 8 and ask what the benefit of continuing to take public reports is; 26% of public reports correctly identified child sexual abuse imagery. This includes instances where several reports led to the same content. The rest were identified by our analysts.

The IWF, as a charity, has charitable objectives and for anyone who has stumbled across the content, knowing they can do something about it helps quash the feeling of powerlessness of it being there in the first place. Our analysts also use those public reports as intelligence and lead-generation for their proactive work.

The IWF is good at what it does because its many partners – including the public – enable it to be so.

PROGRESS

We have participated in quality assuring the categorising of tens of thousands of images held in the new Child Abuse Image Database – a Home Office database enabling swifter identification and investigation by law enforcement of child abuse images.

At the #WeProtect summit hosted by the Prime Minister in December (see page 23) we showcased the IWF Portal as a solution for countries without a hotline (see page 19). We are developing the processes to provide Members with a hash list of child sexual abuse images which could revolutionise the work to eliminate this content. We also came to the end of a pilot project with Google and Microsoft to remove links to torrent files where child sexual abuse imagery can be downloaded through their search services. This will be evaluated early in 2015.

IWF BOARD

We welcomed Uta Kohl, as our co-opted human rights Trustee in August. For the coming year, we say farewell and thank you to Industry Trustee Andrew Yoward who came to the end of his term and welcome new Industry Trustee Becky Foreman from Microsoft.

The IWF is in a stronger, more effective place due to the changes which we've made over the past two years. There is no room for complacency and in 2015 we aim to deliver new services to our Members, increase our effectiveness internationally and never lose sight of our aim of eliminating child sexual abuse imagery online.

WELCOME FROM THE CEO

SUSIE HARGREAVES

Online child sexual abuse was never far from the headlines in 2013. Similarly, in 2014 it soon became clear that we are still only scratching the surface. It was clearly not the time to slow down nor for any of us to become complacent.

OUR SUCCESS IS OUR MEMBERS' SUCCESS

We all know that this is a fight we can't win on our own. Any success that the IWF has removing online child sexual abuse imagery is due to our Members – 117 organisations acting as one on this issue – doing everything they can to work with us to remove, and block people's access to, this content.

2014 was also about developing stronger relationships with our partners, not just our Members but with government, law enforcement and civil society. We benefit from support of the UK Prime Minister down. However, fighting online child sexual abuse is a cross-party issue and that's why we have the Parliamentary Champions programme which enables us to work across the political spectrum (see page 26).

STRONG POLICE RELATIONSHIPS

In particular I would like to pay tribute to the role law enforcement played in 2014. The new National Crime Agency (NCA) was founded in late 2013 and immediately engaged with us closer than ever, starting with a meeting between Director General of the NCA Keith Bristow and the Board of the IWF, followed by regular meetings between the IWF senior team and NCA CEOP Command and the NCA lead on Sexual Violence.

The tone of the new NCA leadership was clear from the start – if there's anything we can do together which will help us tackle the problem more effectively, then let's get on with it! This spirit of openness has also been evident with our main international law enforcement partners, Interpol and Europol (see page 28).

Civil Society is incredibly important for collaboration and information sharing. We do this with our partners in the UK Safer Internet Centre (see page 25) – Childnet International and South West Grid for Learning – the NSPCC, ECPAT, The Lucy Faithfull Foundation and many others with whom we work. In 2014, the IWF played a brokering role, working with four UK ISPs – BT, Sky, TalkTalk and Virgin Media – to distribute four years' funding which they pledged to three charities working in this space. Those chosen were Childnet for their work as the awareness raising arm of the UK Safer Internet Centre; The Marie Collins Foundation for their work with victims of online child sexual abuse, and Stop It Now! for providing a dedicated phone line for people and their relatives worried about their online behaviour.

OUR MEMBERS' ONLINE SAFETY PROJECTS

But finally, I need to bring this back to all the IWF Members. In this year's report, we wanted to highlight the really amazing work that they all do in the UK which we believe sets the tone for industry throughout the world. This is why we have invited our Members to share some of these projects in this report. Projects have been wide and varied, some involving the IWF and some not. What's important to acknowledge is that whether it's a huge global company or a small UK-based internet company, they do what they can to help eradicate online child sexual abuse. Without all our Members there would be no IWF and the UK wouldn't be one of the most hostile countries in the world to host online child sexual abuse imagery, so my final words are to thank the incredible UK internet industry.

2014 TRENDS

REPORTS:

Reports are made through iwf.org.uk. The severity of the sexual abuse in reported images and videos is assessed, along with the age of the children and the location of the files which determines the removal method.

Criminally obscene adult content and non-photographic images of child sexual abuse are initially traced to find the host country. If the files are hosted in the UK they are within our remit and can be removed.

HOW DO WE ASSESS REPORTS?

We assess child sexual abuse imagery based on UK law and according to the levels detailed in the Sentencing Council's Sexual Offences Definitive Guidelines. Prior to April 2014 there were five levels of child sexual abuse. Post April 2014, these were simplified into three levels, called A, B and C. The below table shows what these mean, and how the levels relate.

New category	Former level	Meaning
A	5 and 4	Images involving penetrative sexual activity; images involving sexual activity with an animal or sadism. We routinely describe this category in the annual report as "rape and sexual torture" which is consistent with previous annual reports.
B	3 and 2	Images involving non-penetrative sexual activity
C	1	Other indecent images not falling within categories A or B

PROACTIVE VS PUBLIC REPORTS

As of April 2014 the IWF began proactively searching for child sexual abuse images, alongside receiving reports from the public. "Public" means any external source – including members of the public, police officers, IT professionals, teachers or IWF Members. In order to demonstrate this change in how we identify child sexual abuse content, we have labelled sources as either "public" or "proactive".

REPORTS VS URLS

We use the term "reports" to describe the notifications we receive from public sources through our website's reporting tool or found proactively. Reports include content found on the open web, in newsgroups and any other types of online space.

URLs refers to content on the open web, as opposed to other types of online spaces such as newsgroups.

OVERVIEW

74,119 reports were processed

- 50,587 reports received from public sources
- 23,532 reports identified proactively

31,443 reports were confirmed as depicting criminal content with our remit; 136% increase on 2013 (13,343)

31,266 URLs contained child sexual abuse imagery, links to the imagery, or advertised it

- 9,133 URLs were received from public sources
- 22,133 URLs were identified proactively

163 newsgroups contained child sexual abuse imagery

- 75 newsgroups identified from public sources
- 67 newsgroups identified proactively
- 21 newsgroups identified through regular monitoring

9 URLs depicted criminally obscene adult content, received from public sources

5 URLs depicted non-photographic child sexual abuse imagery, received from public sources

Of 74,119 reports:

- 73,674 were reports of webpages
- 444 were reports of newsgroups
- 1 report was of content in chat or peer-to-peer and therefore off remit

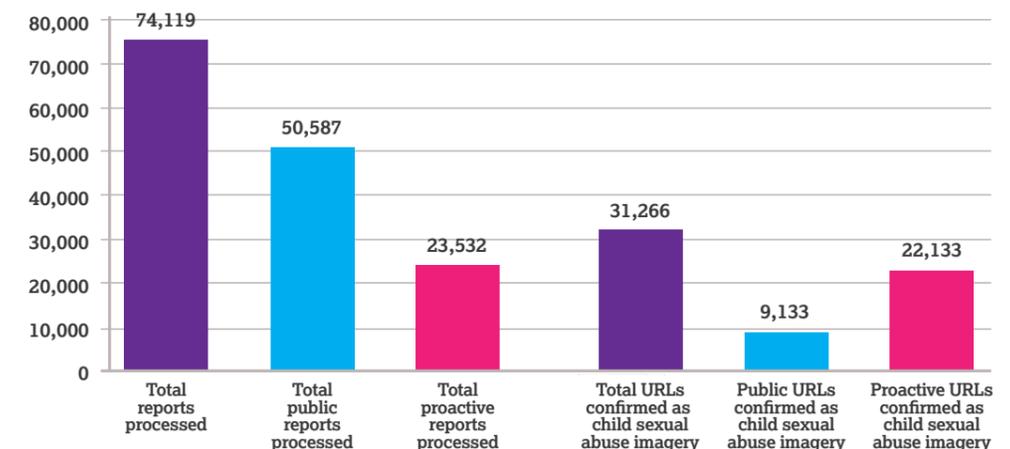**We processed 45% more reports during 2014 than 2013 (51,186)**

Figure 1: The total number of reports processed, and the total number of URLs confirmed as depicting child sexual abuse imagery, including the sources for both totals.

Note: URLs do not include newsgroup content.

Public reports are important for generating leads and intelligence for the hosting of child sexual abuse images and videos. This is pivotal to the IWF's proactive searching role.

47,528 public reports were received by the hotline where the individual making the report believed it to be child sexual abuse imagery. **12,180** (26%) of these reports correctly identified child sexual abuse content. Note that this figure includes newsgroups, and duplicate reports, where several reports have correctly identified the same child sexual abuse URL.

85% of people chose to report anonymously through our secure and confidential reporting page on our website iwf.org.uk.

ALL CHILD SEXUAL ABUSE URLS ANALYSED BY IWF

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

Note: A small number of the victims were unidentifiable as male or female.
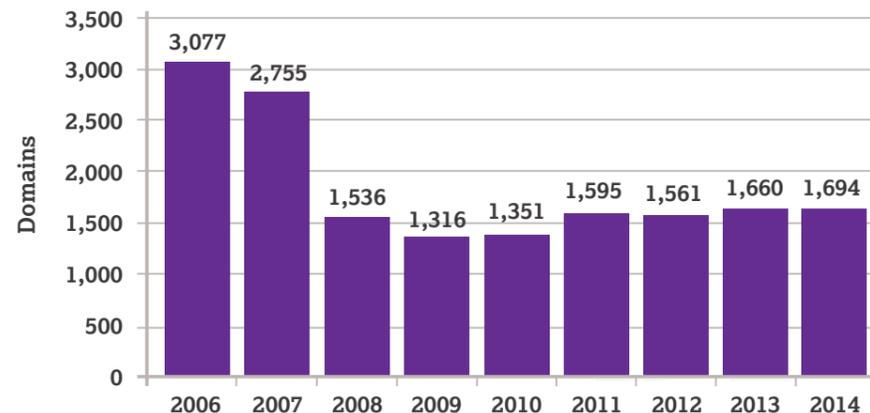
Figure 2: The number of domains hosting child sexual abuse content over time.

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

In 2014, **31,266** URLs contained child sexual abuse imagery and these were hosted on **1,694** domains worldwide. (This excludes newsgroup content).

The **31,266** URLs hosting child sexual abuse content were traced to **45** countries (43 in 2013).

Five top level domains (.com .net .ru .org and .info) accounted for **77%** of all webpages identified as containing child sexual abuse images and videos.
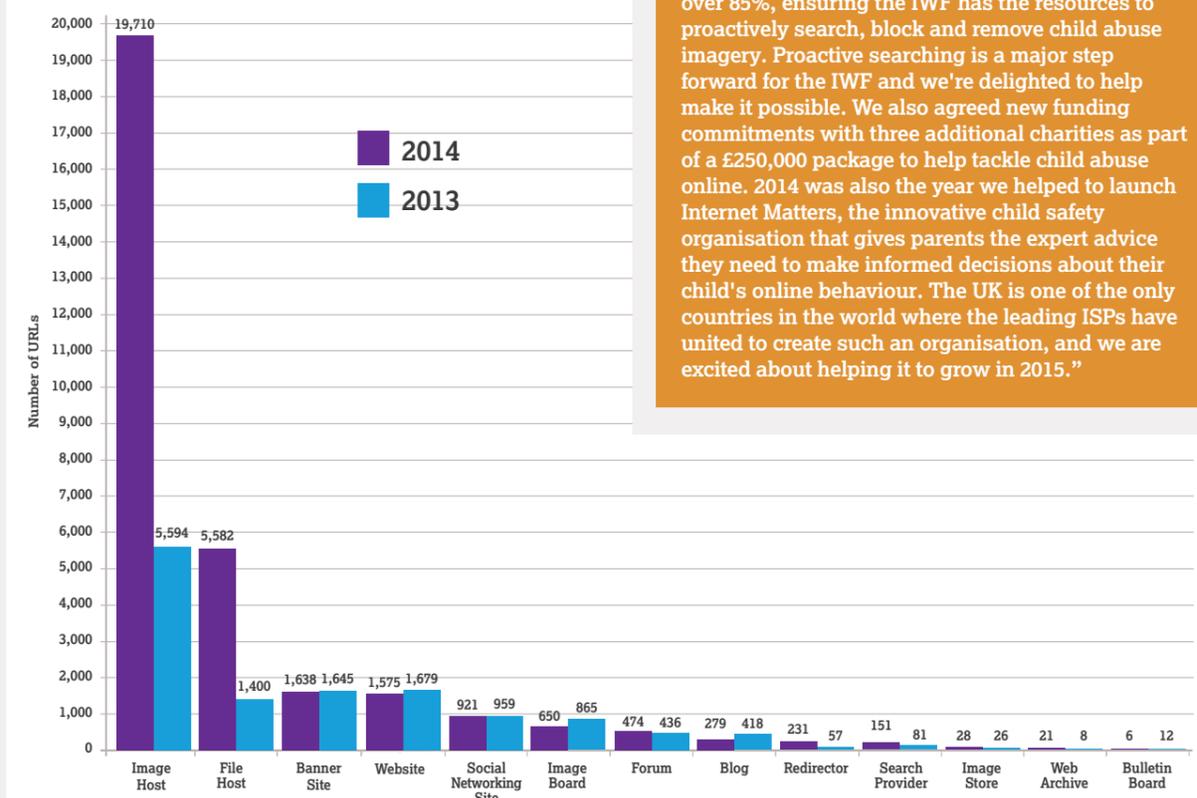
Figure 3: The types of internet services exploited to host child sexual abuse URLs in 2014 compared to 2013. For definitions of service types, see page 35.

It's important to remember that we saw an increase in the number of URLs hosting child sexual abuse content during 2014, compared to 2013.

- Image hosting sites were abused more than other services.
- The greatest percentage increase (**299%** on 2013) was in the number of file hosting, or cyberlocker services hosting child sexual abuse content.
- There were small decreases in the abuse of image boards, social networks and websites.

An image hosting service allows users to upload images to their server which are then available via a unique URL.

This URL can then be used to make online links or be embedded in other websites, forums and social networking sites. Many hosts are free, and some don't require registration. Some have optional paid image hosting functions while others offer only paid services. The nature of the site alone should not be used as a reliable indicator of availability of the image or video. For example, one image on a high traffic service (such as a social media site) could be seen by thousands of users. Therefore, no provider of web services can be complacent.

28,661 URLs (92%) were hosted by free hosting services; **2,554** URLs (8%) were by paid hosting services and the remainder, **51** URLs (0.2%) were hosted within hidden services which are explained on page 17.

CHILD SEXUAL ABUSE CONTENT: UK TRENDS AND REMOVAL

NOTICE AND TAKEDOWN:

We believe the most effective way to eliminate online child sexual abuse imagery is to remove it at source. Our notice and takedown service is central to this belief. When child sexual abuse images and videos are hosted on a UK network, we issue a takedown notice to the hosting provider and the content is removed quickly. We do this in partnership with the police to ensure evidence is preserved and any on-going investigations are not compromised.

The UK continues to host just a small volume of online child sexual abuse content: **0.3%** of the total.

In 2014 we took action regarding **31,266** instances of publicly available child sexual abuse images hosted on websites around the world.

We issued **51** takedown notices to remove images hosted in the UK on **95** URLs. Several URLs are often included within one notice. During 2013 we issued 43 notices for 92 URLs.

The relatively low number of UK hosted URLs continues to show how the online industry is dedicated to making the UK a hostile environment to those seeking to host such criminal content.

CONTENT REMOVAL IN MINUTES

It's imperative that criminal content hosted in the UK is removed as quickly as possible. We can only do this in partnership with the online industry. We measure the speed at which takedown notices are responded to in minutes, rather than weeks or days.

43% of webpages are removed in 60 minutes or less.

We saw an increase in the number of takedown notices which took more than two hours to respond to during 2014. Although the number of URLs involved is relatively small compared to the international scale, it is important that the UK remains as hostile as possible to the hosting of this content.

27 companies' services were abused to host child sexual abuse imagery during 2014. The IWF issues takedown notices to these companies regardless of whether they are an IWF Member or not.

- ■ 60 minutes or less (43%)
- ■ Between 61 and 120 minutes (9%)
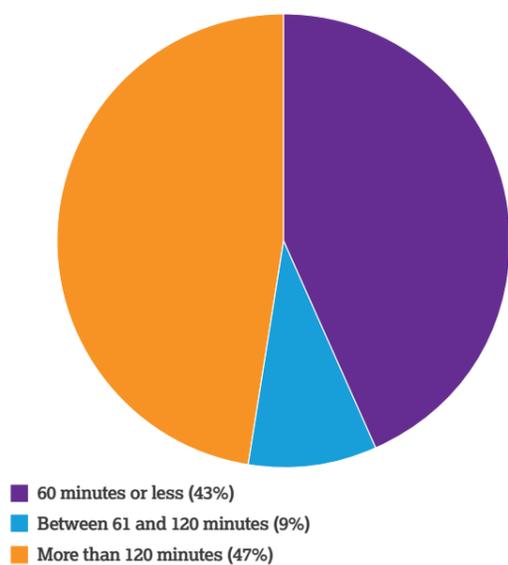- ■ More than 120 minutes (47%)

Figure 4: A breakdown of the time taken to remove UK hosted child sexual abuse URLs from when a takedown notice is issued, rounded to nearest whole %.

24 companies who were abused are not IWF Members.

3 companies are IWF Members.

The **24** abused companies are owned by **14** parent companies. We know that companies who have joined IWF membership are less likely to be abused and are quicker at removing child sexual abuse imagery if or when this does happen.

Of **45** URLs which took longer than two hours to be removed from the point we notified the hosting company, just one URL was hosted with an IWF Member.

For UK hosted child sexual abuse content	2014	2013	2012
% of child victims appearing to be aged 10 years or younger	89	65	79
% showing sexual activity between adults and children including rape and sexual torture (category A)	35	50	51

CHILD SEXUAL ABUSE CONTENT: INTERNATIONAL TRENDS AND REMOVAL

- Public: 44 Proactive: 7
- Public: 11
- Public: 359 Proactive: 302
- Public: 1 Proactive: 2
- Public: 3
- Public: 5,182 Proactive: 12,401
- Public: 3,533 Proactive: 9,421

- ■ North America: 56%
- ■ Europe: 41%
- ■ Asia: 2%
- ■ Onion URL (hidden service): <1%
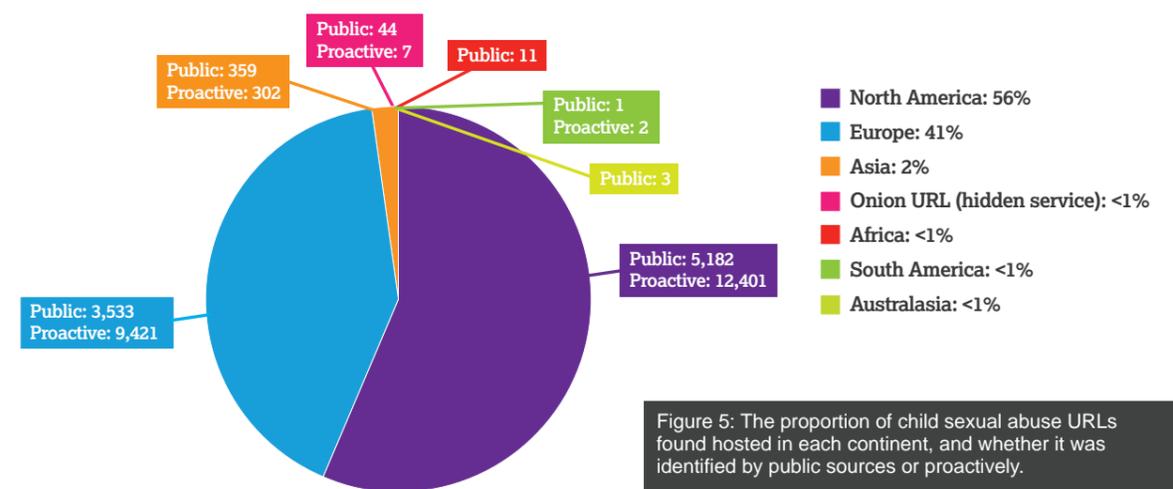- ■ Africa: <1%
- ■ South America: <1%
- ■ Australasia: <1%

Figure 5: The proportion of child sexual abuse URLs found hosted in each continent, and whether it was identified by public sources or proactively.

GLOBAL CONTENT REMOVAL SPEEDS

We work quickly in the UK to remove child sexual abuse URLs. Since 2010 we have challenged ourselves to speed up the removal of child sexual abuse imagery across the globe by chasing up the removal of content hosted abroad.

We use at least three methods to trace the location of child sexual abuse images and videos to determine the geographical location of the server on which it is hosted at the time of assessment. This enables us to pass accurate details to the relevant hotline or law enforcement agency, or take action ourselves in collaboration with the company whose services are being abused.

After 10 days:

91% of URLs are removed within Europe (86% 2013)

72% are removed within North America (68% in 2013)

50% are removed from other locations around the world (44% in 2013).

It remains highly important to speed up the time taken to remove child sexual abuse imagery wherever it is hosted. We actively approach countries without hotlines to establish reporting mechanisms, and strong law enforcement, government and NGO partnerships to do this.
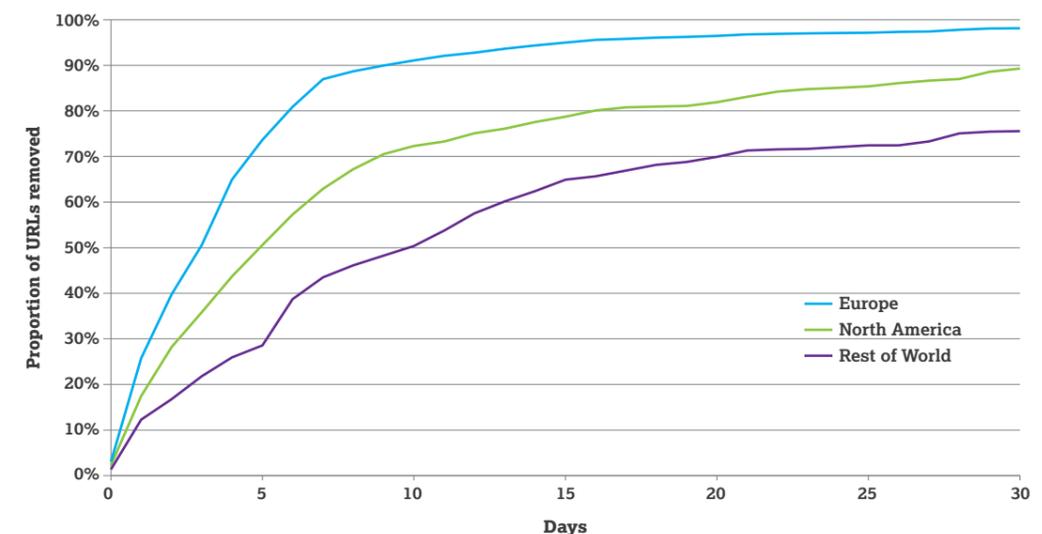

Figure 6: The speed at which child sexual abuse images are removed within different areas of the world.

INHOPE/POLICE

After a report has been confirmed as containing child sexual abuse imagery and has been traced to a location outside the UK, the data is uploaded to the INHOPE database (where there is an INHOPE hotline in the host country) or the country's police are notified. This enables the removal process to begin internationally.

31,171 reports were assessed as URLs hosting child sexual abuse content outside of the UK.

98% of these webpages were hosted in a country with an INHOPE hotline (95% in 2013).

SIMULTANEOUS ALERTS

These are designed to significantly reduce the length of time child sexual abuse imagery is hosted outside of the UK by providing an alert to companies hosting abroad. IWF can alert the hosting company to the presence of child sexual abuse images while notifying the country's INHOPE hotline. Alerts are available to IWF Members hosting content outside the UK.

- **100%** of UK child sexual abuse URLs were removed within **4** days.
- **84%** of URLs hosted outside the UK are removed within **10** days.

We continue to work to speed up the removal of child sexual abuse content hosted outside of the UK by:

- Monitoring and reminding our international colleagues of images and videos that remain available for long periods;
- Providing alerts to companies;
- Forging relationships with police in countries without an INHOPE hotline;
- Extending our membership base because IWF Members are abused less frequently;
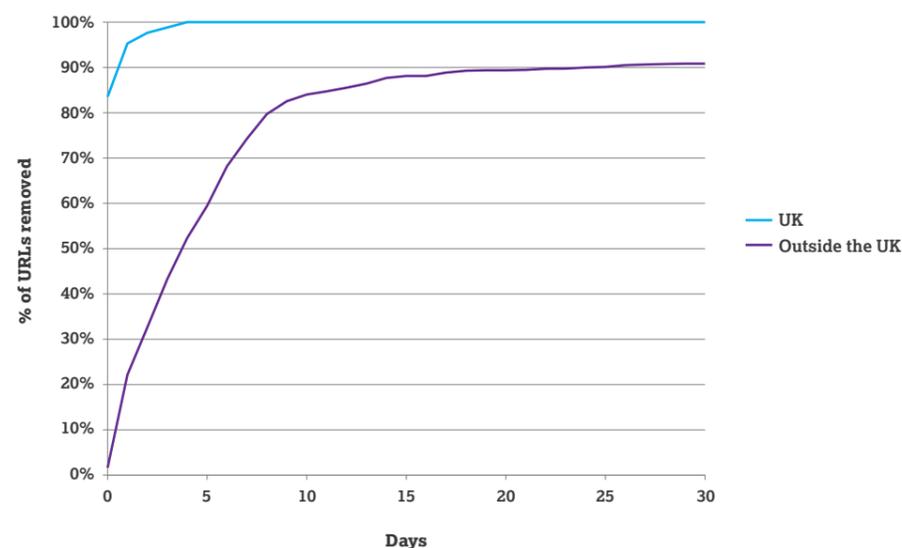- Providing other countries with the IWF Portal (see page 19).

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

Google

"At Google we know we can only truly fight sexual exploitation of children online if we work in collaboration with others, that's why working with the IWF is so important to us. We're proud to be seconding our first computer engineer to support the vital work of the IWF.

This year Google has worked to develop new fingerprinting and matching technology to scan, identify and block uploaded videos that contain child sexual abuse imagery. We are committed to sharing the technology with the industry and Yahoo will be the first partner to pilot it.

We made changes to Google Search to further prevent links to child sexual abuse material appearing in our results and we now show warnings from Google and charities at the top of search results for more than 13,000 queries.

We look forward to continuing to work with industry, charities and governments in 2015 to help protect children from harm."

Twitter

"In 2014, Twitter has continued to invest in our safety capability with a range of product, policy and operational changes. We rolled out a simplified process for users to report issues to us, increased the number of staff working on safety, updated a range of policies and made new tools available to users to control their Twitter experience. In the coming year we will continue to support Safer Internet Day and a wide range of safety NGOs around the world, as well as making further improvements to our product.

Our work on child sexual exploitation also continues to develop. In 2014 we included a new process for child sexual exploitation material, putting users just two clicks away from a dedicated form to report this content. As part of the #WeProtect initiative we will begin using the IWF hash database in 2015, as well as supporting the IWF's campaign to encourage young men to report child sexual abuse material. Twitter continues to engage with groups around the world, including the IWF and Thorn, to tackle this important issue and the world of NGOs is key in making the internet safer."

Iomart

"Iomart is proud to have been a Member and supporter of the IWF for more than a decade. As a hosting company we have continued to enhance the methods we use to detect sites which facilitate contact between adults and minors on the web and we use the IWF's daily lists in our filtering software to help schools and education organisations protect their young people from unsuitable online content both in the classroom and at home."

Schools Broadband

"Schools Broadband is immensely proud to provide hundreds of schools across the UK with innovative, world-leading technologies that help safeguard children from inappropriate online content, as well as help to prevent their involvement in innocent but unacceptable behaviours.

Proactive reporting on suspicious internet searches, means every day teachers can keep a watchful eye on vulnerable students. Searches for "use of drugs in pregnancy" depression, bullying, suicide, sex-related searches and even searches connected to terrorism can be flagged, allowing teachers to give the students appropriate support.

In 2014 Schools Broadband were awarded Best Business Use of Cloud by the ISPA for our unique education specific hosted system."

Tempero

"Tempero are proud to continue our work with ChildLine this year, helping to ensure that their online community, Facebook page and YouTube channel are safe online spaces for young people to visit. We are also honoured to be working with the team at Mind to help keep their Elefriends community a safe, supportive environment for members to talk about issues relating to mental health and well-being."

IWF URL LIST

We provide a list of webpages containing child sexual abuse images and videos hosted abroad to companies who wish to voluntarily block or filter them for their users' protection and to prevent the revictimisation of the child. The list is dynamic, updated twice daily with URLs added and removed.

During 2014:

- **72** companies had access to our list. These include ISPs, mobile operators, filtering companies and search providers.
- The list is deployed across all seven continents.
- A total of **28,226** unique URLs were included on the list.
- On average, **114** new URLs were added each day.
- The list contained an average of **791** URLs per day.

SPLASH PAGES

A 'splash page' is a page displayed to a person who tries to access a webpage which is on our list. It gives an explanation as to why the page has been blocked. IWF recommends all companies which use the IWF URL List display a splash page for transparency reasons.

For clarity, the customer is never exposed to the child sexual abuse image. Once the image has been removed (taken down) the URL comes off the list.

New recommended splash page wording for companies which use the URL list was agreed by IWF Members last year which gives greater details about why the page is blocked and where they can go for help.

SELF-CERTIFICATION: ENSURING OUR LIST IS DEPLOYED ACCURATELY

While we compile and provide a list of child sexual abuse URLs, the blocking or filtering solution is entirely a matter for the company deploying it. Companies which download and deploy our list, test their systems on a quarterly basis to check they are deploying it correctly. Once the testing process completes a full annual cycle we publish a list on our website of all those companies who have certified their blocking solution is compliant for all four quarters. If a company fails to self-certify, our Board may take a decision to remove that company's access to the list.

APPEALS AND COMPLAINTS

No verified complaints were received from content owners who were concerned that legitimate content which they owned or were associated with had been included on the IWF URL List.

No companies in receipt of a notice from us to takedown criminal content in the UK appealed against our assessment.

In 2014 the Hotline received **62** complaints from individuals. All were responded to within one working day and 100% were resolved. None were related to the accuracy of our assessment.

The majority of complaints were from internet users concerned about slow or intermittent access to a website or content which had nothing to do with the IWF or our URL list. Anyone, including internet users who believe they are prevented from accessing legal content, may appeal against the accuracy of an assessment.

NEWSGROUPS

Our Hotline team has a systematic process for monitoring the content of newsgroups and for issuing takedown notices for individual postings where child sexual abuse content has been identified.

Our ability to proactively search for child sexual abuse images includes content in newsgroups. Newsgroups are forums on the Usenet service which are used to discuss specific topics. Some newsgroups carry binary files including images and videos and it is these that are assessed by our analysts.

Throughout 2014 the IWF monitored and reviewed newsgroups and issued takedown notices. IWF received:

- **444** reports of child sexual abuse images hosted in newsgroups.
- **163** takedown notices were issued for newsgroups hosting child sexual abuse images (148 in 2013).
- After monitoring newsgroups, we recommended that IWF Members do not carry **234** newsgroups containing child sexual abuse images and videos.

HISTORIC POSTS

In addition to responding to public reports on newsgroups we have, since the end of August 2014, been assessing all posts in newsgroups known to us. Depending on the size and activity in a particular newsgroup, this may involve just a few posts or hundreds of thousands of posts made over a period of several years.

Since the proactive work with newsgroups began:

- **4,393** posts have been removed from public access.
- **90** newsgroups are clear of child sexual abuse imagery.

When images of child sexual abuse are found, we notify our Members who provide newsgroups, giving details of the posts which contain criminal content. That content is then removed from public access. The aim is to clear all newsgroups which are carried by our Members of any historic posts containing images of child sexual abuse, and then to monitor the groups to remove any new child sexual abuse images posted.

The IWF is one of only a handful of hotlines that processes reports on newsgroups and the only one able to proactively seek out potentially criminal content.

KEYWORDS LIST

Each month we supply our Members with a list of keywords used by those seeking child sexual abuse images online. This is to improve the quality of search returns, reduce the abuse of networks and provide a safer online experience for internet users.

- In December 2014 this list contained **440** words associated with child sexual abuse images and videos, plus **69** words associated with criminally obscene adult content.
- **51** Members used this list.

OTHER CRIMINAL CONTENT

3,016 reports alleged criminally obscene adult content. However, almost all were not hosted within the UK and therefore not within the IWF's remit.

9 were assessed as criminally obscene and hosted in the UK. In each case we worked with the police to obtain their agreement with the assessment and approval for removing the content. We then contacted the website owner to remove the content.

5 URLs were assessed as hosting non-photographic child sexual abuse content. These were passed to the National Crime Agency CEOP Command.

IWF MEMBER

Emoderation

"Emoderation has worked continually throughout 2014 towards the goal of online child safety. Working with parents, educators, non-profits and some of the biggest brands around the world – we help ensure they provide a safe, positive experience for younger users. While we help different organisations provide a safe space for young people to interact online, we also make sure serious issues such as bullying, grooming and threats of self-harm are quickly identified and handled safely and efficiently. With an expanded digital safety team and a commitment to staying up to date on child safety issues, Emoderation looks forward to continuing our work to support the IWF in 2015."

BITCOINS

We first saw commercial child sexual abuse websites on the open web accepting bitcoins as a payment mechanism in January 2014. Previously our analysts had only seen bitcoins being accepted for child sexual abuse content on hidden services on the Tor network.

Bitcoins are a type of digital currency (or "cryptocurrency") in which encryption techniques are used to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank. Whilst several types of cryptocurrency exist, Bitcoin is the most popular and is accepted by a wide range of retailers both on and offline.

The child sexual abuse websites accepting only bitcoins appeared as separate folders on legitimate websites which had been hacked and the URLs were being distributed via spam emails.

37 reports relating to these sites were received by the IWF between January and April.

Over the course of the year, a number of the most prolific commercial child sexual abuse websites tracked by IWF as part of our ongoing website brands research also began to accept bitcoins as a payment mechanism.

IWF is working with several of the world's largest Bitcoin exchanges to share intelligence and develop strategies for preventing the abuse of Bitcoin by distributors of child sexual abuse material online.

HIDDEN SERVICES

Hidden services – websites hosted anonymously within proxy networks – present a challenge to the IWF as the location of the web server hosting the website is concealed. This makes removal of the content at source problematic. Since 2011 we have notified the National Crime Agency (NCA) CEOP Command of hidden services which we have assessed as containing child sexual abuse images. By providing this intelligence, NCA in conjunction with national and international law enforcement agencies, is able to undertake investigations.

During 2014 we saw hidden services providing links to child sexual abuse images which were hosted on the open web rather than hosted within the hidden service itself. This means that while the location of the hidden service itself cannot be traced, we are able to proactively search and monitor these sites and ensure that the content to which they link is removed. Hidden services are therefore a valuable source of intelligence for our analysts. In 2014, we identified **51** previously unseen hidden services distributing child sexual abuse content, an increase of **55%** over 2013.

TORRENT PILOT PROJECT

We successfully piloted a project with Google, Microsoft and the Home Office to minimise the availability of URLs which enable the download of child sexual abuse images using bit torrent technologies.

Research carried out by IWF and the Lucy Faithfull Foundation in 2013 demonstrated that keyword searching via search engines is still a commonly used method for those seeking child sexual abuse images. Whilst peer-to-peer type technologies such as bit torrent do not operate over the World Wide Web, a number of websites on the public internet provide lists of URLs from which torrent files may be downloaded and these URLs are indexed in search engine results.

Where we identify such URLs relating to child sexual abuse content and in breach of UK law, we work with Google and Microsoft (Bing) who minimise the availability of these URLs in their search engine results. As a result, we are finding fewer of these URLs through Google and Bing.

DISGUISED WEBSITES

Since 2011, we have been tracking a cluster of commercial websites which display child sexual abuse images only when accessed via a predetermined "digital pathway". These "disguised" websites when loaded directly into the browser display legitimate adult content. However, when accessed via a link on a particular gateway site, the page displays child sexual abuse content.

On first identifying this trend, we engineered a way of circumventing the digital pathway and revealing the criminal content, enabling the sites to be removed and the owners investigated.

We continue to see this technique being used to distribute child sexual abuse material and also provide direct access to the most prolific commercial child sexual abuse websites which have been identified as part of the website brands project (see page 18).

We provided training to other INHOPE hotlines and law enforcement and continue to raise awareness both of this distribution method and our circumvention technique.

We also successfully completed a pilot project in collaboration with one of our Members to more effectively prevent public access to these sites while content removal takes place, which we will roll out to other Members.

A briefing paper providing further information about this trend appears in the "Resources" section on our website under "IWF Research".

COMMERCIAL CHILD SEXUAL ABUSE CONTENT

We have been a member of the European Financial Coalition (EFC) against Commercial Sexual Exploitation of Children Online since 2013. The EFC brings together key actors from law enforcement, the private sector and civil society with the goal of fighting the commercial sexual exploitation of children online. We provide detailed analysis of this issue as part of the EFC's Strategic Analysis and Reporting Working group.

The 'traditional' model of commercial distribution is dedicated webpages. This still concerns us, but there is an emerging trend towards new forms of commercial methods for distributing child sexual abuse material. This includes using disguised websites (see page 17) or the use of alternative payment mechanisms such as Bitcoin (see page 17).

We have also seen a shift by those distributing the criminal content towards abusing Pay-for-Premium services offered by legitimate cyberlocker services. The content being made available in this way was previously available on a non-commercial basis. However, by abusing Pay-for-Premium services, the uploader receives a payment each time a file is downloaded.

- In 2014, of the **31,266** URLs confirmed as containing child sexual abuse images **3,741** (12%) were assessed as being commercial in nature.

- In 2013, of the **13,182** URLs confirmed as containing child sexual abuse images, **3,203** (24%) of reports were assessed as being commercial. Therefore, the number of commercial webpages identified in 2014 has increased by **17%** on 2013.

We work closely with our financial Members to raise awareness of emerging trends and disrupt the payment mechanisms used, thereby disrupting the distribution of these images and videos.

WEBSITE BRANDS PROJECT

Since 2009, the IWF Website Brands Project has been tracking the different "brands" of child sexual abuse websites which publicly distribute child sexual abuse images on dedicated websites. Since the start of the project we have identified **1,794** unique website brands.

There were **364** brands active in 2014. Of these, **185** (51%) had not been seen before. Our ongoing analysis of hosting, payment mechanisms, advertising systems and registration details suggests that the vast majority of these dedicated webpages are operated by a small core group of criminal entities.

The most prolific of these criminal entities accounted for **61.3%** of the commercial websites we actioned in 2014.
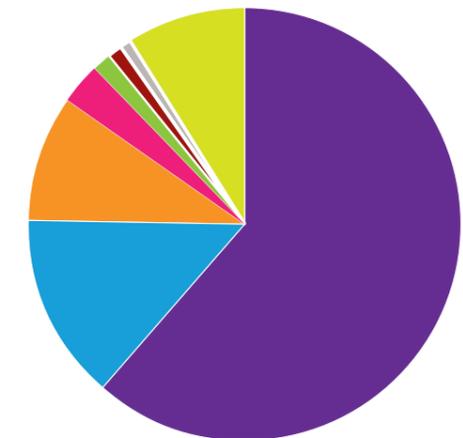
- Entity1 (61.3%)
- Entity2 (13.9%)
- Entity3 (9.3%)
- Banner Sites (8.6%)
- Entity4 (3.2%)
- Entity5 (1.2%)
- Entity6 (1.1%)
- Entity7 (1%)
- Entity8 (0.2%)
- Individual paysites (0.2%)

Figure 8: The proportion of criminal webpages identified by IWF being distributed by top level 'criminal entities'.

IWF INTERNATIONAL

Child sexual abuse images and videos are widely available on the internet. Tackling this problem requires a coordinated response from governments, law enforcement agencies, technology companies, civil society and the public around the world. The starting point is for each country to make the possession, distribution and production of child sexual abuse content illegal. Once this is in place every country or region needs to have a mechanism for reporting online material and effective systems and procedures to ensure its removal.

Director of External Relations Emma Hardy (left) in Beijing presenting to Minister Lu Wei (middle)

CEO Susie Hargreaves at a conference in Washington

OUR INTERNATIONAL REACH

As more than 99% of known child sexual abuse imagery is hosted outside of the UK, we have built a number of operational partnerships with police, governments and colleagues at sister hotlines across the world. We are a founder member of INHOPE, the International Association of Internet Hotlines and our industry Members include many globally recognised companies whose services are protected by our work. We are members of:

- The Child Online Protection Initiative of the **International Telecommunication Union** (ITU), the specialised agency of the United Nations;
- The **Commonwealth Cybercrime Initiative** (CCI);
- The **Cyber Security Programme of the Commonwealth Telecommunications Organisation** (CTO);
- The **European Financial Coalition** (EFC) against Commercial Sexual Exploitation of Children Online;
- The **Internet Governance Forum** (IGF) Dynamic Coalition on Child Online Protection;
- **Child Rights Connect**, formerly the NGO Group for the Convention on the Rights of the Child;
- We have a memorandum of understanding with **ECPAT**, a global network dedicated to protecting children.

COUNTRYWIDE ASSESSMENTS

We provide practical assistance to countries for dealing with online child sexual abuse content.

Before a country implements a solution it needs to understand the scope of the problem and bring all the relevant stakeholders together to build the right partnerships. Our Countrywide Assessment Template for assessing child online protection strategies in developing countries has been adopted by both ITU and the CCI. To date assessments have been delivered in Mauritius, Trinidad & Tobago and Uganda.

IWF PORTAL

Setting up a hotline is more than just providing an online reporting portal.

Establishing the operational capability of a hotline brings significant costs such as offices, staff, training, a welfare programme, ICT and ICT security, establishing national procedures and building international networks. By utilising IWF's hotline facilities, countries can immediately provide a full hotline service to their citizens at a fraction of the cost.

HOW DOES IT WORK?

We work with local partners – government, police, industry and NGOs – to develop a country-customised reporting portal which directly links into our existing hotline facilities.

The portal's purpose is promoted through the partners who raise awareness among citizens and customers.

All reports made through the portal are received by the IWF and we will assess, trace and follow-up through our international network.

We assist in setting up country-customised notice and takedown procedures for content found within that country's territory and engage with local industry to help them protect their customers from stumbling upon known child sexual abuse content.

BENEFITS

The IWF Portal offers a first class hotline, instantly, and at a fraction of the cost of a stand-alone hotline.

It prevents countries from becoming attractive to hosting and distributing online child sexual abuse content.

For more information on the IWF Portal, visit **iwf.org.uk** or contact **international@iwf.org.uk**.

"Only 0.3% of known child sexual abuse material is hosted in the United Kingdom. This is due to the UK's effectiveness in finding, assessing and removing the content. If all countries can create a similar hostile environment we would be one step closer to eradicating this horrendous content from the internet."

Fred Langford, Director of Global Operations IWF

5 STEPS TO COMBAT CHILD SEXUAL ABUSE IMAGERY ONLINE

1 DON'T allow it! → **Government, Law Enforcement Agencies (LEA)**
Provide legislation and enforcement to combat the possession, distribution and production of child sexual abuse content

2 DON'T ignore it! → **IWF Portal**
Implement the IWF Portal to allow confidential reporting, assessment, tracing and international follow-up

3 DON'T host it! → **IWF agreement with LEA and industry**
Set up notice & takedown procedures to remove the content at source

4 DON'T let people view it! → **IWF, online industry**
Implement IWF services across industry networks through industry's IWF membership: URL blocking list, keywords and research

5 CHANGE attitudes! → **IWF, online industry, government, LEA, civil society, academia**
Raise awareness to promote zero tolerance

"Thanks to funding from internet companies, the IWF, the Internet Watch Foundation, is now not just taking reports of child abuse images, but proactively getting out there and looking for them. We've got a new, single national database of images where police forces can share this information and thanks to Microsoft's photo DNA technology, we're now able to take down the unique digital fingerprint of each picture and use that information to search for and delete those images wherever they are. Like I say, real progress. But the landmark agreement today puts rocket boosters under it, worldwide.

Forty-one countries have agreed that hotlines like the one run by Internet Watch Foundation are essential, which means millions more people will be able to report any images that they stumble across."

David Cameron, Prime Minister (speech delivered on 11 December at the #WeProtect Global Summit)

LOOK AHEAD

WINSTON CHURCHILL RESEARCH FELLOWSHIP

IWF Technical Researcher Sarah Smith

Our Technical Researcher, Sarah Smith, undertook a travelling research fellowship on Global Strategies for Tackling Child Sexual Abuse Material Online.

Sarah visited Australia, New Zealand, Japan, the United States and Canada to share expertise and observe the procedures in place for combating child sexual abuse material online.

The research aims to better inform IWF policy to ensure we are continuing to work most effectively both nationally and internationally.

The project was funded by the Winston Churchill Memorial Trust and the results will be published early in 2015.

IWF HASH LIST

Child sexual abuse images online are a global problem. At the #WeProtect Summit in December (see page 23), UK Prime Minister David Cameron announced that the hash values of thousands of known child sexual abuse images identified by IWF will be used by our Members including Apple, Facebook, Google, Microsoft, Twitter and Yahoo! to prevent these images being shared on their services.

This will have a significant impact on preventing the online distribution of this content globally, and therefore, a significant positive impact for victims of sexual abuse. We will also feed into the newly established national Child Abuse Image Database (CAID), which will be used by UK law enforcement to improve efficiency and speed up investigations into child sexual abuse both on and offline.

This could revolutionise the way our Members identify and remove child sexual abuse content. It enables us to provide a new and effective service to our Members.

EMERGING TRENDS AND PATTERNS SERIES

We are launching a research series looking at emerging trends and patterns. First in the series is a report funded by Microsoft.

We carried out our second study looking at youth-produced sexual content. It expands upon and updates the study we completed in 2012 which provided a snapshot of the availability of self-generated sexual content featuring young people online.

The study took place over three months between September and November 2014 and used a combination of proactively sourced content from search engines, historic IWF data and leads from public reports to locate content meeting the research criteria.

The content was then analysed in the same way in which we analyse child sexual abuse imagery. This includes capturing the image category, site type, commerciality data, and the assessed age, gender, and level of sexual activity of the individuals depicted.

The results will be launched at Microsoft in March 2015 and will be available at **iwf.org.uk**.

COMMERCIAL CHILD SEXUAL ABUSE WEBSITES

In collaboration with NatCen Social Research, we will analyse trends and themes on commercial child sexual abuse websites over time. The research will build upon data gathered for our website brands project (see page 18).

The findings will inform our strategies for disrupting the availability of this commercial content, contribute to existing research and assist other agencies – including the European Financial Coalition against Commercial Sexual Exploitation of Children Online – in tackling the commercial distribution of this content.

PEER TO PEER (P2P)

In 2013 we consulted Members and stakeholders about child sexual abuse images shared via P2P services, and what could be done about this. The conclusions and recommendations were reported to our Board in September 2014, who asked for several ideas to be more closely explored. In 2015 we will continue discussions with our Members, law enforcement and other stakeholders about the impact of P2P sharing of child sexual abuse imagery.

HELLO FROM MEMBERSHIP

IWF Commercial Relationship Manager Nicky Peachment

"I'm excited about improving membership further during 2015 and helping our Members to make the most of their IWF relationship. Most importantly, I would like to thank the many IWF Members who renewed with us in 2014 as well as welcoming our new Members."

"IWF membership is about more than just the services we offer to internet companies. Any organisation can apply – whether you're UK-based, international, are a big internet policy player, or completely unrelated to the internet.

It is a statement of your support in our goal of eliminating online child sexual abuse images. It says something about the culture of your organisation to your staff, as much about your external presence in the online safety world.

In 2015 we will be piloting services to help existing and new sectors to combat the availability of child sexual abuse images online. Our work in 2015 will continue to be informed by the data and intelligence produced by our hotline and research functions.

We've been out and about at events such as BETT 2014 and the Child Internet Safety Summit, together with hosting our own IWF Member events. In 2015, we are planning more events where we can support our existing Members and reach out to new ones. We will be improving our joining processes and communications, enabling our team to spend more time supporting and learning from our Members.

Much has been achieved already with the support of our membership and there is more that we need to do. By working together with our Members, and engaging new ones, we aim to achieve even more success in 2015.

I invite you to be part of that success. Find out more at **iwf.org.uk** or email **members@iwf.org.uk**".

IWF FUNDING COUNCIL

Funding Council Chair, Vodafone's Paul Cording.

"Once an IWF Member, a company can apply to be part of the IWF Funding Council. It is a high-level policy and advisory 'think tank' and is a core element in the successful self-regulatory framework of IWF. It has a number of responsibilities within its remit, which includes contributing funds and advising on the annual budget. It also provides support in defining policy that will mitigate the risks or technological developments that challenge the effectiveness of the IWF's activities".

"The representatives from the companies on the IWF Funding Council have a range of expertise in child online protection, network security or public policy (or all three). Additionally, they have access to technical experts within their organisations that can provide guidance on how the services and networks are evolving and the potential impact on fighting child sexual abuse content.

Therefore the Funding Council is a forum for identifying, setting and maintaining the rights and responsibilities in terms of the services we receive from the IWF, in a constantly evolving landscape.

This may involve setting up working groups – which include IWF staff – to deliver best practice recommendations or using external specialists to understand the possible repercussions of forthcoming regulation being debated and to communicate the issues to the institutions drafting the laws.

Governments around the world are working together to tackle the growth of child sexual abuse content. The UK government, who are devoting significant amounts of time and effort to this, showcased the IWF model as an exemplar at their #WeProtect Global Summit in December.

It is the inclusive nature in which the IWF and the Funding Council develop processes and policy that gives us particular strength in designing and implementing a robust regime of self-regulation. In the coming years we will need to continue to apply this to meet the ongoing and future challenges in combating child sexual abuse content online".

#WEPROTECT GLOBAL SUMMIT ON CHILD SEXUAL EXPLOITATION

IWF joined representatives from more than 50 countries in London in December for the #WeProtect global summit, hosted by Prime Minister David Cameron and opened by Home Secretary Theresa May MP.

Prime Minister David Cameron at the IWF stand with (l-r) Google UK Vice President Matt Brittin, IWF CEO Susie Hargreaves, IWF Director of External Relations Emma Hardy, Microsoft UK Managing Director Michel Van der Bel.

IWF Chair Sir Richard Tilt (second row from front, third from left) with dignitaries at the #WeProtect summit

Susie Hargreaves and Fred Langford led workshops on the IWF Portal – an international reporting solution for child sexual abuse imagery online which countries can adopt (see page 20).

Together with other civil society in the UK, we put forward a number of commitments falling under four key areas of work:

- Strengthening global action to identify and protect victims;
- Improving global action to remove child sexual abuse material from the internet;
- Strengthening the co-operation across the world to track down perpetrators;
- Helping to build global capacity to tackle child sexual exploitation online.

Susie, IWF CEO, said: "It was an incredible two days which enabled us to show countries from all over the world how we could provide their citizens with a reporting mechanism for online child sexual abuse images.

"As one of the world's leading hotlines, funded by the internet industry, we are committed to working with partners across the world to achieve our mission of eliminating online child sexual abuse. We are already looking forward to the 2015 summit in the United Arab Emirates."

OUR NEW OFFICE

Our office opening was attended by local dignitaries, business people and those working locally in child protection.

We recruited seven additional analysts which increased our total staff number to 30, thanks to the additional funds provided by our Members.

To accommodate everyone, and to provide the highest standard of environment and welfare support, we moved to a standalone building in one of Cambridge's desirable business parks. It was then refitted to our exact specifications which included building in an 'airlock' system to prevent non-authorised staff and visitors from idly walking into the hotline and seeing potentially criminal imagery; some chill-out space with a table tennis table for break out times and several large and small rooms for business meetings, events and board meetings. During 2015 we will offer this meeting space for rent to charity partners, and local businesses.

The Hon Ed Vaizey opened the office via video link from Westminster.

CARING FOR OUR STAFF

The health and well-being of our staff has always been extremely important to us. Our analysts are required to view images and videos of child sexual abuse each day. Therefore, we have a gold-standard welfare system in place designed specifically for them.

We use three welfare support providers who conduct compulsory counselling sessions individually on a monthly basis, and group sessions quarterly. All staff who are required to view content, no matter how infrequently, have an annual psychological assessment. Counselling support is also extended upon request to all other staff who do not view the images.

UK SAFER INTERNET CENTRE

Co-funded by the European Commission, the UK Safer Internet Centre is formed of the IWF, Childnet International and the South West Grid for Learning (SWGfL).

Representatives from the UK Safer Internet Centre

![Childnet International logo] ![South West Grid for Learning logo]

The UK Safer Internet Centre delivers a wide range of activities to promote the safe and responsible use of technology including:

- Co-ordinating the UK Safer Internet Day campaign, which reached 25% of UK children and 18% of teens in 2014;
- Developing and delivering new educational and awareness-raising resources and tools for children, parents and carers, and teachers;
- Delivering an e-safety helpline for professionals working with children in the UK;
- Delivering education sessions for thousands of children, parents, carers, teachers and others.

WHAT TO LOOK OUT FOR IN 2015:

- E-safety Live –our flagship outreach nationwide programme of free e-safety briefings for professionals;

- Launch of our youth programme to train digital leaders;

- Resources we will be developing include:
  - Resources for deaf young people in partnership with the National Deaf Children's Society;
  - Education Packs for Safer Internet Day 2016;
  - New resources for parents and carers;
  - Plus, a new programme of work about cyberbullying – including guidance for schools, new multimedia resources and national events.

![UKCCIS - UK Council for Child Internet Safety logo]

UK COUNCIL FOR CHILD INTERNET SAFETY

The UK Council for Child Internet Safety (UKCCIS) is a group of more than 200 organisations drawn from across government, industry, law enforcement, academia and charity sectors that work in partnership to help keep children safe online.

Our CEO, Susie Hargreaves sits on the Executive Board which is responsible for identifying priority areas of work and setting the UKCCIS strategic direction.

In 2014 we contributed to discussions on topics including revenge porn, internet TVs and the IWF URL List.

Through IWF's inclusion on the UKCCIS board, we are able to represent our Members and ensure that there is expert guidance on matters relating to the reporting, removal and research surrounding child sexual abuse imagery online.

Edward Timpson MP, Parliamentary Under-Secretary of State for Children and Families

The Rt Hon Mike Penning MP, Minister of State for Policing, Criminal Justice and Victims

The Hon Ed Vaizey, MP, Minister of State for Culture and the Digital Economy.

IWF CHAMPIONS 2014

Politicians are able to become an IWF Champion whether they sit at a local, national or international level.

Roy Beggs MLA
Neil Bibby MSP
Bob Blackman MP
Nicola Blackwood MP
Sir Peter Bottomley MP
The Rt Hon Tom Brake MP
Julian Brazier MP
Andrew Bridgen MP
David Burrowes MP
Alun Cairns MP
Michael Connarty MP
Rosie Cooper MP
The late Jim Dobbin MP
Jack Dromey MP
Mark Durkan MP
The Earl of Erroll
Janet Finch-Saunders AM
Vicky Ford MEP
George Freeman MP
Mary Glindon MP
The late Rt Hon Paul Goggins MP
Helen Goodman MP
The Rt Hon David Hanson MP
Lord Harris of Haringey
Gordon Henderson MP
Cllr James Hockney
Mary Honeyball MEP
The Baroness Howe of Idlicote CBE
Richard Howitt MEP
Dr Julian Huppert MP
Lord Inglewood
Diana Johnson MP
Timothy Kirkhope MEP
The Rt Hon Lord Knight of Weymouth
Andrea Leadsom MP
The Hon Elfyn Llwyd MP
Naomi Long MP
Tim Loughton MP

Baroness Ludford
Karen Lumley MP
Lewis Macdonald MSP
Fiona Mactaggart MP
Lord Maginnis of Drumglass
Michael McCann MP
Emma McClarkin MEP
Siobhan McMahon MSP
The Rt Hon Alun Michael
Darren Millar AM
Andrew Miller MP
Madeleine Moon MP
Penny Mordaunt MP
Grahame Morris MP
Stephen Mosley MP
Greg Mulholland MP
Tessa Munt MP
The Rt Hon Jim Murphy MP
Ian Murray MP
Sarah Newton MP
Sandra Overend MLA
Lord Patel KT
Claire Perry MP
Yasmin Qureshi MP
Dennis Robertson MSP
Sir Bob Russell MP
David Rutley MP
Alison Seabeck MP
Dr Richard Simpson MSP
Elaine Smith MSP
Robin Swann MLA
Baroness Thornton
The Rt Hon Keith Vaz MP
Joan Walley MP
Sir Graham Watson
Jim Wells MLA
John Whittingdale OBE MP

POLICE PARTNERS

WE WORK WITH LOCAL, NATIONAL AND INTERNATIONAL LAW ENFORCEMENT AGENCIES

We work with UK police forces when we find child sexual abuse imagery hosted in the UK. This allows them to confirm to us if they are already investigating the people behind the images; to confirm that they agree with our assessment of the content, to use the images as a source of intelligence, and to act to rescue the children. We also take part in mutual training sessions. Internationally, we work with police in countries where there is no INHOPE hotline to expedite the removal of criminal images.

"IWF provides a critical and unique public service - a public reporting point and the expertise to sift reports, block child abuse images and help law enforcement focus on the right cases.

IWF has built vital skills which complement the police and other law enforcement agencies. In particular, the depth of understanding and intelligence gained by its analysts are used as a resource by law enforcement partners to help broaden their understanding into this global and complex problem.

However none of this would be possible without strong law enforcement support. Online child abuse images need a policing 'web' of close working partnerships to tackle it effectively."

Peter Neyroud, IWF Trustee, Academic and former Chief Constable

HERE'S WHAT OUR POLICING PARTNERS SAY

"The abuse and exploitation of children over the internet is an abhorrent crime. The scale and complexity of offending means that this is a problem that law enforcement agencies cannot tackle alone and the support of our partners is vital. The Internet Watch Foundation and policing continue to benefit from a strong working relationship which has enabled us to develop pioneering approaches to reducing the threat to our children. The challenge is significant, but by working together we can protect more children from harm."

Chief Constable Simon Bailey, National Policing Lead for Child Protection and Abuse Investigation

"The IWF is a highly valued partner for the NCA in the fight against child sexual exploitation and abuse, working tirelessly alongside law enforcement partners to disrupt the availability of child sexual abuse content globally.

I want to congratulate the IWF and its Members on their achievements over the last 12 months and am looking forward to developing our relationship further, ensuring that the UK remains the global leader in preventing offenders accessing indecent images of children online."

Keith Bristow, Director General, NCA

"INTERPOL remains committed to a holistic approach in tackling online child exploitation. Industry, law enforcement, NGOs and of course the public all have a responsibility when it comes to dealing with this societal issue.

We are delighted to partner with IWF, INHOPE and other hotlines, in what is proving to be a successful battle - keeping the web clear from those who would profit from the pain of abused children. It is important work, we all have our roles and we must play them together."

Mick Moran, Assistant Director, Human Trafficking and Child Exploitation, INTERPOL

"The blocking and removal of indecent images of children from the internet is a crucial part of the fight against this crime.

The Internet Watch Foundation and its Members set the global standard for working in partnership to block offender access to this content and ensures that the UK is one of the most hostile countries in the world to the hosting of indecent images of children.

We at the NCA look forward to continued collaboration with the IWF in combating child sexual exploitation and abuse."

Johnny Gwynne, Director, CEOP Command

"IWF is one of the most active and effective European hotlines fighting against child sexual exploitation. The work developed by IWF in the process of notice and takedown, in close co-operation with Law Enforcement, is an example to follow.

IWF's contribution to the Strategic Assessment on Commercial Sexual Exploitation of Children Online, produced by Europol in the frame of the European Financial Coalition against Commercial Sexual Exploitation of Children, has been outstanding. The analytical findings shared by IWF and the work developed through initiatives like the Website Brands Project have been an invaluable source of information for the Law Enforcement community.

Europol will continue co-operating actively with IWF to achieve our common goals: eradicate the production and dissemination of child abuse material through the internet. The dedication and commitment from the IWF team is outstanding."

Troels Oerting, Head of EC3, European Cybercrime Centre

IWF MEMBER

Zscaler

"Zscaler protects more than 12 million users at more than 5,000 of the world's leading enterprises and government organisations worldwide against cyberattacks and data breaches while staying fully compliant with corporate and regulatory policies. Global 1000 brands, plus government and military organisations rely on Zscaler to provide a safe and productive internet experience for all of their users, from any device and from any location around the world."

INHOPE: IWF HOTLINE "EXTRAORDINARILY GOOD"

IWF office in Cambridge

We are a member of INHOPE – the International Association of Internet Hotlines. It is through this network of 51 hotlines in 45 countries that we extend our reach internationally. As well as attending training sessions with INHOPE and providing training for other INHOPE members, we are subject to an INHOPE quality assurance inspection.

We were inspected in November by Terry Jones, an independent consultant employed by INHOPE.

The inspection covers the office environment and security of the physical surroundings as well as internet security; recruitment and selection processes; welfare of our staff including meeting their on-going psychological needs, and our relationships with government and the internet industry. Following the inspection, the IWF was presented with an INHOPE Quality Assessed Certificate.

Mr Jones concluded:

"In terms of resources, policy and procedures the IWF is an outstanding example of how a Hotline should operate."

He added: "The recent addition to adopt a proactive stance and capability is an exceptional achievement.

"The production and implementation of a wide range of policies to carefully manage the work environment demonstrates good planning and sound principles. The staff I encountered were knowledgeable, capable and enthusiastic. Putting in place strong mandatory counselling measures not only protects individuals' interests, but the organisation as a whole."

He recommended:

• We consider an additional physical privacy screen to our analysts' computers.
• Seeking further advice regarding our practice of showing child sexual abuse imagery to candidates at the final stage of the analyst selection process.

These conclusions will be presented to the IWF Board early in 2015.

IWF'S COMMITMENT TO OPENNESS AND TRANSPARENCY

In January 2014, the Internet Watch Foundation published a human rights audit which had been carried out by former Director of Public Prosecutions Lord Ken Macdonald. Among his findings he concluded that the IWF should appoint a retired judge to act as an appeals commissioner and as the chief inspector to oversee disputes and inspections, and that the IWF Board should contain at least one acknowledged expert in human rights law.

As a result of the audit:

• Sir Mark Hedley, former judge of the High Court of England and Wales, was appointed as appeals commissioner and chief inspector;

• Dr Uta Kohl, Senior Lecturer in law at the Department of Law and Criminology at Aberystwyth University was appointed as human rights co-opted Trustee in August 2014.

"I feel honoured to have been given the responsibility of being the human rights Trustee of the IWF. I think that the work of the IWF is very important and also difficult on a number of levels. From a human rights perspective it crystallises potent new problems we, as society, face in how we should deal with the abuses of and on the internet whilst not sacrificing, in the process, rights like privacy and freedom of expression or transparency and accountability. There are no easy answers to these conflicts, yet that does not absolve us from engaging with them; the IWF is at the frontline of doing so."

Dr Uta Kohl, human rights Trustee IWF

"Our society rightly deplores child sexual abuse images and supports initiatives to keep it out of the internet. Our society also upholds freedom of speech and expression and knows that that means little unless we are prepared to tolerate what we do not like.

That tension is always present in the work of IWF and recognition of it led to my appointment to two roles: first, as judge of appeals to hold the balance of this tension fairly in an individual case; and secondly as chief inspector to ensure that the processes of IWF both meet the need to remove child sexual abuse imagery from the internet and also respect freedom of speech and expression, however unpalatable. Those roles are simple in concept but may prove more complex in practice."

Sir Mark Hedley, IWF appeals commissioner and chief inspector

Zvelo
"Zvelo takes pride in its ability to accurately identify online child sexual abuse and support the IWF and its affiliates in the battle against such crimes."

TRANSPARENCY

GOVERNANCE

OUR BOARD

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

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

OUR BOARD

SIR RICHARD TILT
INDEPENDENT CHAIR
Sir Richard completed a career in the prison service, retiring as Director General in 1999, the same year he was appointed a Knight Bachelor. He was a member of the Sentencing Advisory Panel, the Social Fund Commissioner for Great Britain and Northern Ireland between 2000 and 2009, and also previously performed Chair roles in a number of NHS bodies. Between 2001 and 2010 he was a Governor of De Montfort University. Until recently, Sir Richard was also Chair of the Social Security Advisory Committee and Chairman of the Portman Group's Independent Complaints Panel.

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

JONNY SHIPP
INDUSTRY VICE-CHAIR
Jonny is Head of Digital Confidence at Telefónica. Jonny leads Telefónica's public affairs engagement on trust and confidence in digital environments. His mission is to ensure that as digital technologies, the internet and big data transform business and society, benefits are realised that are socially and economically sustainable.

CATHERINE CRAWFORD OBE
INDEPENDENT TRUSTEE
Catherine is a member of the British Transport Police Authority and a trustee of a number of charities, including the Police Foundation and the Bell Educational Foundation in Cambridge. She was Chief Executive of the Metropolitan Police Authority, and its successor, the Mayor's Office for Policing and Crime, for over 13 years and before that was the Chief Executive of the National Association of Police Authorities. She began her career in the Home Office, where she served in a number of departments. Catherine was awarded an OBE for services to the Metropolitan Police in 2010.

JONATHAN DRORI CBE
INDEPENDENT TRUSTEE
Jonathan is Chairman of the UK Parliament's Advisory Council on Public Engagement, Trustee of the Royal Botanic Gardens, Kew, and Chairman of Ravensbourne, a college of design and communications. He is a Visiting Industrial Professor in the Graduate School of Education at Bristol University, specialising in the educational uses of technology. At the UK Government's Department for Culture Media and Sport, Jon was founding Director of Culture Online, a programme to extend the reach of culture and the arts using new techniques. Previously, he was Head of Commissioning for BBC Online.

PHILIP GEERING
INDEPENDENT TRUSTEE
Philip is a Non-Executive member of the Legal Services Group Board at the Department for Business, Innovation, and Skills. He is a Panellist for the General Medical Council/Medical Practitioners Tribunal Service as well as the Health and Care Professions Council, and is a lay member of the Parole Board. After joining the Crown Prosecution Service (CPS) and after a secondment to the Attorney General's Office, he became Director of Policy at the CPS and subsequently was a Director at the Independent Police Complaints Commission.

PETER NEYROUD CBE QPM
INDEPENDENT TRUSTEE
Peter served for 30 years as a police officer in Hampshire, West Mercia, Thames Valley (as Chief Constable) and the National Policing Improvement Agency (as CEO). He has been a member of the Sentencing Guidelines Council, Parole Board, National Policing Board and National Criminal Justice Board. In 2010, he completed a "Review of Police Leadership and Training" which led to the establishment of the new National College of Policing. After leaving the police in 2010, he has been doing a PhD, managing a major research programme and teaching at Cambridge University. Peter is an Affiliated Lecturer and Resident Scholar at the Jerry Lee Centre for Experimental Criminology, Institute of Criminology, University of Cambridge. He was awarded the Queens Police Medal in 2004 and a CBE in the Queen's Birthday Honours List in 2011.

SUE PILLAR
INDEPENDENT TRUSTEE
Sue is the Director Volunteers Operations with SSAFA (Soldiers, Sailors, Airmen and Families Association), a world-wide welfare charity supporting the Armed Forces, Veterans and their families. Before this, she was a serving army officer, retiring as Lieutenant Colonel, the Commanding Officer of 3 Military Intelligence Battalion. Commissioned from Sandhurst in 1994, Sue has served on operational tours across the globe. She has been part of intelligence teams working in the aftermath of 9/11 in US Central Command, operations in Bosnia, Saudi Arabia, Iraq and Afghanistan and contingency planning in Guyana, Malaysia and the Democratic Republic of Congo.

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

ANDREW YOWARD
INDEPENDENT TRUSTEE
Andrew is Chief Technology Officer at Yorkshire and Humber Grid for Learning Foundation, one of the Regional Broadband Consortia set up to meet the Government target of connecting all schools in the Yorkshire and Humber region to broadband. YHGfL provides accredited ISP services and connectivity to 1,500 schools as well as public libraries and other learning establishments. Andrew has worked in the IT industry for over 16 years and has industry qualifications from Microsoft & Citrix as well as certifications from Cisco. He has also achieved ITIL Expert status which establishes best practice between IT and business.

UTA KOHL
HUMAN RIGHTS CO-OPTED TRUSTEE
Uta was appointed as Human Rights co-opted Trustee in August 2014. She is a Senior Lecturer in law at the Department of Law and Criminology at Aberystwyth University. She has presented and published extensively on internet governance, particularly on the transnational challenges of the online world, the role of intermediaries as quasi-regulatory vehicles and, more recently, on online child protection. Uta studied in Leipzig and Glasgow before completing a BA/LLB at the University of Tasmania in Hobart and obtained her PhD at the University of Canberra. She also qualified as a Barrister and Solicitor of the Supreme Court of the Australian Capital Territory.

> ### AND IN 2015…
> We thank Industry Trustee Andrew Yoward following the completion of his term and welcome Becky Foreman from Microsoft who takes up the role.

OUR SENIOR MANAGEMENT TEAM

Based in Cambridgeshire, the IWF operates with a team of 30. It is led by its CEO and three Directors.

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

SUSIE HARGREAVES
CEO
Susie joined the IWF in September 2011 as Chief Executive. She has worked in the charity sector for more than 25 years in a range of senior positions. Susie is a Board member of the UK Council for Child Internet Safety (UKCCIS) and the NCA CEOP Command Strategic Governance Group. She is a member of the International Telecommunication Union (ITU) Child Online Protection Working Group and a Steering Group Member of UK IGF. Susie is an Advisory Group member of Stop it Now! and the BBFC's Consultative Council. She is a Clore Fellow and was a finalist for a European Woman of Achievement Award in 2004 and PA Magazine's 'Best Boss of 2014'.

FRED LANGFORD
DIRECTOR OF GLOBAL OPERATIONS AND DEPUTY CEO
Fred joined the IWF in December 2004 and is currently the Director of Global Operations. He has worked within the internet environment for over 20 years in a technical and leadership capacity and has also worked for the Ministry of Defence and the United States Air Force. Fred previously served as President of INHOPE and is currently a member of the Commonwealth Cybercrime Initiative Steering Committee, the ITU Child Online Protection Working Group and is a Director of the UK Safer Internet Centre. Fred is responsible for operational issues including Hotline, technology, information security, research and IWF services. He is CISSP accredited.

HEIDI KEMPSTER
DIRECTOR OF BUSINESS AFFAIRS
Heidi joined the IWF in June 2013. She has previously held management positions within the education and charity sector. She is responsible for the business function of IWF, including financial control and planning. She heads a team which oversees all finance, HR and administrative functions. She is also responsible for IWF staff welfare.

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

GOVERNANCE

CHARITY REPORT AND ACCOUNTS

Year ended 31 March 2014
Internet Watch Foundation: Company Registration Number 03426366

GENERAL INFORMATION

The summarised financial statements (overleaf) are taken from the audited financial statements of Internet Watch Foundation for the year ended 31 March 2014. 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 9 September 2014, and were submitted to the Registrar of Companies on 25 November 2014. The financial statements were submitted to the Charity Commission for England and Wales on 16 January 2015.

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

Internet Watch Foundation was incorporated as a company limited by guarantee on 29 August 1997 and the trustee leadership of Internet Watch Foundation has continued to develop its objective of minimising the availability of potentially criminal internet content. Internet Watch Foundation is a registered charity, number 1112398.

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

During 2013/14 total expenditure on charitable objects was £1,651,677 (2012/13 £1,539,429).

On behalf of the Board
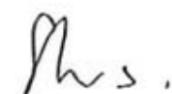
Susie Hargreaves
CEO & Company Secretary

INDEPENDENT AUDITORS' STATEMENT TO THE TRUSTEES

We have examined the summary financial statements for the year ended 31 March 2014.

### RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND AUDITORS

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

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

OPINION

In our opinion the summary financial statement is consistent with the full annual financial statements of Internet Watch Foundation for the year ended 31 March 2014 and complies with the applicable requirements of section 427 of the Companies Act 2006 and the regulations made thereunder and with the applicable requirements of the Statement of Recommended Practice 'Accounting and Reporting by Charities' (revised 2005).

We have not considered the effects of any events between the date on which we signed our report on the full annual financial statement, 24 November 2014, and the date of this statement.
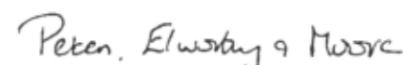
PETERS ELWORTHY & MOORE
Chartered Accountants and
Statutory Auditor

CAMBRIDGE

Summary Consolidated Statement of Financial Activities for the year ended 31 March 2014

	Restricted	Unrestricted	Total funds 2014	Total funds 2013
	£	£	£	£
INCOMING RESOURCES				
Incoming resources from generated funds:				
Voluntary income	-	66,823	66,823	80,764
Investment income and interest	-	9,287	9,287	13,832
Incoming resources from charitable activities	611,061	1,066,590	1,677,651	1,378,796
Total incoming resources	**611,061**	**1,142,700**	**1,753,761**	**1,473,392**
RESOURCES EXPENDED				
Cost of charitable activities	650,411	1,001,266	1,651,677	1,539,429
Governance costs	-	76,813	76,813	94,770
Total resources expended	**650,411**	**1,078,079**	**1,728,490**	**1,634,199**
Net incoming resources for the year	**(39,350)**	**64,621**	**25,271**	**(160,807)**
Fund balances brought forward at 1 April 2013	39,350	1,000,750	1,040,100	1,200,907
Fund balances carried forward at 31 March 2014	**-**	**1,065,371**	**1,065,371**	**1,040,100**

Summary Consolidated Balance Sheet as at 31 March 2014

	2014	2013
	£	£
Fixed Assets		
Tangible fixed assets	27,229	72,855
Current Assets		
Debtors	192,780	240,063
Short term investment	858,189	1,012,660
Cash at bank and in hand	446,061	159,102
	1,497,030	**1,411,825**
Creditors: amounts due within one year	**(458,888)**	**(444,580)**
Net current assets	**1,038,142**	**967,245**
Total Assets Less Current Liabilities	**1,065,371**	**1,040,100**
Funds		
Restricted funds	-	39,350
Unrestricted funds	1,065,371	1,000,750
Total Charity Funds	**1,065,371**	**1,040,100**

GLOSSARY

Banner site
A website or webpage consisting of advertisements for other websites in the form of text links or images which when clicked take the user to those third party websites. The text links/images are essentially "banner advertisements" for these third party websites.

Blog
A blog is a discussion or informational site published online and consisting of discrete entries, or posts. A majority are interactive, allowing visitors to leave comments and even message each other on the blogs, and it is this interactivity that distinguishes them from other static websites.

Bulletin board
A bulletin board is an electronic message centre. Most bulletin boards serve specific interest groups. They allow you to dial in with a modem, review messages left by others, and leave your own message if you want.

CAID
The Child Abuse Image Database (CAID) is a project led by UK law enforcement to assess, categorise and generate unique hashes for tens of millions of child abuse images and videos seized during investigations.

Child sexual abuse images/ videos/imagery/content
Images and videos showing the sexual abuse of one or more children. We use the term "child sexual abuse" images to accurately reflect the gravity of the images we deal with.

Criminally obscene adult content
Images and videos showing extreme sexual activity which is criminal in the UK, such as bestiality and necrophilia.

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

Disguised websites
Websites which, when loaded directly into a browser, display legal content but when accessed via a particular pathway (or referrer website) display child sexual abuse images.

Domain
A collection of resources (such as webpages) which are all organised under a single name. For example, the webpages www.iwf.org.uk, www.iwf.org.uk/report, www.mobile.iwf.org.uk/report and www.iwf.org.uk/about-iwf/news are all part of the same domain - namely iwf.org.uk.

Forum
Also sometimes known as a message board, a forum is an online discussion site where people hold conversations or upload files in the form of posted messages. A forum can contain a number of subforums, each of which may have several topics. Within a forum's topic, each new discussion started is called a thread, and can be replied to by any user of the forum.

Hashes
A 'hash' is a unique number generated from the binary data of a picture or video and some biometric information within a picture. Hashes are used to automatically identify known child sexual abuse images without the need to examine each image individually, therefore having a potentially significant impact on preventing online distribution of this content.

Hidden services
Websites which are hosted within a proxy network so that their location cannot be traced.

Image board
An image board is a type of internet forum which operates mostly via posting images. Used for discussing a variety of topics, image boards are similar to bulletin board systems but with a predominant focus on images.

Image host
An image hosting service which allows users to upload images to their server which are then available via a unique URL. This URL can then be used to make online links or embedded in other websites, forums, and social networking sites.

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

IWF URL List
A list of webpages hosted outside the UK which have been assessed by IWF Analysts as containing child sexual abuse content.

Newsgroups
Internet discussion groups dedicated to a variety of subjects and the virtual equivalent of a bulletin board. Users make posts to a newsgroup to enable others to view and comment. Also sometimes referred to as "Usenet", newsgroups can be described as the original online forums and a precursor to the world wide web.

Non-photographic child sexual abuse content
Images and videos of child sexual abuse which are not photographs. For example, this includes computer-generated images.

Notice and takedown (also known as notice and action)
Immediate notifications sent to hosting providers advising them that criminal content is being hosted on their network and requiring its expeditious removal.

One click hosting
Sometimes also referred to as cyberlockers. A third party website to which users can easily upload content such as webpages, images, data files or videos enabling others to view or download that content. The content can often be uploaded or downloaded in "one click".

Proactive/proactively searching/proactively seeking
Since April 2014 the IWF was given the ability to search for child sexual content rather than work only from public reports into the hotline. We are the only Hotline in the world that is able to do this.

Proxy network
These are systems intended to enable online anonymity, accelerate service requests, load balancing compression, encryption, security and a host of other features used as an intermediate/internet-facing front end. The Tor onion proxy software has the added ability to conceal the true location of services being offered thus able to provide hidden services.

Redirector
These are webpages that are configured to redirect the user to another hosted webpage. When a redirector URL is browsed, the user request is automatically forwarded to the destination URL. Sometimes the redirector webpage when loaded on the browser will hide the destination URL.

Search provider
An internet service provider (ISP) is a company or organisation that provides access to the internet, internet connectivity and other related services (e.g. hosting websites).

Self-certification
The process where a company which downloads and uses our IWF URL List tests their system on a quarterly basis to confirm that they are deploying it correctly.

Simultaneous Alerts
Immediate alerts about child sexual abuse images and videos sent to IWF Members who host outside the UK. The alert is sent to both our Member and the hotline in the country where the content is being hosted.

Social networking site
A social networking service is a platform to build social relations among people who share interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user (often a profile), his or her social links, and a variety of additional services. Popular examples of social networking sites include Facebook and Twitter.

Top level domain (TLD)
Domains at the top of the domain name hierarchy. For example, .com, .org and .info are all examples of generic Top Level Domains (gTLDs). The term also covers country code Top Level Domains (ccTLDs) such as .uk for United Kingdom or .us for United States and sponsored Top Level Domains (sTLDs) such as .mobi or .xxx.

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

Web archive
Web archive files contain HTML, images, sound and video from web pages previously visited. These files help the pages load, and also make it possible to view the material saved from the pages when not connected to the internet.

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

Website
A website is a set of related webpages typically served from a single web domain. Many websites will consist of numerous webpages.

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Twitter: @IWFhotline.

Internet Watch Foundation
Charity number: 01112398
Company number: 03426366

Internet Watch Limited
Company number: 03257438