

2011 Annual and Charity Report



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The Internet Watch Foundation has again done an outstanding job in tackling images of child sexual abuse online. The organisation plays a key role in international efforts to end this criminality, protecting children and continuing to block access to child sexual abuse images wherever they are based. As a direct result of the Internet Watch Foundation's work, three children were rescued from their abusers last year.

Prime Minister David Cameron

Contents

Who we are and what we do	03
Welcome from the Chair	04
Introducing the 2012 Chair	04
Welcome from the Chief Executive	05
Our 2011 achievements	06
Our Board	08
Our Members	10
Trends	12
15th anniversary	18
Our commitment to transparency	20
Charity report and accounts	22

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The Internet Watch Foundation (IWF) has again produced an Annual Report which demonstrates its commitment to and effectiveness in tackling online child sexual abuse images.

From the legislator's perspective I would like to stress that we already do a lot to fight child abuse on the internet. Nevertheless, we definitely have not reached all our goals yet. It is of utmost importance to foster media education among children, their parents and teachers to ensure that we do everything to prevent child abuse from the very beginning.

For institutions such as the IWF it is very crucial to nurture strong relationships with companies and organisations who can play an active part regarding the elimination of online sexual abuse images. Concerning the EU Member States the only effective way to deal with the problem is to share the most practical methods with each other and to promote the creation of frequent and institutionalised communication channels.

Thus I support every effort for the deletion of child pornographic material worldwide and strongly urge the European Parliament to play an active role in this process.

MEP Sabine Verheyen, EPP



Who we are and what we do

Our vision is the elimination of child sexual abuse images online

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; extreme adult pornography when it is hosted in the UK and UK-hosted non-photographic images of child sexual abuse, such as computer-generated images.

Self-regulation is the principle upon which our operations and structures are founded. It is also the internet industry and the government's preferred way of regulating specific online content in the UK. We strive to meet the demands of evolving technology, industry developments and public and government scrutiny. Key to our success since our establishment in 1996 is our work with the online industry and strong partnerships across the globe.

- We aim to **disrupt** the availability of child sexual abuse content hosted anywhere in the world.
- We **protect** children who are victims of sexual abuse from repeat victimisation and public identification.
- We aim to **prevent** internet users from accidentally stumbling across child sexual abuse content.
- We **delete** criminally obscene adult and non-photographic child sexual abuse content hosted in the UK.

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As a company that has long been a pioneer in helping families stay safe online, AOL understands the value of the IWF and are pleased to be a longtime partner. The accomplishments realised in combating child sexual abuse content on the internet over the last 15 years is a testament to the success of the IWF and its self-regulatory approach.

Holly Hawkins, Director, Global Consumer Policy & Child Safety, AOL

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At Facebook nothing is more important to us than maintaining a safe and secure environment for the people who use the site. The Internet Watch Foundation's support and expertise has been invaluable to our efforts to keep Facebook free of illegal content. We are proud to work alongside the Internet Watch Foundation and their partners from across the internet industry.

Facebook



Welcome from the 2011 Chair

Welcome to the Internet Watch Foundation's Annual Report for 2011.

This year marked our 15th anniversary which we commemorated with an event in October with industry members, IWF colleagues, Members of Parliament who support our vision and our partners in other organisations with whom we work closely. Multi-stakeholder partnerships are at the core of the IWF's model, operations and success, and it was gratifying to be surrounded by those who have helped us tackle online child sexual abuse content since 1996.

Committed to transparency, we welcomed a highly qualified independent inspection team into the Hotline in March and published their report into our practices and processes. We have continued to share our expertise with other Hotlines and contributed to the understanding of research groups and politicians at home and abroad.

This year has been one of considerable internal change in the organisation. We said goodbye to Peter Robbins after nine years as Chief Executive, during which time the IWF has grown to over 100 industry members. Our new Chief Executive is Susie Hargreaves, who brings a wealth of experience leading global membership organisations. I know she has the vision to build on the excellent foundations of the IWF to become a truly global centre of excellence. She has the ability to lead it as a world-class example of an organisation effectively tackling online criminal content and make the internet safer for millions of everyday users.

My own period as IWF Chair came to an end as 2012 began. I came to the IWF in 2009 at an exciting and challenging time and with a commitment to ensure the IWF remains relevant, accountable and effectively governed. During that time our membership has grown under a fairer, more sustainable funding model; we have introduced a system of self-certification for Members who use our blocking list, and promoted the use of 'splash pages' to ensure users know when a webpage cannot be accessed as a result of our advice. We have enhanced our technical expertise and now use more sophisticated methods of identifying child sexual abuse content and we have concentrated our resources on getting material taken down at source, even outside the UK.

This year we also said goodbye to Stephen Locke, Independent Vice-Chair; Emma Ascroft, Industry Vice-Chair; Mark Gracey, Industry Trustee and Professor Alisdair Gillespie, Independent Trustee who all played a significant role in the development of the IWF. In their place we welcomed Industry Trustees Andrew Yoward and Brian Webb, and in 2012 we welcome two new Independent Trustees, Peter Neyroud and Philip Geering, as well as our new Independent Chair Sir Richard Tilt.

I would like to thank the London Internet Exchange (LINX) for once again sponsoring this report and to our industry members who, in a time of economic difficulties, have not faltered in their support of the IWF. Their united support to combat online child sexual abuse content is what makes our achievements a global beacon for self-regulation.

Eve Salomon, 2011 Chair of the Board of Trustees



Introducing Sir Richard Tilt 2012 Chair

I have joined the IWF at a time of exciting change and opportunity for the organisation.

Self-regulation as a concept is under intense scrutiny in some areas and tackling online criminal content is exercising many countries around the world. It is essential the IWF maintains its standing as model of effective self-regulation and remains accountable, demonstrating clear concentration on its core business of removing criminal content from the internet quickly. It is clear that the IWF's achievements to date are due to its tight remit, allowing it to build on its expertise which have propelled the organisation onto a global stage. It is now well placed to provide assistance to other countries that are ready to move forward.

With a background in both criminal justice and self-regulation I hope to bring a good understanding of the issues involved. This is very important work especially in the context of child protection and I look forward to working closely with other partners in this field.

Sir Richard Tilt, 2012 Chair of the Board of Trustees



From the Chief Executive

I had the pleasure of taking the helm of the IWF in September and what an organisation to lead. I would like to pay tribute to my predecessor Peter Robbins who built the IWF into what it is today – a universally respected leader in the field. I also benefitted from expert guidance from our former Chair, Eve Salomon - my heartfelt thanks go to her. I wish them both the very best in whatever challenges they focus on next and I look forward to developing a strong working relationship with our new Chair, Sir Richard Tilt.

One of the many strengths of the IWF is the expertise at its heart. We are nimble in our tracking and targeting of child sexual abuse content and we are innovative in circumventing the techniques used by criminals. We collaborate with those at the cutting edge of technology to give us the most effective tools possible to do our work, and give the highest confidence in the figures and trends we publish.

Such is our expertise that we have identified new tactics being used by criminals who wish to profit from the suffering of children. Our analysts have noticed distributors of child sexual abuse content abusing a legitimate web development technique. This has the effect of 'hiding' a website to all but those who know which digital trail to follow to gain access. This is a trick used by mostly commercial distributors of child sexual abuse content and something we've seen only on servers hosted outside of the UK.

This practice poses challenges, which is why we are working with our Members and INHOPE Hotlines to develop effective solutions.

We remain dedicated to the expeditious removal of child sexual abuse content. We can already proudly state that globally we are the most successful at removing content in our own country quickly. When we examine the removal time of all non-UK hosted child sexual abuse URLs, 50% are removed within 10 days. In the past they would have typically stayed available for more than one month but since 2010 we have been working with others to speed up the removal of this content. However, when this content is hosted by one of our Members, almost 85% is removed within 10 days and within 13 days, 95% is removed. This is due to the service we are able to provide to Members.

Over the past 15 years, we have progressively seen more content featuring the rape and sexual torture of younger children. It has therefore remained a priority to share our intelligence with law enforcement agencies. We have directly contributed to the rescue of three children this year and a total of seven since we began this work mid-2010.

The IWF's success lies in its strong partnerships with the internet industry and child protection partners. Without our Members' support, without our close links to the Child Exploitation and Online Protection (CEOP) Centre and numerous other experts within the online and child protection arena we wouldn't be able to accomplish the great work which is documented here in our annual report.

We have exciting plans for the next three years. Together with my committed and talented team, we plan to build on our success to date and take the IWF to a new level as global experts in the field of child sexual abuse content. I am already excited about what we will be reporting back to you a year from now.

Finally I would like to thank the Trustees and the Members of the IWF for giving me this incredible opportunity to lead this respected organisation which is a huge personal honour. I give you all my personal commitment to serve the IWF with passion and energy so that together we can achieve our vision of eliminating child sexual abuse content online.

Susie Hargreaves, Chief Executive



The proliferation of child abuse images creates demand for further children to be abused and re-victimises those who have already been abused. The IWF plays a central role in helping to prevent the spread of these images and in deterring individuals from accessing them. The partnership between the IWF, CEOP and the wider police service ensures that not only is tactical intelligence acted on quickly and efficiently but that our knowledge about the nature and scale of the problem is shared, improving our joint response.

Peter Davies, Chief Executive of the Child Exploitation and Online Protection (CEOP) Centre

Our achievements

It's been a busy year for the IWF. All key targets have been achieved against our annual plan, which means we're making great progress with our three-year strategy which was launched at the beginning of April 2011.

To promote our messages and services, we...

- Held our fifth Awareness Day attracting over 13 million views of our messages
- Marked our 15th anniversary at Westminster, supported by our Members, partners and MPs
- Were delighted that an Early Day Motion in our name was kindly sponsored by Rt Hon Alun Michael MP, Sir Alan Beith MP, Mike Hancock MP, Dr Julian Huppert MP, Eric Joyce MP and Jessica Morden MP
- Updated all UK police forces with IWF information for their websites and their call takers
- Worked with our Members to provide IWF information for their websites
- Attended 13 conferences and international events
- Hosted visitors from other countries including Australia, Romania, Japan, America and Taiwan
- Provided briefings to the European Commission and Members of the European Parliament
- Attended and hosted parliamentary dinners and Westminster events to promote our work
- Held two Members' briefing days
- Launched our Facebook, Twitter and Google+ social media presence

Strengthening our partnerships

Online child sexual abuse content transcends borders and its elimination cannot be achieved in isolation.

We firmly believe in sharing intelligence and tactics worldwide to reach a global solution.

On a journey of self-improvement, we...

- Were inspected in March by an independent team to ensure we're providing the best possible service. Their feedback was positive and since then we've been busy implementing their recommendations to make further improvements to our systems and processes
- Moved to a new, purpose-built office near Cambridge
- Successfully recruited a new Chair and new Chief Executive to lead us beyond 2012
- Embedded a new database to improve our Hotline systems
- Developed staff values to support our work and nurture our staff
- Maintained our ISO 27001 status
- Surveyed our newsletter readership to improve our content



As one of the three partners in the UK Safer Internet Centre, IWF play a pivotal role in the project and helping to not only identify but effectively take down online criminal content. Since the centre started in January 2011, the partnership has flourished and the complementary cultures and objectives of the three partners (IWF, SWGfL and Childnet) is to the benefit of not only the UK but also far beyond.

South West Grid for Learning

To strengthen partnerships and share knowledge, we...

- Have been building relationships with other key organisations, companies and individuals to look at ways in which we can collaborate and work closely to achieve our goals
- Hosted research, learning and intelligence-sharing events and meetings with Members and stakeholders
- Hosted delegations from INHOPE as well as the Australian and German Hotlines
- Recruited new Members during difficult economic times
- Attended a two-day workshop for analysts from INHOPE Hotlines to exchange technical practices. By sharing knowledge and expertise with our sister Hotlines we aim to identify new and innovative ways in which Hotlines can combat online child sexual abuse content
- Published independent research, funded by the Nominet Trust, into harmonising notice and takedown models globally
- Provided advice and guidance to numerous research groups, government officials and elected representatives regarding combating online child sexual abuse content
- Took part in a radio show to mark Safer Internet Day
- Worked closely with Childnet International and South West Grid for Learning - our fellow members of the UK Safer Internet Centre



We are delighted to be partners with the IWF as part of the UK Safer Internet Centre. Our partnership is centered on our shared vision to make the internet a great and safer place for children and young people and brings together our different areas of expertise, enabling us to learn from each other and grow together.

Childnet International

In assessing content and providing feedback, we...

- Met our target to assess all reports within one working day
- For each report of child sexual abuse content we receive from a partner Hotline, we have provided feedback to explain what action we've taken
- Responded to every complaint within 24 hours
- Worked internationally with 41 INHOPE Hotlines in 36 countries to monitor and chase-up child sexual abuse content hosted abroad. This is to ensure its expeditious removal from the internet

Victim Identification

We work with the Child Exploitation and Online Protection (CEOP) Centre. We share intelligence with them to assist the speedy identification of child sexual abuse victims. We're proud to say...

In February our analysts assessed some child sexual abuse images featuring a previously unseen victim. We shared them with CEOP who worked with European law enforcement agencies. The seven year old girl, who was being abused by a relative, was traced to Sweden and rescued by Swedish Police.

In June our analysts referred images of a girl around nine years old to CEOP. They traced the girl to a UK county and subsequently arrested a relative for sexually abusing her.

Again in June, our analysts found some new images of another nine year old girl being sexually abused. These were shared with CEOP who were able to trace the area, the school and subsequently the victim.

Governance

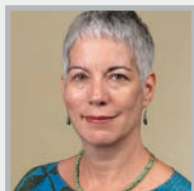
Our Board

Our Board of 10 comprises an Independent Chair, six Independent Trustees and three Industry Trustees. 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 in order to represent industry views on the Board. Independent Board members are chosen by an open selection procedure following national advertising.

We have now said "goodbye" to...

2011 saw several Board members and senior staff moving on from the IWF. We thank them for their efforts and wish them all the best in their future endeavours.



Eve Salomon,
Independent Chair



Stephen Locke,
Independent Vice-Chair



Emma Ascroft,
Industry Vice-Chair



Mark Gracey,
Industry Trustee



Professor Alisdair Gillespie,
Independent Trustee

Staff

Peter Robbins OBE, QPM,
Chief Executive

Sarah Robertson,
Director of Communications

Our 2012 Board

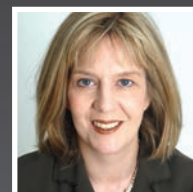
Sir Richard Tilt OBE Independent Chair

Sir Richard is the Chair of the Independent Complaints Panel of the Portman Group and has previously performed Chair roles in the NHS and the Social Security Advisory Committee. He was the Social Fund Commissioner, Governor of de Montfort University, and a Churchill Fellow. He completed a career in the Prison Service, retiring as Director General.



Dr Suzy Walton Independent Vice-Chair

Suzy is a Chartered Director, a Chartered Scientist, a Chartered Occupational Psychologist and has a PhD in an area of mental health. She is Deputy Chairman of several boards in different sectors including the University of Westminster and the RSA (the UK's only apolitical think tank). She also sits on government committees including the Ethics Group of the National DNA Database. She has spent over a decade in central government including the Prime Minister's Strategy Unit. Suzy has five children and served for four years on the board of Birmingham Children's Hospital.



Jonny Shipp Industry Vice-Chair

Jonny is Telefónica Europe's Head of Strategy & Implementation for Digital Confidence. He is responsible for content standards and online child safety and has led wide-ranging projects and partnerships across Europe to secure customer trust and confidence in digital products and services.



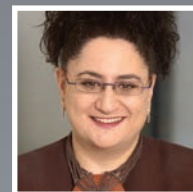
Sir Rodney Brooke CBE Independent Trustee

Sir Rodney is Chair of the Quality Assurance Agency for Higher Education, the West Yorkshire Playhouse and the Independent Panel for Remuneration of Councillors in London. He is a Trustee of the Tavistock Institute, Action on Hearing Loss and a member of the National Information Governance Board. He was Chief Executive of West Yorkshire County Council and the City of Westminster Council and has many years' experience in the public and voluntary sectors.



Naomi Cohen Independent Trustee

Naomi is Head of Communication Development for NEST (National Employment Savings Trust) with over 20 years' experience in senior roles across the voluntary, public and private sectors. Naomi has been a founder, trustee and committee member of several charities and is currently on the Board of Leeds University Union and a member of the Chartered Institute of Public Relations.



**Philip Geering
Independent Trustee**

Philip is a Non-Executive member of the Legal Services Group Board at the Department for Business, Innovation, and Skills and a Panellist for the General Medical Council's Fitness to Practise Panels. He joined the Crown Prosecution Service upon its establishment in 1986. After a secondment to the Attorney General's Office, he became Director of Policy at the CPS. Philip was subsequently a Director at the Independent Police Complaints Commission, responsible for policy, research, strategy and communications.



**Mary MacLeod OBE
Independent Trustee**

Mary is an independent family policy adviser on child and family welfare and was the founding Chief Executive of the Family and Parenting Institute. She is a Board member of the Child and Family Court Advisory and Support Service (CAFCASS), Chair of Gingerbread and the advisory group of Safe Network; a Non-Executive Director of the Video Standards Council and of Great Ormond Street Hospital for Children NHS Trust. Mary was awarded an honorary doctorate by the Open University and an OBE for services to children and families in 2008.



**Peter Neyroud CBE, QPM
Independent Trustee**

Peter directs a major research programme at Cambridge University into Crime Harm and provides training, leadership development and consultancy nationally and internationally. He is a widely published author of books, articles and papers on policing and a Visiting Professor at the University of Chester. Peter completed a distinguished police career culminating as Chief Constable of Thames Valley followed by various leadership roles at the National Policing Improvement Agency.



**Brian Webb
Industry Trustee**

Brian is Head of Internet Customer Security & Specialist Services at BT. He is responsible for BT's internet acceptable use policy and its enforcement for BT's five million plus customer base across BT's internet access products.



**Andrew Yoward
Industry Trustee**

Andrew is Head of Support Services and IWF Funding Council representative at YHGfL Foundation, one of the Regional Broadband Consortia set up to meet the Government target of connecting all schools in the Yorkshire & Humber region to broadband.



Staff



Based in Waterbeach, Cambridgeshire, the IWF operates with a team of 16. It is led by its Chief Executive and three directors.

Susie Hargreaves, Chief Executive

Susie joined as Chief Executive of the IWF in September 2011. She has worked in the charity sector for more than 25 years in a range of senior positions including running a number of membership organisations. She has run her own consultancy business specialising in business development, events, marketing and membership for the charity and not-for-profit sector. In 2006 she was awarded a prestigious Clore Leadership Fellowship.

Deborah McGovern, Deputy Chief Executive and Director of Policy and Performance

Deborah joined the IWF in 2010. She is responsible for our corporate services, including governance, performance and Member relations. Deborah is experienced in policy, governance and regulatory matters. She has worked in research and in senior management positions in the public sector.

Fred Langford, Director of Operations, Technology and Content

Fred joined the IWF in 2004. He is responsible for the IWF's operational, technical and Hotline services and requirements as well as liaison with Members and other stakeholders regarding technical and content issues. He is also responsible for our internal systems, information security, INHOPE, IWF's involvement in the UK Safer Internet Centre consortium, EU project liaison officer and the IWF's Hotline, research and services provided to Members.

Emma Lowther, Director of Communications

Emma joined the IWF in April 2011. She is responsible for planning and delivering the IWF's communications strategy, including the public affairs and public relations elements. She is a spokesperson for the organisation and a member of the Chartered Institute of Public Relations.

Members

IWF services in detail

We help the online industry to combat the abuse of their services and protect their users.

Notice and Takedown

Our notice and takedown service is at the heart of what we do. When child sexual abuse images and videos are hosted on a UK network, we issue a notice to the hosting provider and the content is taken down quickly – typically within 60 minutes, in partnership with the police.

Simultaneous Alerts

This is designed to significantly reduce the length of time child sexual abuse content is hosted outside of the UK by providing an alert to companies hosting abroad. IWF simultaneous alerts are available to IWF Members and non-members hosting content outside the UK.

£20,000+ per annum



£5,000+ per annum



URL List

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

Keywords

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.

Newsgroups

Our Hotline team have 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.

£1,000+
per annum



Trends

Reports

During 2011 our Hotline processed a total of 41,877 reports and 13,161 (31%) of these were assessed as containing criminal content.

Of all reports, 40,949 concerned content on webpages, 835 concerned newsgroups and 93 concerned reports of other types of off-remit content.

Of all public reports, 56% of people chose to leave their details in order to receive feedback from our analysts. Reports can also be made anonymously; our website allows reports to be made in a secure and confidential manner.

Figure 1 shows the number of reports processed by category and the number in each category assessed as within remit and potentially criminal.

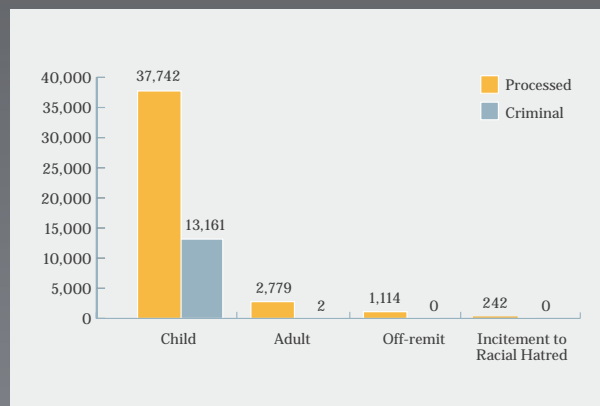


Figure 1

90% of all reports made to the Hotline were believed to contain child sexual abuse material and 35% were confirmed as such by our analysts - slightly up on 2010 at 89% and 34% respectively. As of April 2011, we ceased taking reports regarding incitement to racial hatred online content as this passed to True Vision.

Child sexual abuse content

The majority of our work concerns the assessment and removal of child sexual abuse images and videos. In 2011:

- 74% of the child victims appeared to be 10 years old or under.
- 64% of all the child sexual abuse URLs depicted sexual activity between adults and children including the rape and sexual torture of the children.
- 65% of the victims were girls.
- 26% were boys.
- 8% contain both genders. A small number of the victims were unidentifiable as male or female.

A total of 12,966 URLs contained child sexual abuse hosted on 1,595 domains worldwide. This figure does not include newsgroup content.

Figure 2 shows the number of abused domains since 2006.

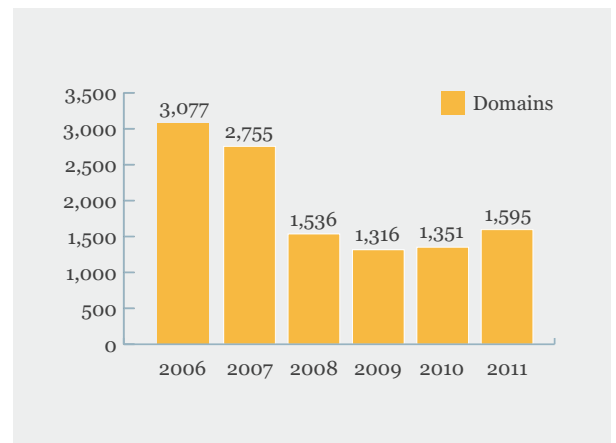


Figure 2

Hosting trends have changed and the rising number of abused domains since 2009 shows how criminals are once again using more and varied domains to distribute this content. This may increase the likelihood of online users stumbling across this material. There is a 15% increase in the number of abused domains since 2010. However, figures are still around half of what they were in 2006.

The 12,966 webpages were traced to 39 countries. Five top level domains (.com, .ru, .ps, .net, .org) accounted for 86% of all webpages identified.

For the past two years we have seen an increasing number of legitimate websites being criminally exploited to host this content.

Figure 3 shows the top 10 types of websites exploited to host child sexual abuse content.

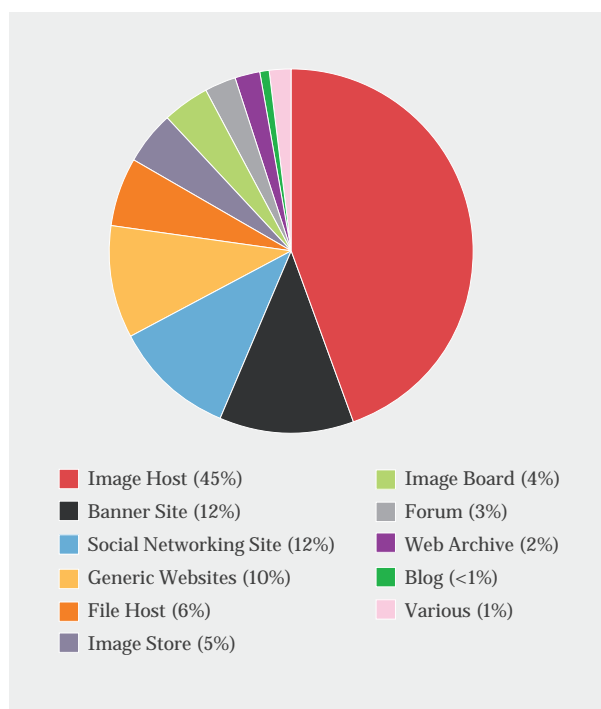


Figure 3

Image hosting sites are most likely to be abused with 45% of child sexual abuse content found here. These sites enable the upload of an image and have a unique URL for each image. They are also known as webblockers, cyberlockers or one-click hosting.

Newsgroups

The IWF is the only Hotline to issue takedown notices for newsgroups and is the only Hotline to monitor and review newsgroups. We issued 193 takedown notices for newsgroups hosting child sexual abuse content.

In 2011, as a result of monitoring newsgroups for child sexual abuse content, we recommended our members do not carry 304 newsgroups. We continue to monitor a further 11 newsgroups.

Keywords list

- We supply our keywords list to 44 organisations. In December 2011, this list contained 437 words associated with child sexual abuse content, and 69 words associated with criminally obscene adult content.



By working with the IWF, McAfee has been able to better protect our users from getting redirected (via spam, web-based redirection, or other means) to the most heinous websites which can hurt and exploit children. In supporting IWF in their mission, McAfee and the IWF are creating a safer internet experience and protecting digital families today.

Paula Greve, Director of Web Security Research, McAfee

Child sexual abuse images: UK trends and removal

In 2011 we took action regarding 12,966 instances of publicly available child sexual abuse content hosted on websites around the world. Of those, 66 notices (for 214 URLs) were issued to remove content hosted in the UK. This relatively low number is testament to the online industry’s work with the IWF to make the UK a hostile environment to host such criminal content. Typically these URLs are removed within 60 minutes.

Of the UK-hosted content assessed:

- 65% of the child victims appeared to be 10 years old or under.
- 62% showed sexual activity between adults and children including the rape and sexual torture of the children.
- Six instances concerned adverts linking directly to this content.

These percentages increase for content hosted outside of the UK.



The IWF is truly doing what it takes to minimise the availability of criminal content online, mainly child sexual abuse images. The IWF gives companies like Filesonic the information necessary to properly deal with and hopefully alleviate the problem. We feel that it is our duty to be part of this movement and we are proud to support the IWF’s fight to protect the online community from exposure to criminal content.

Filesonic. New Member, 2011

Child sexual abuse images: International trends and removal

12,752 reports were assessed as websites hosting child sexual abuse content outside of the UK.

- 74% of the child victims appeared to be 10 years old or under.
- 67% showed sexual activity between adults and children including the rape and sexual torture of the children.

Figure 4 shows the number of confirmed child sexual abuse URLs according to the host location (continent).

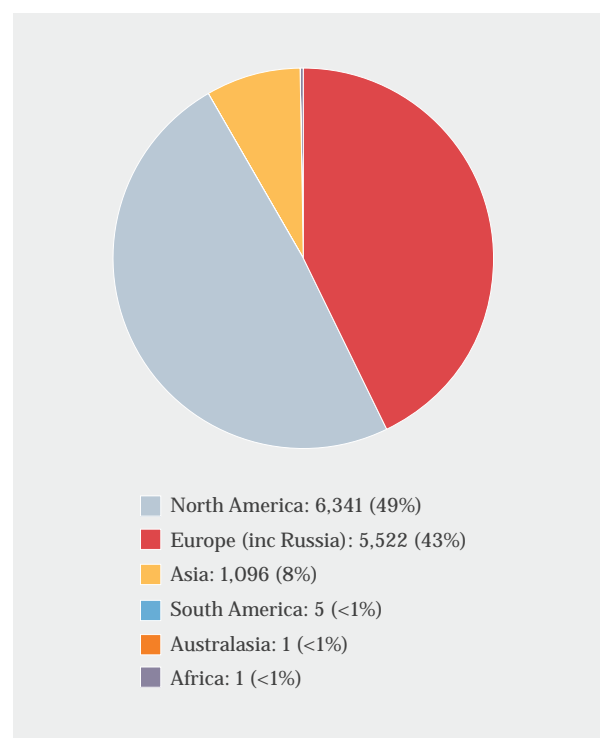


Figure 4

93% of all content actioned in 2011 was hosted in a country with an INHOPE Hotline.

We trace child sexual abuse content to determine the geographical location of the server on which it is hosted at the time of assessment. This enables us to pass the details immediately to the relevant Hotline or law enforcement agency, or to take action ourselves in collaboration with the company whose services are being abused.

Commercial child sexual abuse content

A significant proportion of our work concerns publicly available child sexual abuse images and videos provided on a commercial basis.

Essentially, criminals set up websites in order to profit from the sale of this content. Since 2009 we have been tracking these 'brands' of commercial website to understand how this content is made available and the scale and number of criminal operations involved.

Over this time period we have identified 998 unique sources of commercial child sexual abuse websites, each with a distinctive name and brand. Of these, 440 have been active during 2011. Within the top 30 brands, no new 'top level' brand has been identified.

Each of the websites is a gateway to hundreds or even thousands of individual images or videos of children being sexually abused. They may be supported by layers of payment mechanisms, content stores, membership systems and advertising. Payment systems may involve pre-pay cards, credit cards, 'virtual money' or e-payment systems and the 'customers' may be required to carry out the transaction across secure webpages, text messages, or email. We are able to provide relevant details to law enforcement.

Other criminal content

- Of 2,779 reports alleging obscene adult content, just 2 were confirmed as such. One notice was issued for the removal of this content, while the other URL was removed before the notice was issued. The other reports were for content not hosted in the UK and therefore not within our remit.
- No notices were issued regarding non-photographic depictions of child sexual abuse.
- Until 3 April 2011 we took reports regarding incitement to racial hatred content. No notices were issued regarding this content.

'Disguised' websites

Our Hotline analysts are experts at tracking and tracing child sexual abuse content. They have discovered that a cluster of commercial (and some non-commercial) sites can only be accessed via a predetermined 'digital path'. These 'disguised websites' therefore present different content based on the route the user takes.

When the URL is loaded directly into a browser, the page that loads usually contains legal adult content. However, if the same website is accessed via a particular gateway (referrer), the site displays child sexual abuse images.

This is a legitimate web development technique, commonly used, for example, on shopping websites which remember who you are when you return. However, like any technology of its type it is open to abuse. There are several reasons why this method of 'disguising' the criminal content is used.

Firstly it masks the criminal website from those who have not followed the correct digital path. Secondly, it means that a commercial child sexual abuse business may be able to acquire legitimate business services, such as banking services, if the website appears to host legal content when directly accessed – essentially tricking companies into providing their services for what is actually a criminal enterprise. It also means that when the public report finding child sexual abuse content to a Hotline, to the analyst visiting the reported URL, it appears to show legal adult content.

However, our analysts have become adept at spotting these sites and have developed a technique to circumvent the digital footprint to gain access to them.

This is an emerging trend and as yet, these sites have not been encountered on UK servers. Our analysts noted the use of this technique on 579 occasions during 2011. We are now working with other Hotlines to enable them to access these sites to expedite their removal. We are also working with our Members in order to effectively tackle this trend.

Speeding up global removal of URLs

We challenged ourselves to speed up the removal of child sexual abuse webpages across the globe. We know that removal of this content in the UK is very fast but concern remains about the length of time content is available outside of the UK. During 2010 we launched new tactics to speed up its removal.

Figure 5 shows the percentage of child sexual abuse URLs removed within a given time (in days). This is for URLs hosted outside of the UK.

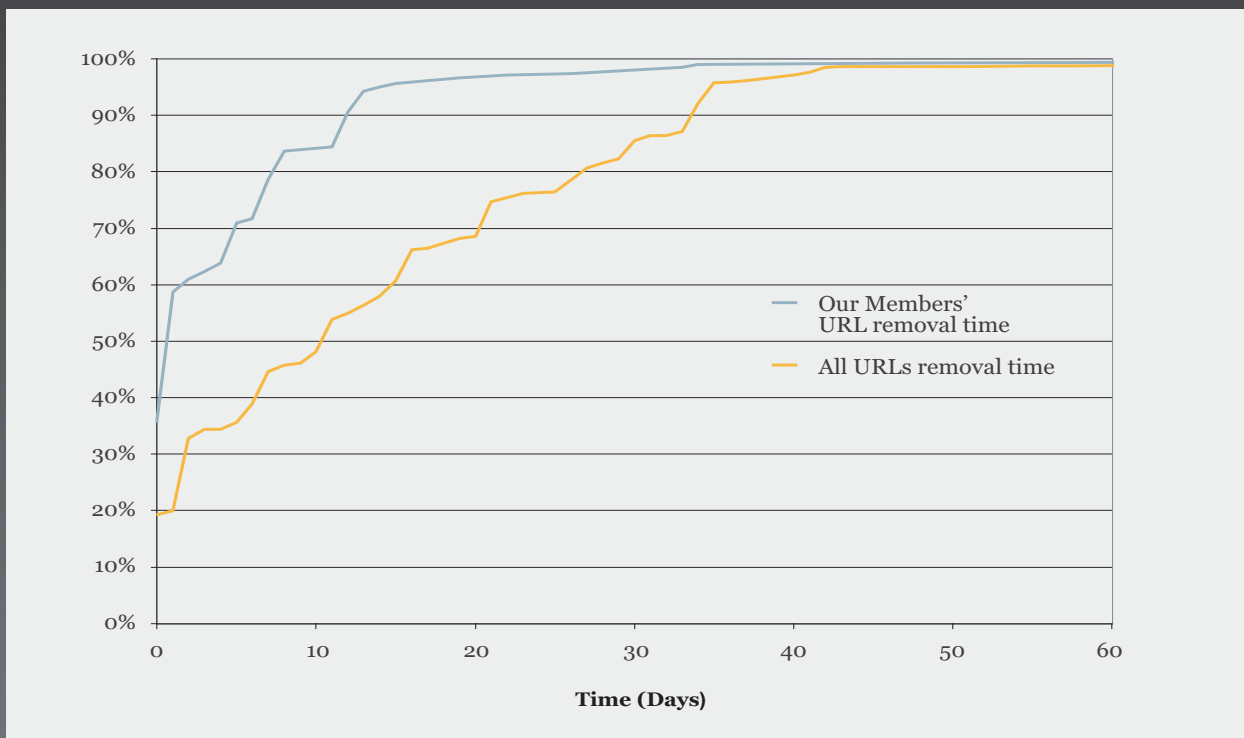


Figure 5

The yellow line tracks the time taken to remove all child sexual abuse URLs. It shows that around half of the child sexual abuse URLs hosted abroad are removed within 10 days with around 70% removed in 20 days. The removal process includes IWF liaising with the host country Hotline and with law enforcement agencies.

The blue line shows the speed at which URLs hosted outside of the UK by our Members are removed. These URLs are removed more than 40% quicker than when a non-member is hosting the content. This is because we are able to directly alert our Member to the presence of the child sexual abuse content on their services. That explains why almost 85% of URLs are removed within 10 days and after 13 days, 95% are removed. The host country's Hotline and relevant law enforcement agency are still notified of the child sexual abuse content.

The plateau, which is seen at around 35 days, is the effect of on-going law enforcement investigations which means that URLs are unable to be removed.

We speed up the removal of online child sexual abuse content by:

- Proactively monitoring and reminding our international colleagues of images and videos that remain available for long periods;
- Providing simultaneous alerts to companies hosting child sexual abuse content outside the UK, at the same time as the details are provided to the relevant Hotline;
- Forging relationships with law enforcement agencies in countries without an INHOPE Hotline.

Public and victim protection whilst removing content

About the IWF URL list

After we have notified the relevant host (where they are a Member), Hotline and law enforcement agency and while child sexual abuse content hosted abroad is still available, we provide the IWF URL List. This allows companies to block and filter access to these webpages while efforts take place to remove the content.

In the UK blocking is carried out on a voluntary basis. Despite there being no legislative imperative for companies in the online sector to do this, over 98.6% of residential broadband connections are protected by internet service providers deploying our webpage blocking list.

76 companies chose to receive our list during 2011. These are a mixture of internet service providers, search providers, mobile operators and filtering companies who want to take steps to prevent their customers and users from being exposed to child sexual abuse content, and want to help prevent those victims' sexual abuse being watched by others.

The list is deployed across all seven continents.

Due to our work to speed up the removal of this content there is an increase in the 'churn' of URLs. 'Churn' describes the numbers of URLs removed from the list as the content is taken down, and new URLs added as new content is found. Therefore, the list is as dynamic as ever and importantly, we update the list twice a day to reflect this day-to-day churn.

2011 list trends

A total of 11,176 unique URLs were included on the list at some point during 2011. On average, 45 new URLs were added each day and the list contained an average of 602 URLs per day over the 12 month period.

These figures compare to an average of 1,200 URLs a day in 2008.

The wider picture

Deploying the list is a valuable disruption tactic to the distribution of and accidental access to online child sexual abuse content. However, it is not a complete solution; it cannot put an end to offenders abusing children, nor can it effectively deny determined criminals who are actively seeking such material. Only a combination of tactics, including content removal, blocking, rigorous application of terms of use criteria and the sustained investigation of supply and demand networks by international law enforcement agencies can eradicate this complex global criminality.

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We strongly support the work of the Internet Watch Foundation. Customer service and family technology safety are two of our biggest priorities and working in partnership with the IWF allows us to proactively take part in preventing internet misuse and abuse.

Tesco

“

Trend Micro is proud to support and collaborate with the Internet Watch Foundation to minimise the distribution of child sexual abuse images online. We believe the mission of the IWF aligns well with our own, and feel together we are making a positive difference.

Lynette Owens, Director,
Internet Safety for Kids and Families,
Trend Micro

Our 15th Anniversary

We proudly marked 15 years of removing online child sexual abuse images in October 2011



In commemoration of our anniversary an Early Day Motion was signed by 31 MPs saying: “That this House congratulates the Internet Watch Foundation (IWF) on reaching its 15th anniversary year; supports its continued success in tackling criminal online content in the UK and protecting children who are victims of sexual abuse from repeat victimisation and public identification; supports the organisation's work to prevent internet users from accidentally stumbling across child sexual abuse content; notes the IWF's role in developing innovative tactics and services to minimise availability of child sexual abuse content globally; and wishes it well with its 15th anniversary celebrations during IWF Awareness Day on 26 October 2011.”

An event in Westminster, London, gave an opportunity for our Members, supporters and partner organisations to meet and find out more about our work and successes. The IWF was set up in 1996 and since then has virtually eliminated UK-hosted child sexual abuse content.

In our first year we assessed 1,300 reports. In 2011 we assessed nearly 42,000 reports, a total of 370,000 reports over 15 years.

We started out with just four staff and a UK focus. Now we have 16 employees and a global influence tackling online child sexual abuse images.



Shadow Defence Secretary Jim Murphy MP with Susie Hargreaves



2011 Chair, Eve Salomon, signs the 15th anniversary artwork along with other guests.



l-r Three former IWF Chairs, Amanda Jordan OBE, Roger Darlington and Eve Salomon.

“
Over the last 15 years the IWF has done fantastic work to help rid the web of large amounts of illegal and deeply disturbing content. As the IWF's figures show we can never be complacent.

James Brokenshire MP, Home Office Minister for Crime and Security

“
The IWF has achieved almost total buy-in from across the industry.

The reason you have been successful is because everybody agrees that there is some material which is so damaging, so unacceptable, so horrifying that we must do everything we can to prevent it being distributed and protect people from it.

The IWF is a very good demonstration of how self-regulation can work...It has set a fantastic example which is being copied around the world.

John Whittingdale OBE MP, Chair Culture, Media and Sport Select Committee



Speaker John Whittingdale OBE MP

“
There can be no bigger issue than the prevention of child abuse and its exploitation.

Rt Hon Alun Michael MP,
Chair UK Internet Governance Forum



Event host, Rt Hon Alun Michael MP

“
The IWF today is something we can be proud of. It's a world-class institution doing a world-class job.

It has been copied in lots of places but never completely emulated. Because in other countries the industry has not come together and given the Hotline the same level of support that we've been able to achieve in the United Kingdom and that's a great tribute not only to the internet industry but also to the officers and staff at the IWF who have made that possible.

John Carr OBE, Child Protection Consultant



Speaker John Carr OBE

Our commitment to transparency

As a self-regulatory body with charitable status we're committed to making our practices and processes as transparent as possible.

Independent Inspection

Our Hotline processes and staff support mechanisms were inspected in March. Five experts with backgrounds in law, law enforcement and social services carried out the inspection, headed by Commander Allan Gibson of the Metropolitan Police Service. The inspectors confirmed that content on our list is restricted to child sexual abuse URLs and in conclusion, the panel agreed we merit the trust placed in us by the industry and the wider public.

New Hotline database

Our new Hotline database was implemented during 2011. It has enhanced features which include enabling us to process reports more quickly. We can interrogate our statistics in more detail and have even greater confidence in the trends we find. The system is able to do this by incorporating a 'private cloud' solution which also ensures business continuity. The system can take reports from multiple locations, in any language and is fully IPv6 compliant.

Reporting of statistics and trends to Board and Members

Our Board is kept up-to-date with statistics and trends from the Hotline at every meeting. This also allows us to follow how we're performing and spot new trends in the hosting of child sexual abuse content.

Our resources for you

We're a unique UK organisation and we rightly get asked a lot of questions about what we do and how we do it. Our website aims to be a 'one-stop-shop' for information about the IWF. We also provide a useful best practice guide for dealing with the discovery of indecent images of children in the workplace.

Appeals and complaints

We adhere to a robust complaints and appeals process.

No complaints were received from content owners concerned that we had included in our URL list legitimate content which they owned or were associated with in 2011.

No companies to whom we issued a notice to takedown criminal content in the UK appealed against our decision.

In 2011 we received 76 complaints from individuals. All were responded to within one working day and 100% were resolved. In each of these instances we worked with the company or companies concerned to resolve the issue. None related to the accuracy of our assessment.

Anyone, including internet users who believe they are prevented from accessing legal content, may appeal against the accuracy of an assessment. Full details of the appeals process is available on our website.

Splash pages

We believe internet users should know why their access to a webpage is denied if it hosts child sexual abuse images and is therefore on our URL list. We're working with our Members to ensure we are all as clear as possible about why a web address cannot be accessed for this reason.

Self-certification: Ensuring our list is deployed accurately

Whilst 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. Last year companies which downloaded and deployed our list 'self-certified' on a quarterly basis to prove they are deploying it correctly. In April 2012 – a year after the self-certification process began – we will publish on our website all those who have successfully proven they are effectively preventing access to child sexual abuse webpages known to us.

Content assessment: Our policies online

We publish full details of the policies and procedures which govern the processes by which content is and is not included on our webpage blocking list. These include nine overarching principles which govern the URL listing and non-listing and seven detailed guidelines which influence the specific listing of the content. These guidelines also set out the role of our Board when required to make decisions relating to the list.

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The IWF serves a vital role in protecting children around the world. By joining the IWF, iBoss expands its commitment to provide safe, clean internet access to organisations.

Phantom Technologies (producers of iBoss Web Filters). New Member, 2011

“

Zvelo holds a firm stance against the dissemination of inappropriate online content and images of child sexual abuse. The protection of these innocent victims, combined with shutting down global online access to these sites is paramount.

Zvelo. New Member, 2011

Charity report and accounts

Year ended 31 March 2011

Internet Watch Foundation: Company registration number 3426366

Charity report and accounts

In planning and carrying out the Internet Watch Foundation's activities for the year, the trustees have considered the Charity Commission's guidance on public benefit. We have promoted the care and protection of the health and welfare of the public, and in particular children and young people, by working to minimise the availability of potentially criminal online content. This content includes indecent images and videos of children and criminally obscene adult content. Our contribution to the prevention of crimes relating to offences associated with our remit involves fostering relevant strategic and information-sharing partnerships and taking a range of technological and tactical steps to reduce the availability in the UK of criminal online content to which the public may be exposed, whilst also disrupting the distribution of indecent images of children around the world.

We processed over 48,000 reports through our Hotline in 2010 which enables the public to report potentially criminal internet content to us for assessment and action. Through our efforts and those of our partners we have succeeded in reducing the availability of child sexual abuse images hosted in the UK to less than one per cent of such content known to us. Through our 'notice and takedown' service we have expedited the removal of potentially criminal content within our remit hosted in the UK.

The summarised financial statements (overleaf) are taken from the audited financial statements of the Internet Watch Foundation for the year ended 31 March 2011. The audited financial statements, on which the auditors have expressed an unqualified opinion, were signed on behalf of the Board of Directors of the Internet Watch Foundation, were approved on 19 July 2011 and were submitted to the Registrar of Companies on 10 August 2011. The financial statements were submitted to the Charity Commission for England and Wales on 4 November 2011.

The summarised financial statements may not contain enough information for a full understanding of the Internet Watch Foundation. Copies of the full audited financial statements may be obtained on request from the Internet Watch Foundation, Suite 7310, First Floor, Building 7300, Cambridge Research Park, Waterbeach, Cambridge, CB25 9TN.

The Internet Watch Foundation was incorporated as a company limited by guarantee on 29 August 1997 and the trustee leadership of the Internet Watch Foundation has continued to develop its objective of minimising the availability of potentially criminal internet content. The 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 2010/11 total expenditure on charitable objects was £1,054,057 (2009/10: £970,674).

On behalf of the Board



Helen Redman
Company Secretary
Date: 31 January 2012

Independent Auditors' report to the Members of Internet Watch Foundation

We have examined the summary financial statement for the year ended 31 March 2011.

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 2011 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 statements 9 August 2011 and the date of this statement.

PETERS ELWORTHY & MOORE
Chartered Accountants and
Statutory Auditor
CAMBRIDGE
Date: 17 February 2012

Consolidated statement of financial activities for the year ended 31 March 2011

	Restricted funds 2011	Unrestricted funds 2011	Total funds 2011	Total funds 2010
	£	£	£	£
Incoming resources				
Incoming resources from generated funds:				
Voluntary income	-	28,764	28,764	21,597
Investment income	-	11,963	11,963	4,868
Incoming resources from charitable activities	506,681	980,867	1,487,548	1,233,828
Other incoming resources	-	61,313	61,313	-
Total incoming resources	506,681	1,082,907	1,589,588	1,260,293
Resources expended				
Charitable activities	342,069	711,988	1,054,057	970,674
Governance costs	-	71,036	71,036	95,588
Total resources expended	342,069	783,024	1,125,093	1,066,262
Movement in total funds for the Year - Net income for the Year	164,612	299,883	464,495	194,031
Total funds at 1 April 2010	55,260	816,819	872,079	678,048
Total funds at 31 March 2011	219,872	1,116,702	1,336,574	872,079

Consolidated balance sheet as at 31 March 2011

	2011	2010
	£	£
Fixed Assets		
Tangible assets	79,477	6,209
Current Assets		
Debtors	425,444	27,620
Investments	1,085,785	1,079,318
Cash at bank and in hand	116,407	114,454
	1,627,636	1,221,392
Creditors: amounts falling due within one year	-370,539	-355,522
Net current assets	1,257,097	865,870
Total Assets Less Current Liabilities	1,336,574	872,079
Charity funds		
Restricted funds	219,872	55,260
Unrestricted funds	1,116,702	816,819
Total Charity Funds	1,336,574	872,079

Support from previous years

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

Gordon Brown,
Prime Minister 2007 – 2010

“



The UK has perhaps the world's best regime for tackling child pornography, the Internet Watch Foundation, and we continue to work closely with the industry, law enforcement agencies and children's charities to seek ways of protecting children from abuse.

Tony Blair,
Prime Minister 1997 – 2007

Internet Watch Foundation

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Internet Watch Foundation



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Internet Watch Foundation

Internet Watch Foundation

Charity number: 1112 398
Company number: 3426 366

Internet Watch Limited

Company number: 3257 438

