

Child Online Protection

ITU Global Programme

Industry Guidelines

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“The guidelines set out broad recommendations for industry in identifying, preventing and mitigating any adverse impacts of products and services on children and young peoples rights. The aim is to promote children’s positive use of ICTs ”.

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What's new?

- Huge growth in internet usage
- Smart phones, Tablets, Social Media, Wi-fi usage have all contributed to this rise
- Benefits;
 - Educational resources
 - Entertainment
 - Access to information
 - Ability to work anywhere, anytime
- Challenges too;
 - Online Harms on the rise
 - Child Sexual Abuse Material (CSAM) appears to be rising
 - Emerging tech challenges- grooming and live streaming



General Industry Guidelines



1. Collaborate with Governments, Law Enforcement and NGOs
2. Create a safer more enjoyable online environment for children
3. Empower and Educate children
4. Support children's rights to participation

What does Good look like?

Collaborate with Governments, Law Enforcement and NGOs-

- We PROTECT Global Alliance- A global strategic response to online sexual exploitation and abuse
- Five Country Ministerial Voluntary Principles to counter online CSE/A (2020)
- European General Data Protection Regulation (2018)
- Age Appropriate Design Code (2020)- UK legislation
- Harmful Digital Communications Act- NZ
- E-safety Commissioner- Australia

What does Good look like?

Creating a safer online environment-

- **Developing process to deal with CSAM;**
 - Microsoft PhotoDNA
 - IWF tools- URL list, keywords list, domain alerts, hash list
- **Education;**
 - NHK Japan- suicide prevention campaign for young people
 - Twitter- guide for educators on social media policy
 - Project DeShame

Typology of ICTs

- Whilst there are minimum expectations set out in the guidelines, the revised version distinguishes 6 different providers
 - Provides further detail on steps and specific guidance to help assist industry in specific considerations.
 - Cites further best practice from industry-
 - Facebook's handling of suicide and self-injury related content
 - Instagram AI to tackle bullying and peer on peer violence in real time messages
- (a) Internet service providers, including through fixed landline broadband services or cellular data services of mobile network operators: while this typically reflects services offered over a more long-term basis to subscribed customers, it could also be extended to businesses that provide free or paid public WI-FI hotspots.
 - (b) Social network /messaging platforms and online gaming platforms.
 - (c) Hardware and software manufacturers, such as providers of handheld devices including mobile phones, gaming consoles, voice assistance-based home devices, Internet of Things and smart Internet connected toys for children.
 - (d) Companies providing digital media (content creators, providing access to or hosting content).
 - (e) Companies providing streaming services, including live streams.
 - (f) Companies offering digital file storage services, cloud-based service providers.

Statistics from IWF- 2019

- 132,700 webpages of child sexual abuse removed in 2019
- 260,000 reports reviewed in 2019
- Self-generated images continue to rise- 33% in 2019
- 11-13 years old girls appeared in 76% of those images
- The Netherlands and EU remains the global hotspot
- 89% of CSAM actioned for removal was in the EU
- 71% hosted in the Netherlands
- Image hosting boards 86%, cyber lockers 4%



In 2019,
more than half
of the world's
population used
the internet.

53,6%

~ 4.1b users

Statistics from IWF- 2020 to date

- 8.8 million attempts to access known CSAM in the UK
- Self generated indecent images continued to rise throughout Covid-19 pandemic.
- Law Enforcement estimates that 300,000 people pose a threat to children in the UK
- Europol and Interpol reporting an increase in activity related to the sexual abuse of children.
- IWF has received a 50% increase in public reports over a three months period following easing of national restrictions



**Together
we will protect and
empower children**



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