



INTERNET WATCH FOUNDATION ANNUAL AND CHARITY REPORT 2012

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IWF VISION

The elimination of child sexual abuse images and videos online

IWF MISSION

We use our expertise 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.

OUR VALUES

The values that help us to fulfil our mission and achieve our vision are:

INTEGRITY

We:

- Work in an honest manner and with professionalism at all times;
- Ensure that all our communications and actions are timely, consistent, transparent and accountable – both internally and externally.

WORKING EXCELLENCE

We:

- Recognise, reward and celebrate our success and achievements;
- Welcome and respect individual contributions and provide a supportive environment to enable collaboration;
- Encourage learning and development of our staff and organisation;
- Value the diversity of our staff and their skills, experience and expertise;
- Acknowledge the importance of working with key stakeholders and learning from them.

FUTURE FOCUSSED

We:

- Continually challenge the what, how and why and adapt accordingly;
- Respond flexibly to changes in our environment and to the needs of our stakeholders;
- Embrace the need to develop our working practices to deliver against our vision;
- Are dynamic and develop innovative solutions to achieve our goals.

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, when it is hosted here, and UK-hosted non-photographic images of child sexual abuse, such as computer generated images.

The IWF was founded in 1996 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.

Key to our success since our inception is the support we receive from the online industry and strong partnerships across the globe.

We strive to meet the demands of evolving technology, industry developments and public and government scrutiny.

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WELCOME FROM THE CHAIR

Welcome to the Internet Watch Foundation's 2012 Annual Report. I took over as Chair at the beginning of 2012 and as my first year is complete, now is the time for reflection.



There are naturally many things to find out and learn about an organisation when you Chair it and I have learned a great deal about the work of the IWF Analysts. Having been Director General of the Prison Service and Chair of a number of other Boards, I've met many people who perform niche tasks, like the Analysts do. They assess online images and videos against UK law and liaise with industry, police and other Hotlines to get it removed when it is potentially criminal.

When the Analysts receive a report of potentially criminal content from the public, they don't know what they will see. They are prepared for images of a child being sexually abused, but often it's not. Sometimes it will be a person being tortured or worse, or cruelty to an animal, or a bad taste joke. So, over 2012, I have been struck by the courage of the Hotline Analysts, surrounded by a team of others who ensure the organisation operates to the best of its ability.

My second reflection concerns the direction of the organisation. What have we done in 2012 to improve, perform, outperform and make more of a difference globally in order to meet our vision of an internet free of child sexual abuse material?

The IWF has been creating new partnerships at a global level; the Board approved a feasibility study to be undertaken during 2012 to assess the need of countries with emerging internet capabilities, without a Hotline, to use the expertise of the IWF. This project has developed into IWF International (page 8).

Even in a difficult financial climate, where some companies have ceased trading and others have merged, we have welcomed eight new organisations into IWF membership. Towards the end of 2012 and into 2013 we ran an awareness raising campaign among young men, the group we know is most likely to stumble across child sexual abuse content and least likely to report it. The IWF has also continued to do what it does best, which is to diligently assess and action reports of potentially criminal online content.

My final thought involves looking to the future. In 2013 there will be a scheduled independent Hotline inspection, as well as a detailed look at our accountability and working practices in relation to human rights legislation and the UN Convention on the Rights of the Child. The IWF is privileged to undertake an important and sensitive role in relation to the internet and society. We need to continually endeavour to improve in all areas of the work we do and I intend to ensure this is done.

I would like to thank the London Internet Exchange (LINX) for their sponsorship of this, and many previous annual reports, and to our Members globally for continuing to support our work to meet our vision of eliminating online child sexual abuse content.

Sir Richard Tilt
Chair of the Board of Trustees

WELCOME FROM THE CEO

2012 was my first full year leading the IWF. My challenge has been to build on the considerable successes of my predecessor, and whilst sticking steadfastly to our core remit, explore every possible avenue to eliminate online child sexual abuse content.



We aim to work with integrity, strive for excellence and really focus on what the future holds in meeting the needs of a rapidly changing environment. We continue to place our Members at the heart of everything we do and we are particularly grateful for the support they have given us over the past year.

Thriving in today's global marketplace requires an innovative approach, the ability to successfully implement creative and business ideas and to exploit new opportunities. To achieve this we have launched our development project.

Led by Fred Langford, IWF International (page 8) will enable IWF expertise to be used in countries where internet penetration and internet capabilities are growing. In 2012 we signed a Memorandum of Understanding (MoU) with the International Telecommunications Union (ITU). They adopted a template developed by the IWF which provides a framework for assessing the needs of countries without a Hotline. In addition, we will be offering a report assessment service that will provide countries with a reporting mechanism for online child sexual abuse material. Reports will be made via a local website and then sent to the UK and assessed by IWF Analysts.

As part of IWF International we have also signed an MoU with the French Hotline, AFA and Protegeles in Spain, to foster even closer cooperation in the future and to enable us to work in partnership in French and Spanish-speaking, as well as English-speaking countries. We've also been playing our part on the international policy stage, providing valuable input to support policy makers to make well informed decisions.

Alongside our expertise, our most valuable assets are our partnerships and relationships. Our police partnerships, with the Child Exploitation and Online Protection (CEOP) Centre and police nationally, secured the arrest and conviction of a dangerous sex offender, whose online activities were reported to the IWF. Within a week of the report being sent, CEOP and Kent Police mounted an operation which saw the arrest of the offender and the safeguarding of more than one child.

Similarly, our victim identification work with the Australian Hotline, ACMA, brought about the arrest of a sex offender and rescue of at least two children.

Our partnerships with the online industry also demonstrate working excellence. We can now measure the speed with which we work with industry to remove UK-hosted child sexual abuse content in hours and minutes, rather than days and weeks. 56% of UK child sexual abuse webpages are removed in 60 minutes or less (page 12).

Further analysis of UK-hosted criminal content – which remains at less than 1% of the total we saw last year – shows that a UK company is less likely to have its services abused by criminals distributing child sexual abuse content if it is a Member of IWF.

We can also see that Members are quicker at removing criminal content. Therefore, to further safeguard UK internet users and networks we need to bring those companies which are not in the IWF fold, into membership – an aim for 2013.

To remain future focussed, we recruited a Technical Researcher to allow us to stay at the forefront of identifying shifts in the distribution of criminal content such as payments methods for child sexual abuse content and working more closely with police regarding hidden services (page 17).

In 2012, IWF not only had a new CEO but also a new Chair. We have developed a very strong working relationship with an equal passion and energy as have all the Board Members who have made invaluable personal contributions ensuring that we do not deviate from our remit but that we maximise any opportunities.

I would like to thank all the individuals and organisations who have worked with us in 2012. Only by working in partnership, nationally and internationally, can we protect internet users and prevent the revictimisation of child sexual abuse victims.

Susie Hargreaves
CEO

2012 HIGHLIGHTS

39,211

Reports processed.

9,550

Child sexual abuse URLs removed worldwide.

3

new Board members: Sir Richard Tilt, IWF Chair; Independent Trustees, Peter Neyroud CBE, QPM and Philip Geering.

2

children traced and rescued thanks to our work with the Child Exploitation and Online Protection (CEOP) Centre. The offender was convicted. He had a history of abusing children since 1994.

3

specialist training sessions for IWF Hotline Analysts.

5

minutes: The time taken to remove the child sexual abuse images for the first takedown notice of 2012 in the UK.

2

children: At least one young girl and boy were rescued from abuse in Australia after IWF Analysts worked with ACMA, the Australian Hotline. A man was charged.

4

Memoranda of Understanding signed – with The Authority for Television on Demand (ATVOD), the International Telecommunications Union (ITU), the COMNET Foundation and the French (AFA) and Spanish (Protegeles) Hotlines to foster closer working relations.

1

new global initiative was launched - IWF International.

1st

time an IWF director is appointed President of INHOPE – the International Association of Internet Hotlines.

15

academics attended the IWF research roundtable.

60

seconds: A new record was set when a child sexual abuse image was removed in under a minute after we issued a takedown notice to a UK company.

7th

February: We supported Safer Internet Day. An Early Day Motion regarding the work of the UK Safer Internet Centre received support from politicians.

1

technical Researcher employed by IWF to identify and analyse trends.

3 children rescued following an anonymous public report to the IWF. It led to a man's arrest and conviction.

1,980

people received a new-look newsletter.

ISO27001:

We maintained this Information Security Management System standard.

56 IWF Champions (page 18) recruited.

12,224

self-generated, sexually explicit images and videos of young people counted in IWF study (page 19).

103

IWF Members at the end of 2012.

56 % of UK-hosted child sexual abuse webpages removed in 60 minutes or less.

4,002

miles travelled to attend the Internet Governance Forum.

35 UK takedown notices issued for 73 child sexual abuse webpages.

14 questions in an online consultation with our Members to help inform our strategic plans for 2013-14.

21 conferences and events featured IWF speakers.

8 new Members joined during 2012:

- Brightstar
- Check Point Software Technologies
- G2 Web Services
- Olfeo
- ORON
- Post Office
- Telehouse Europe
- Transatel

7 UK Council for Child Internet Safety (UKCCIS) events and meetings attended.

4 CEO Coalition meetings attended at the European Commission.

AND IN 2013?

- Continuing with our core work of assessing potentially criminal online content within our remit and working closely with industry to remove it at source;
- Keeping IWF Members at the heart of what we do and incorporating their feedback in our business activities;
- Growing our membership;
- Keeping ahead of distribution patterns and trends and sharing this knowledge with others;
- Building on IWF International by providing countries with a means to refer online child sexual abuse content reports.



“We believe in protecting children. No child should be subject to abuse. The sexual abuse of children should not be recorded, viewed, exchanged or sold online. As more countries become internet-enabled we want to help their networks stay free from this criminality.”

Fred Langford, Director of IWF International

IWF INTERNATIONAL

IWF WILL PROVIDE:

- Assessments for countries with no Hotline, reporting or removal mechanism to assess their need for these facilities;
- A cost effective ‘back office’ solution for countries: Reports made via a locally branded web portal will be processed and analysed by IWF Analysts in the UK;
- Provision of a ‘notice and takedown’ (content removal) and IWF URL List service.

IWF services will be opened out to countries which are expanding their digital infrastructure and experiencing a rise in the level of internet use amongst their population. Countries can access our expertise and resources on a cost effective incremental basis.

WHY IS THIS IMPORTANT?

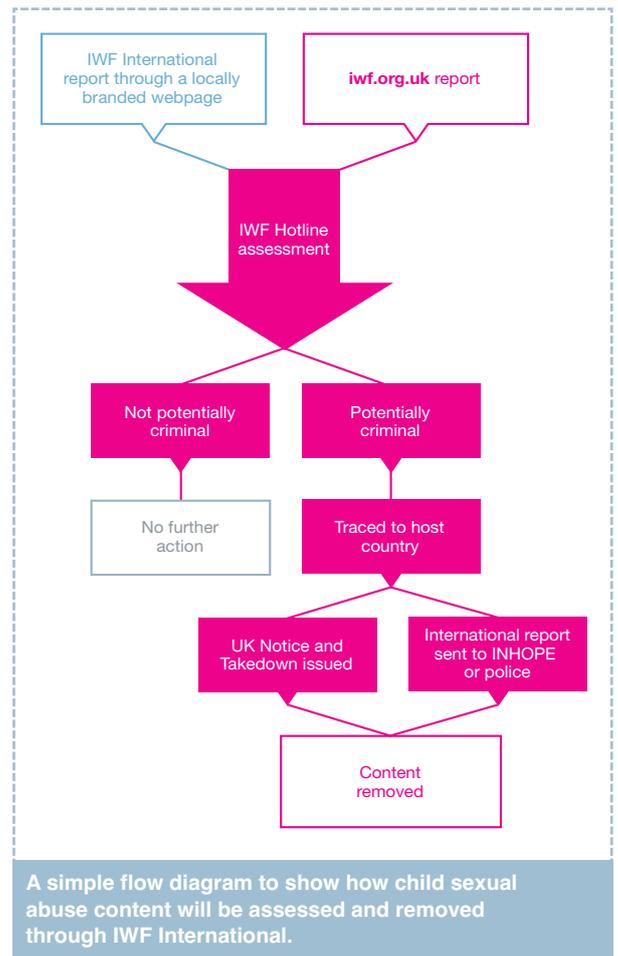
“Behind every child abuse image is an abused child, an exploited and helpless victim. When these images are circulated online, they can live on forever. Our responsibility is to protect children wherever they live and to bring criminals to justice wherever they operate. The only way to achieve this is to team up for more intensive and better coordinated action worldwide”.

**Commissioner Cecilia Malmström,
Launch of Global Alliance against Child
Sexual Abuse Online, 4 December 2012.**

*It is estimated that more than one million images of children subjected to sexual abuse and exploitation are currently online. According to the United Nations Office on Drugs and Crime, 50,000 new child abuse images are uploaded each year.

MEETING OUR VISION

IWF International will help us achieve our overall vision of eliminating child sexual abuse images online and our organisational objectives, without compromising, but rather adding value to our current members.





“Child sexual abuse content is one of the most abhorrent types of content available on the internet. The Internet Watch Foundation has achieved great results in the UK and their expertise and knowledge can help improve the fight against online child sexual abuse content in countries around the world.”

Emma McClarkin MEP
Member of the European Parliament



“The Internet Watch Foundation does impressive work and this annual report illustrates just what they have achieved over the last year.

The fact that the removal of criminal content is measured in minutes rather than days or weeks is an illustration of the success of the IWF and the wider online industry. The Internet Watch Foundation can be proud that their efforts are not only making the Internet a safer place but have also directly contributed to children being rescued from their abusers.”

Ed Vaizey, Communications Minister
UK Government



“I would like to congratulate the Internet Watch Foundation on another very successful year. It continues to play a crucial role in leading efforts to protect children and blocking access to child sexual abuse images, wherever they are based.

I have been particularly impressed by their work internationally, especially in countries where internet capabilities are growing, and I was very pleased to learn that 56% of UK hosted webpages featuring child sexual abuse are now removed in under an hour.”

Jeremy Browne, Crime Prevention Minister
UK Government



“There is nothing more important than keeping children safe. As an active member of the UK Council of Child Internet Safety, Internet Watch Foundation have been hugely successful in protecting more children and young people online.

They have also been instrumental in making the UK one of the most advanced systems in the world for the notice and take-down of child sexual abuse material - an outstanding achievement. I congratulate their success this year and look forward to working together in 2013.”

Edward Timpson, Children and Families Minister
UK Government

2012 TRENDS

REPORTS

Our Analysts assess reports which 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 child victims and the location of the files which dictates the removal method. Criminally obscene adult content and non-photographic images of child sexual abuse are firstly traced to the host country and such files hosted in the UK are within our remit and can be removed.

39,211 reports were processed and **9,702** of these (**25%**) were confirmed as containing potentially criminal content within our remit.

Of **39,211** reports:

- **38,891** reports of content on webpages;
- **306** reports of newsgroups;
- **14** reports of other types of off-remit content;
- **82%** of people reported anonymously through our secure and confidential reporting facility on our website.

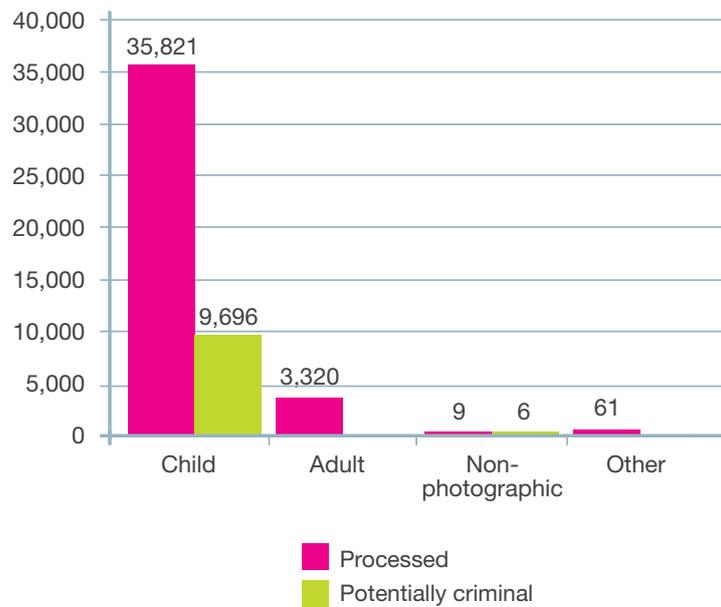


Figure 1: The number of reports processed in 2012 by category and the number in each category assessed as within remit and potentially criminal.

	2012	2011
% of reports made to the Hotline believed to contain child sexual abuse material	91	90
% confirmed as potential child sexual abuse content by IWF Analysts	27	35

Of **35,821** reports alleging child sexual abuse content, **9,696** were confirmed as such by IWF Analysts. This figure includes website and newsgroup content.

ALL CHILD SEXUAL ABUSE CONTENT

All child sexual abuse content analysed by IWF	2012	2011
% of child victims appearing to be 10 years or under	81	74
% showing sexual activity between adults and children including rape and sexual torture	53	64
% of images where victims were girls	75	65
% of images where victims were boys	10	26
% of images with both genders	11	8

Note: A small number of the victims were unidentifiable as male or female.

Figure 2 shows the number of domains abused for the hosting of child sexual abuse content since 2006. For example, 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 would have been counted as one domain i.e., iwf.org.uk.

In 2012, **9,550** webpages contained child sexual abuse and these were hosted on **1,561** domains worldwide. (This excludes newsgroup content).

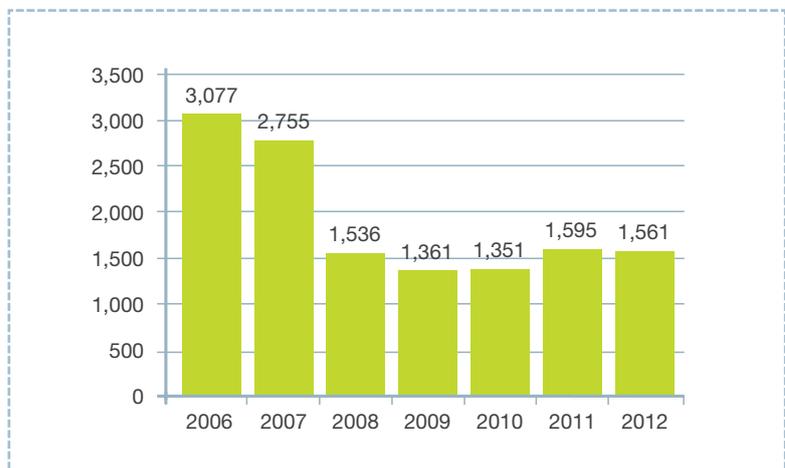


Figure 2: The number of domains hosting child sexual abuse content over time.

The **9,550** webpages hosting child sexual abuse content were traced to **38** countries. Five top level domains (.com .ru .net .org .in) accounted for **87%** of all webpages identified as containing child sexual abuse content.

One click hosting websites, where the user is able to upload an entire folder with one click of the mouse, were most likely to be abused with **60%** of child sexual abuse content found here. They are also known as weblockers or cyberlockers.

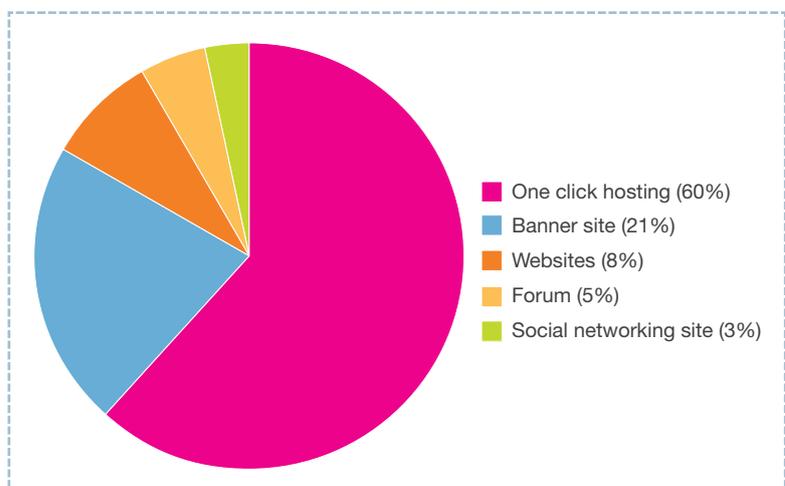


Figure 3: The top 5 types of internet services exploited to host child sexual abuse content in 2012.

CHILD SEXUAL ABUSE CONTENT: UK TRENDS AND REMOVAL

NOTICE AND TAKEDOWN

We believe the most effective way to eliminate child sexual abuse content is to remove it at its source. Therefore, our notice and takedown service is central to this. 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. We do this in partnership with police to ensure evidence is preserved.

In 2012 we took action regarding **9,550** instances of publicly available child sexual abuse content hosted on websites around the world. We issued **35** notices to remove content hosted in the UK on **73** webpages. This relatively low number continues to show how the online industry is dedicated to making the UK a hostile environment to host such criminal content.

CONTENT REMOVAL IN MINUTES

We work to ensure that criminal content hosted in the UK is removed as quickly as possible. We can only do this in partnership with the online industry. Due to the increasingly rapid responses to takedown notices, we are now measuring removal time in a matter of minutes, rather than weeks or days.

- **56%** are removed in **60** minutes or less.
- **78%** are removed in **120** minutes or less.

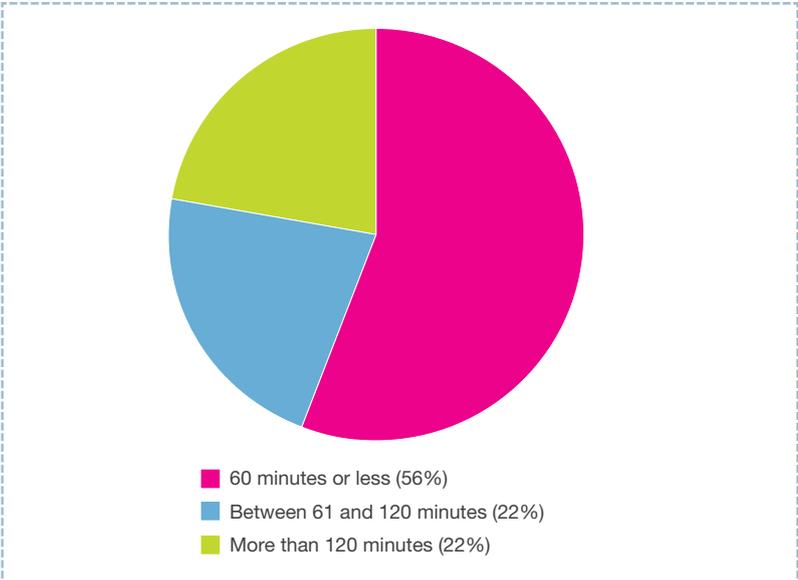
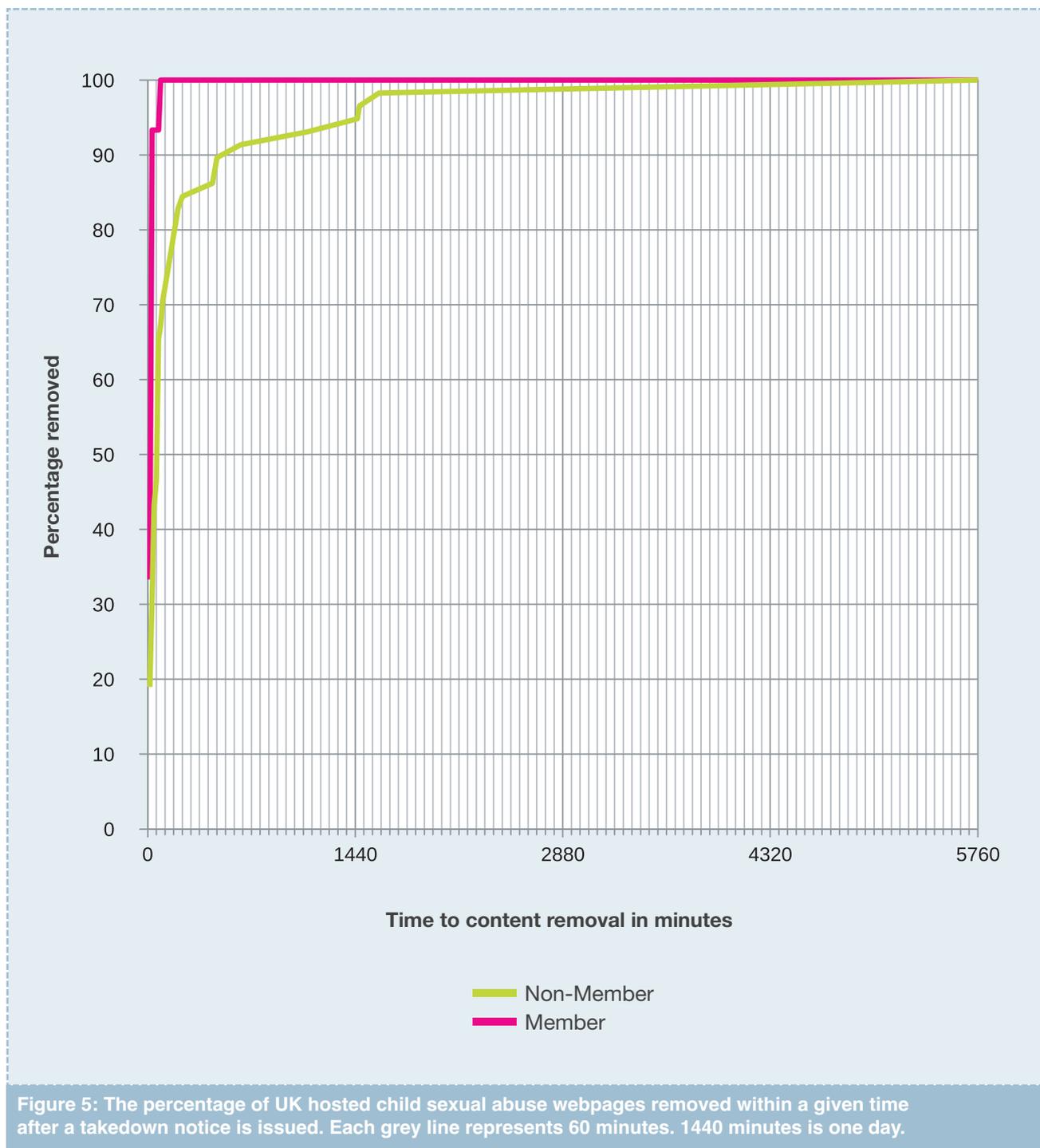


Figure 4: A breakdown of the time taken to remove UK-hosted child sexual abuse webpages from when a takedown notice is issued.

UK hosted child sexual abuse content	2012	2011
% of child victims appearing to be 10 years old or under	79	65
% showing sexual activity between adults and children including the rape and sexual torture of the children	51	62

MEMBERS AND NON-MEMBERS



- Of the **73** child sexual abuse webpages hosted in the UK in 2012, **58 (79%)** were hosted by companies which are not Members of IWF (green line).
- Those same companies take longer to remove the criminal content.

Criminals distributing child sexual abuse content appear to gravitate towards companies which do not have IWF membership.

CHILD SEXUAL ABUSE CONTENT: INTERNATIONAL TRENDS AND REMOVAL

INHOPE/LAW ENFORCEMENT
 After a report has been confirmed as child sexual abuse content 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.

9,477 reports were assessed as webpages hosting child sexual abuse content outside of the UK.

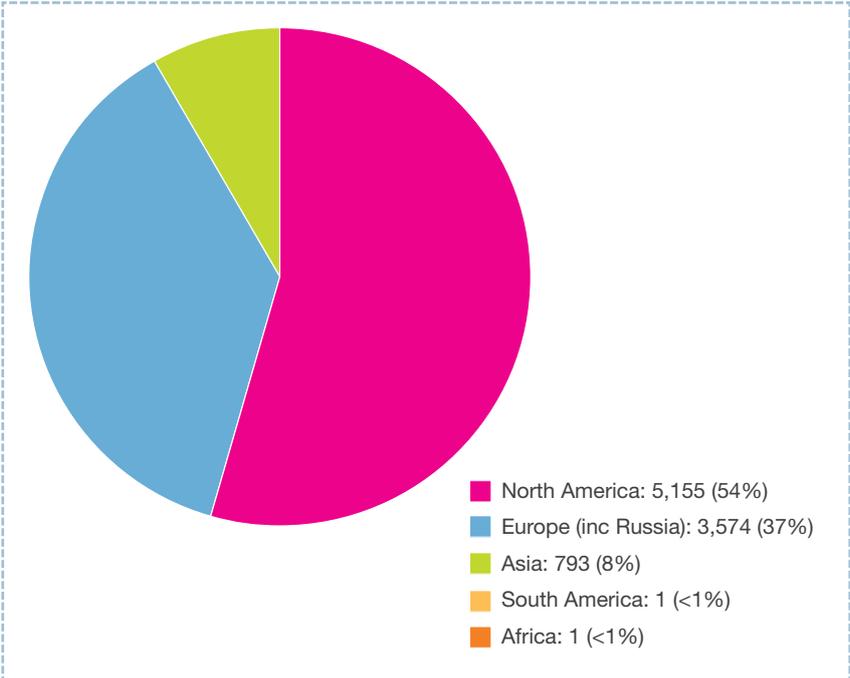


Figure 6: The percentage of webpages assessed as containing potentially child sexual abuse content according to the host location (continent).

93% of all content actioned in 2012 and 2011 was hosted in a country with an INHOPE Hotline. 26 URLs were hosted within hidden services. These are explained on page 17.

We use at least three methods to trace the location of 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 take action ourselves in collaboration with the company whose services are being abused.

Child sexual abuse content hosted outside UK	2012	2011
% of the child victims appearing to be 10 years old or under	81	74
% showing sexual activity between adults and children including the rape and sexual torture of the children	53	67

SIMULTANEOUS ALERTS

These are 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 can alert the hosting company to the presence of child sexual abuse content at the same time as notifying the country's INHOPE Hotline. Alerts are available to IWF Members and non-members hosting content outside the UK.

UK AND GLOBAL WEBPAGE REMOVAL TIMES

We work quickly in the UK to remove child sexual abuse webpages, as shown in Figure 4 where we can analyse the speed of industry reaction in minutes. Since 2010 we have challenged ourselves to speed up the removal of child sexual abuse webpages across the globe by chasing up the removal of content hosted abroad.

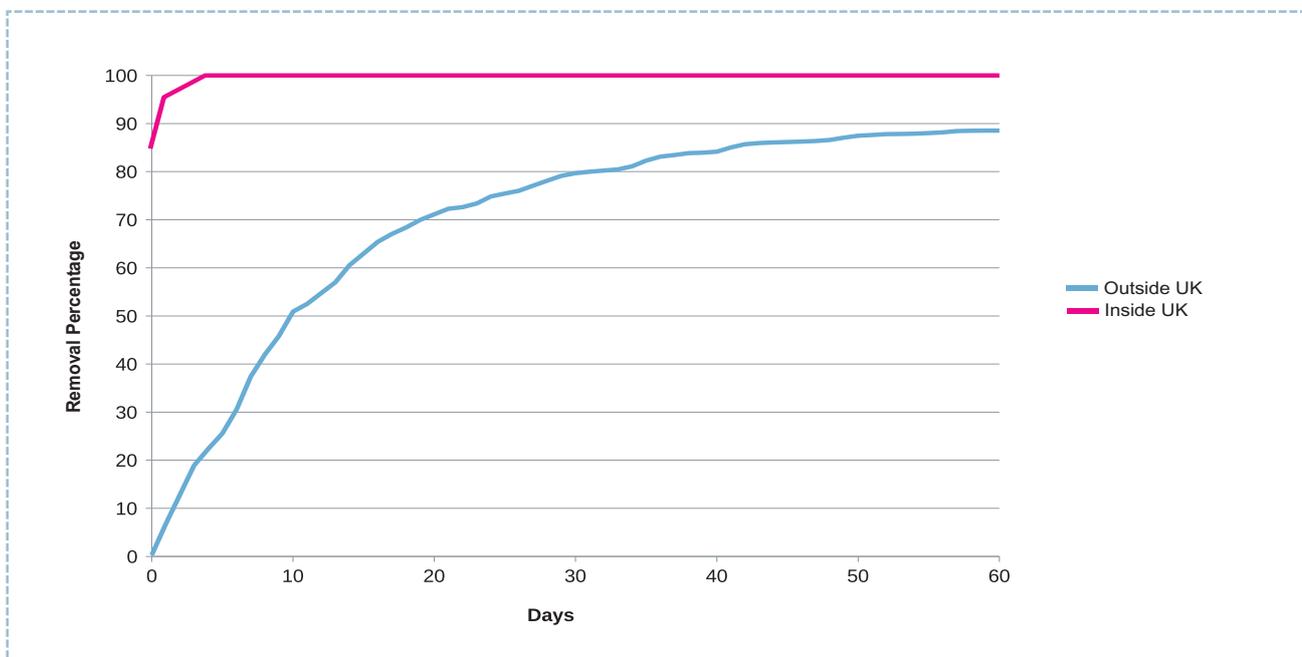


Figure 7: The percentage of all child sexual abuse URLs removed within a given time in days.

The pink line tracks the time taken to remove all UK hosted child sexual abuse URLs and measures time from the point a notice and takedown is issued.

The blue line tracks the time taken to remove all non-UK hosted child sexual abuse URLs and measures time from the point that we have referred the content to either the INHOPE database (where it's hosted in a country with an INHOPE Hotline) or referred direct to law enforcement in a country without a Hotline. This happens after we have made an assessment to determine if the content is potentially criminal. Where the content is referred to the INHOPE database, it is reasonable to expect a day's time lag to allow the relevant country to assess the

content. It shows that just over **50%** of the content hosted outside the UK is removed in **10** days compared to **100%** in **4** days within the UK. On-going police investigations outside the UK mean that not all URLs are able to be removed which is why **100%** removal is not achieved.

We continue to work to speed up the removal of internationally-hosted 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;
- Forging relationships with police in countries without an INHOPE Hotline.

OTHER DISRUPTION TACTICS

PAYMENT DISRUPTION

By its very nature, commercial child sexual abuse content requires a financial transaction. We work closely with our financial Members to disrupt these payment mechanisms and therefore disrupt the distribution of these images and videos.

COMMERCIAL CHILD SEXUAL ABUSE CONTENT

Since 2009 we have been tracking the different “brands” of child sexual abuse websites which provide public access to child sexual abuse content on a commercial basis.

Throughout the life of the project, we have identified **1,262** unique website brands. From analysing the hosting patterns, payment arrangements, advertising systems and registration details we believe these are operated by a small core group of criminal entities. For example, of the top **30** most prolific brands active during 2012, **16** of these are apparently associated with a single “top level” distributor.

Of these website brands, **513** have been active during 2012, with **268** new brands created in this period. This trend is consistent with 2011 in that just over half (**52%**) of the commercial website brands during 2012 have not been previously observed.

- Of **9,550** child sexual abuse webpages confirmed by IWF Analysts in 2012, **2,587 (27%)** appeared on commercial websites.

SMS PAYMENTS

Paying for products and services via SMS (Short Message Service) can be a convenient and alternative way of making a purchase. However, this mechanism can be abused by commercial distributors of child sexual abuse material. When we assess commercial child sexual abuse websites, we record the payment methods offered. We then work with payment providers to assist them in preventing the abuse of their services and also disrupt the activities of commercial distributors.

CASE STUDY

IWF works with PhonepayPlus, the UK regulator for phone-paid services including mobile shortcode numbers, to notify them of any instances where UK shortcodes are being presented as a payment mechanism for images and videos of children being sexually abused.

In 2012 we encountered a commercial website displaying a list of international SMS shortcodes as payment mechanisms for this content. Included was a shortcode for the UK. We notified PhonepayPlus, which then identified the aggregator – the organisation responsible for the administration of the shortcode - and made them aware that their service was being abused. Within days the commercial distributor of the criminal content had removed the UK shortcode from its website and has since ceased to offer any form of SMS payment. PhonepayPlus continues to work with all premium rate providers to increase due diligence, risk management and control and prevent any further occurrence of the abuse of premium rate to offer criminal content.

HIDDEN SERVICES

Internet users offering child sexual abuse content online via proxy software to protect their identity present a challenge to the IWF. This is particularly the case with certain types of proxy software that can be used to anonymously host websites, known as hidden services, and which conceal the true location of the web server hosting the content. This makes removal of the content at source problematic.

Our experienced Analysts are aware, from making assessments of these websites, that hidden services are a channel for the first appearance of a large amount of new child sexual abuse images. Therefore, there are opportunities for identifying the offenders behind the abuse as well as the victims.

As a result, we are working with the Child Exploitation and Online Protection (CEOP) Centre to notify them of the existence of any hidden services which we have assessed as containing child sexual abuse material. Providing this intelligence ensures that CEOP, in conjunction with national and international law enforcement agencies, is able to undertake investigations into the sites.

We assess this content in the same way we do any report. The difference is that it is sent to INHOPE for recording purposes, but does not get referred on as there is no traceable host country.

We encountered **26** URLs hosting child sexual abuse content on hidden services during 2012.

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.

Throughout 2012 the IWF monitored and reviewed newsgroups and issued takedown notices.

- **306** reports of content hosted in newsgroups were made to IWF.
- **146** takedown notices were issued for newsgroups hosting child sexual abuse content (**193** in 2011).
- By monitoring newsgroups, we recommended IWF Members do not carry **303** newsgroups containing child sexual abuse 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.

We supply this to Members to keep their services safer.

- In December 2012 this list contained **438** words associated with child sexual abuse content, plus **69** words associated with criminally obscene adult content.
- **43** organisations used this list.

'DISGUISED' WEBSITES

During 2011 we noticed child sexual abuse content being hosted on 'disguised websites'. These are predominantly commercial child sexual abuse websites which can only be accessed via a predetermined digital path. If the site is accessed via a particular gateway (referrer) the site displays criminal content. If it's accessed via another route, it will display legal adult content. This is a distribution tactic which we continue to monitor into 2013.

OTHER CRIMINAL CONTENT

3,320 reports alleged criminally obscene adult content. However, they were not hosted within the UK and therefore not within the IWF's remit.

6 URLs were assessed as hosting non-photographic child sexual abuse content. These were passed to CEOP for further action.

For information on the IWF URL List see page 21.

IWF AWARENESS DAY - 24 OCTOBER

IWF Champions

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

The initiative enables them to publicly show their support for the fight against online child sexual abuse content and support our vision of eliminating this type of online content.

Within three months of launching the initiative, and by the end of 2012, there were 56 IWF Champions, including MPs, Peers, MSPs, MLAs, AMs and MEPs.

Go to iwf.org.uk/iwf-champions to see our full list of IWF Champions.

AND IN 2013?

- Gaining more IWF Champions;
- Keeping them informed of our work;
- Using their support to encourage new organisations to work with IWF;
- With their help, organising events and raising awareness of our Hotline.



Baroness Thornton

Fiona Mactaggart MP

Jim Murphy MP

We are very proud of - and extremely grateful for - the support from our IWF Champions:

Roy Beggs MLA
Neil Bibby MSP
Bob Blackman MP
Nicola Blackwood MP
The Rt Hon Tom Brake MP
Andrew Bridgen MP
Alun Cairns MP
Michael Connarty MP
Rosie Cooper MP
Jim Dobbin MP
The Earl of Erroll
Vicky Ford MEP
George Freeman MP
Mary Giindon MP
The Rt Hon Paul Goggins MP
Helen Goodman MP
The Lord Harris of Harringey
Gordon Henderson MP
Mary Honeyball MEP

The Baroness Howe of Idlicote CBE
Richard Howitt MEP
Timothy Kirkhope MEP
The Rt Hon Lord Knight of Weymouth
Andrea Leadsom MP
Elfyn Llwyd MP
Naomi Long MP
Tim Loughton MP
Karen Lumley MP
Lewis Macdonald MSP
Fiona Mactaggart MP
Lord Maginnis of Drumglass
Emma McClarkin MEP
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
Bob Russell MP
David Rutley MP
Robin Swann MLA
Baroness Thornton
Joan Walley MP
Jim Wells MLA
John Whittingdale OBE MP

SELF-GENERATED CONTENT STUDY

IWF Analysts encounter large quantities of self-generated, sexual content which falls outside of our remit.

Recognising that this type of content forms the basis of an increasing number of public policy and educational discussions and debates, throughout September IWF Analysts sought to provide a snapshot into the amount of this content which depicted young people (aged 13 to 20 years old).

We found:

- 12,224 self-generated, sexually explicit online images and videos of young people;
- 88% of what we encountered had been taken from its original location and uploaded onto other websites – parasite websites – so called because they use content harvested from elsewhere.

These findings were announced on IWF Awareness Day as part of a UK Safer Internet Centre (UKSIC) presentation. The UKSIC is a partnership between the IWF, Childnet International and the South West Grid for Learning (SWGfL)

aiming to empower and support children and young people to use the internet safely. Childnet and SWGfL launched two resources for young people aimed at preventing sexting and also giving advice after it has happened.

AND IN 2013?

- Working with The Lucy Faithfull Foundation to research convicted sex offenders' online habits, with initial findings revealed in March 2013;
- Encouraging research partnerships where we can help others with their projects;
- Sharing our findings to help others working in this field.



Andrew Miller MP



Tim Loughton MP



Andrew Bridgen MP

“This study highlights the issue of retaining control of these images - once an image has been copied onto a parasite website, it will no longer suffice to simply remove the image from the online location where it was originally placed.

We need young people to realise that once an image or a video has gone online, they may never be able to remove it entirely.”

Susie Hargreaves, CEO



Go to iwf.org.uk to read about the study and watch the IWF Awareness Day film.



UK Safer Internet Centre
www.saferinternet.org.uk



UK SAFER INTERNET CENTRE

The UK Safer Internet Centre is co-funded by the European Union. The IWF, Childnet International and the South West Grid for Learning coordinate the UK Safer Internet Centre.



An Awareness Centre helping to make the internet a great and safe place for children.

childnet.com



A Helpline for professionals working with children in the UK.

swgfl.org.uk



The UK Hotline for reporting online criminal content.

iwf.org.uk

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

- Coordinating Safer Internet Day in the UK, which provided over 58 million opportunities to see or hear the Safer Internet Day message in 2012.

- Developing new educational and awareness raising resources for children, parents and carers and teachers to meet emerging trends in the fast-changing online environment. Recent launches include resources focusing on early years, sexting, and using parental controls on internet-connected devices.
- Hosting the UK Council for Child Internet Safety (UKCCIS) Evidence Group's Research Highlight series, which summarises key academic publications.

To find out more visit **saferinternet.org.uk**

AND IN 2013?

- Planning for the next Safer Internet Day starts in July 2013;
- A huge range of resources including a webcam resource, an online game for primary age children, early years' advice for parents and a 'sex and the internet' resource to educate parents as to how online technologies play a part in their child's sexual development.
- Free e-safety live briefings giving the latest online safety information. The aim is to deliver more than 100 across the UK throughout 2013.
- The development of a training toolkit for social workers to be delivered across the country throughout 2013 and into 2014.

OUR COMMITMENT TO TRANSPARENCY

We remain as committed as ever to making our practices and processes as transparent as possible.

APPEALS AND COMPLAINTS

We have a complaints and appeals process. No 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 take down criminal content in the UK appealed against our assessment.

In 2012 we received 14 complaints from individuals. All were responded to within one working day and 100% were resolved. In each of these instances we worked with all those involved to resolve the issue. None 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. Full details of the appeals process is available on our website.

AND IN 2013?

INDEPENDENT INSPECTION

Our next independent Hotline inspection, scrutinising our processes and staff support mechanisms, will take place in the spring of 2013. The last inspection was carried out in March 2011, headed by Commander Allan Gibson of the Metropolitan Police Service. The results will be published on our website.

HUMAN RIGHTS REVIEW

We undertake important but sensitive work to eliminate online child sexual abuse content. To ensure we are working to internationally recognised human rights standards, an independent human rights review will take place during 2013. The findings will be published 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've been working with our Members and from April 2014, it is recommended that all those who take our list display a splash page when an attempt is made to access criminal content on the IWF List.

IWF URL LIST

We provide a list of webpages 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, updated twice daily with URLs added and removed.

We notify the relevant host (where they are a Member), Hotline and law enforcement agency and while the child sexual abuse content hosted abroad is still available, we include the URL in the IWF URL List.

In the UK blocking is carried out on a voluntary basis and over 98.6% of residential broadband connections are protected by internet service providers (ISPs) deploying our list.

- **68** companies had access to our list during 2012. These include ISPs, mobile operators, filtering companies and search providers.
- The list is deployed across all seven continents.
- A total of **9,256** unique URLs were included on the list at some point during 2012.
- On average, **37** new URLs were added each day.
- The list contained an average of **580** URLs per day over the 12 month period.

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 'self-certify' on a quarterly basis to prove they are deploying it correctly. Once the self-certification process completes a full annual cycle we will publish a list on our website of all those companies who have certified their blocking solution is compliant.

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 Trustees are chosen by an open selection procedure following national advertising.

HEALTH AND WELLBEING OF OUR STAFF

During 2012 with the help of a psychiatrist with specialist expertise we reviewed our welfare provisions for all staff. We put a particular emphasis on our Analysts who are required to view child sexual abuse images and videos on a daily basis.

Following the review, we have now selected three new providers of welfare support for the team.

All Analysts will receive in-depth clinical supervision on a monthly basis, with group sessions quarterly and an annual psychological assessment. Support is available for all IWF staff if needed. This is in line with best practice and expert advice.

OUR BOARD

SIR RICHARD TILT 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 over a decade's experience in central government. She has a portfolio of Board roles including Deputy Chairman of the University of Westminster and the RSA (the UK's only apolitical think tank). She sits on the board of the Higher Education Funding Council for England (HEFCE) and on the State Honours Committee among others. Suzy was awarded a PhD for her MoD research into military suicide. She has five children.



JONNY SHIPP INDUSTRY VICE-CHAIR

Jonny is Head of Digital Confidence at Telefónica, a world leader in the telecommunications sector with more than 300 million customers in 25 countries in Europe and Latin America. Working at the forefront of new digital business models and European public policy, Jonny's mission is to sustain trust and confidence in digital services.



SIR RODNEY BROOKE CBE DL INDEPENDENT TRUSTEE

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



NAOMI COHEN INDEPENDENT TRUSTEE

Naomi is Head of Market Engagement for the National Employment Savings Trust (NEST) with over 25 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 and the Chartered Institute of Marketing.



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.



MARY MACLEOD OBE
INDEPENDENT TRUSTEE

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, Chair of Gingerbread, 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.



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 Business Integrity at BT Group and currently leads on BT's ethics programme. He is a security professional of more than 25 years' experience across a range of disciplines and specialisms.



ANDREW YOWARD
INDUSTRY TRUSTEE

Andrew is Head of Support Services and IWF Funding Council representative at Yorkshire and Humber Grid for Learning (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.



OUR PEOPLE

Based in Waterbeach, Cambridgeshire, the IWF operates with a team of 20. It is led by its CEO and three Directors.



SUSIE HARGREAVES
CEO

Susie joined the IWF in September 2011 as CEO. 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), a member of the ITU Child Online Protection Working Group and an Advisory Group member of Stop it Now!. She is a Clore Fellow and was shortlisted for a European Woman of Achievement Award.

DEBORAH MCGOVERN
DEPUTY CHIEF EXECUTIVE

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 IWF INTERNATIONAL

Fred joined the IWF in December 2004 and is currently the Director of IWF International. He is also responsible for the Hotline, technology, information security and IWF services. Fred is the President of INHOPE, a Supervisory Board member of the INHOPE Foundation, a member of the Commonwealth Cybercrime Initiative Steering Group, the ITU Child Online Protection Working Group and he sits on the UK Safer Internet Centre Advisory Board. Prior to joining the IWF, Fred worked for the Ministry of Defence, and other organisations in a technical and consultancy capacity. He is CISSP accredited.

EMMA LOWTHER
DIRECTOR OF COMMUNICATIONS

Emma joined the IWF in April 2011. She is responsible for planning and delivering the IWF 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.

CHARITY REPORT AND ACCOUNTS

Year ended 31 March 2012

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 2012. 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 17 July 2012 and were submitted to the Registrar of Companies on 23 November 2012. The financial statements were submitted to the Charity Commission for England and Wales on 27 November 2012.

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, Suite 7310, First Floor Building, Building 7300 Cambridge Business Park, Waterbeach, Cambridge, CB25 9TN.

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 2011/12 total expenditure on charitable objects was £1,251,034 (2010/11: £1,054,057).

On behalf of the Board



D McGovern
Company Secretary

11 December 2012

INDEPENDENT AUDITORS' STATEMENT TO THE TRUSTEES

We have examined the summary financial statement for the year ended 31 March 2012.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND AUDITORS

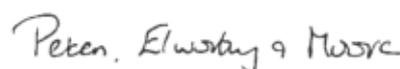
The trustees are responsible for preparing the summary financial statement in accordance with applicable United Kingdom law. Our responsibility is to report to you our opinion on the consistency of the summary financial statement with the full annual financial statements and its compliance with the relevant 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 2012 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 29 August 2012 and the date of this statement.



PETERS ELWORTHY & MOORE
Chartered Accountants and
Statutory Auditor
CAMBRIDGE
14 December 2012

Summary Consolidated Statement of Financial Activities for the year ended 31 March 2012

	Restricted	Unrestricted	Total funds 2012	Total funds 2011
	£	£	£	£
Incoming resources				
Incoming resources from generated funds:				
Voluntary income	-	25,373	25,373	28,764
Investment income and interest	-	17,583	17,583	11,963
Incoming resources from charitable activities	209,697	1,018,715	1,228,412	1,487,548
Other incoming resources	-	-	-	61,313
Total incoming resources	209,697	1,061,671	1,271,368	1,589,588
Resources expended				
Cost of charitable activities	429,569	821,465	1,251,034	1,054,057
Governance costs	-	156,001	156,001	71,036
Total resources expended	429,569	977,466	1,407,035	1,125,093
Net incoming resources for the year	(219,872)	84,205	(135,667)	464,495
Fund balances brought forward at 1 April 2011	219,872	1,116,702	1,336,574	872,079
Fund balances carried forward at 31 March 2012	-	1,200,907	1,200,907	1,336,574

Summary Consolidated Balance Sheet as at 31 March 2012

	2012	2011
	£	£
Fixed Assets		
Tangible fixed assets	130,078	79,477
Current Assets		
Debtors	386,044	425,444
Short term investment	934,451	1,085,785
Cash at bank and in hand	117,073	116,407
	1,437,568	1,627,636
Creditors: amounts due within one year	(366,739)	(370,539)
Net current assets	1,070,829	1,257,097
Total Assets Less Current Liabilities	1,200,907	1,336,574
Funds		
Restricted funds	-	219,872
Unrestricted funds	1,200,907	1,116,702
Total Charity Funds	1,200,907	1,336,574

GLOSSARY

The IWF comes with a host of terms and acronyms. To help you understand what we mean, we have compiled a 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.

Child sexual abuse content

Images and videos showing the sexual abuse of one or more children. We use the term child sexual abuse content to accurately reflect the gravity of the images we deal with. We regard ‘child pornography’ and variations of this as unacceptable terms.

Criminally obscene adult content

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

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 content.

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.

Hidden services

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

IWF URL List

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

Newsgroup

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 (or notice and action in the EU)

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”.

Self-certification

The process where a company which downloads and uses our IWF URL List ‘self-certifies’ on a quarterly basis that they are deploying it correctly.

Simultaneous alerts

Immediate alerts sent to IWF members whose networks are located outside the UK. The alert is sent simultaneously to both our Member and the Hotline in the country where the child sexual abuse content is being hosted.

SMS

Short Message Service – a text message.

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.

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.



“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.”

David Cameron
Current Prime Minister



“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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Facebook: Internet Watch Foundation
Twitter: @IWFHotline.

Internet Watch Foundation

Charity number: 1112 398
Company number: 3426 366

Internet Watch Limited

Company number: 3257 438



Co-funded by the
European Union

