

INTERNATIONAL ASSOCIATION OF INTERNET HOTLINES

# INHOPE

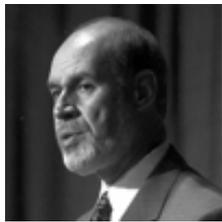


# INHOPE Annual Report 2010

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# Introduction

By Ruben D. Rodriguez – INHOPE President



For over 10 years I have had the privilege of being a member of the INHOPE Association, and during that time I have seen the organization grow and mature into a truly global organization. For over 3 1/2 years I have been honoured by the members of this organization and elected to lead the Board of Directors as it looks to the future. I have always believed that the strength of any organization is the value and support it gets from its members and the operational support it gets from staff. In both cases we have been fortunate that given the worthy mission of this organization we have not only prospered but evolved successfully into an organization that has gained a reputation for setting a global standard of excellence in the fight against child sexual exploitation.

Our ever-developing partnership with Industry, international law enforcement, governmental and non-governmental organizations has been key to our successes. Our efforts in utilizing technology to work and communicate more efficiently have greatly assisted us in our continuing mission.

In our expanding efforts to reach out and promote the work of the Hotlines, members of the INHOPE Board and Secretariat have been prominent at many relevant events and fora as possible – examples include: IGF 2010, Interpol Octopus conference, CeBit and INTERPOL Specialist Workgroup conference.

During 2010 INHOPE partnered with the GSMA / Mobile Alliance in creating a “Guide to Establishing and Managing a Hotline”. This is a step-by-step guide for potential Hotline initiatives. It was released at the IGF 2010 in Lithuania and I am delighted the feedback received to date on this has been 100% positive.

Stakeholder relationships and support have been vital to the success of INHOPE. To help strengthen these relationships during 2010, INHOPE signed a Memorandum of Understanding with EuroISPA and also a strategic partnership agreement with Microsoft. Negotiations with other stakeholders on similar agreements are ongoing.

The creation of the INHOPE Advisory Board was our first step in engaging Industry as a consulting partner. This has been of great benefit to the development to our future endeavours and we welcome their continuing support and guidance.

It is recognized that the strength of any organization is its ability to grow, in that respect, INHOPE continues to receive requests for information from organizations wishing to become members of INHOPE. This validates the reputation of INHOPE and its position in the global community. We are aggressively reaching out to potential hotline candidates and looking at other sources of financial aid to supplement in the expansion of those hotlines in emerging countries.

I wish to acknowledge the continuing assistance of the European Commission in our fight to eradicate the production and distribution of child sexual abuse images in any form. They have supported us for over 10 years and we applaud their vision and commitment. I also want to personally acknowledge the work of Mr. Richard Swetenham who has from the very beginning of this organization been our biggest supporter. We wish him well in his future endeavours.

I am fortunate that from the start of my tenure as President of the Board of INHOPE, I have had the honour of leading a great group of committed Board members who have supported the growth and future of INHOPE. Their collective vision and guidance has been paramount to our success.

The INHOPE Secretariat and Executive Director, Mr. Adrian Dwyer, are the heart and soul of this organization, without their continuing efforts in the daily management of INHOPE we could never achieve the goals we have established. We are most fortunate to have such dedicated professionals on staff.

Finally, as you will see from the content of this report, INHOPE has done much in 2010 but we also recognize that more needs to be done. The organization has the will and ability to grow and successfully complete its mission. While the crime of production and distribution of Child Sexual Abuse Material will unfortunately be with us for the foreseeable future, the dedicated individuals and organizations that operate Hotlines worldwide will be at the forefront of the efforts to help eradicate this vile exploitation of our children. Our commitment is ongoing!



**Ruben D. Rodriguez**  
**President - INHOPE Association**

# Countries Saying No to Illegal Content



## International Association of Internet Hotlines

**Mission:** The mission of the INHOPE Association is to support and enhance the performance of Internet Hotlines around the World; ensuring swift action is taken in responding to reports of illegal content including Child Sexual Abuse Material, making the internet a safer place

**Activities:** The primary activity of INHOPE is the coordination of Member Hotlines across the globe. This involves many elements including best practice development, collection of statistics, technical support and training. It also involves representing member Hotlines at meetings, seminars and conferences which enable INHOPE to promote the Hotline concept. This increases the awareness of Hotlines among industry, law enforcement, child welfare organisations and governments, building better communications and enabling members to act in partnership with the world's leading actors as well as learning from them in the fight against child sexual abuse

**Hotlines:** INHOPE Hotlines are an effective first line of defence against illegal activity online. Through a Hotline, members of the public can make a report about something they suspect to be illegal on the Internet. The Hotline will ensure that the matter is investigated and if found to be illegal the information will be passed to the relevant Law Enforcement Agency and in many cases the Internet Service Provider hosting the content. The Hotline will ensure

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that the matter is investigated and if found illegal the information will be passed to the relevant Law Enforcement Agency, and in many cases directly to the Internet Service Provider hosting the content.

**The key functions of the Association are:**

- Exchange reports
- Exchange expertise
- Support new Hotlines
- Interface with relevant initiatives across the globe
- Educate and inform policy makers, particularly at the international level.

**Values:**

- Freedom of the Internet.
- A commitment to positive uses of the Internet
- Shared responsibility for protection of young people by government, educators, parents and the Internet industry

**Goals:**

- To establish and support new Hotline initiatives.
- To improve existing Hotlines through the development and implementation of training procedures and best practice
- To foster ongoing Internet safety awareness and education throughout Europe
- The establishment of effective common procedures for receiving and processing reports

**A brief history:** In 1996, the first internet child pornography Hotline was established in the Netherlands by concerned individuals in the internet industry with the support of the police. This was quickly followed by initiatives in Norway, Belgium and the UK. In 1997 Childnet International proposed that Hotlines around the world should work more closely. It secured funding under the EC Daphne programme to establish a forum for European Hotlines to meet and discuss common issues of concern.

In 1999 eight Hotlines formally created the INHOPE Association. Over the following 11 years INHOPE has grown to 39 Member Hotlines across the globe. INHOPE Hotlines work closely together in tackling the global problem of Child Sexual Abuse Material on the internet.

# INHOPE Members

INHOPE has grown significantly in membership over the past eleven of years. Today there are 39 members in 34 countries.

1. **Australia** ACMA - [acma.gov.au](http://acma.gov.au)
2. **Austria** Stopleveline - [stopleveline.at](http://stopleveline.at)
3. **Belgium** Child Focus - [stopchildporno.be](http://stopchildporno.be)
4. **Bosnia and Herzegovina** Emmaus - [sigurnodijete.ba](http://sigurnodijete.ba)
5. **Bulgaria** ARC Fund - [web112.net](http://web112.net)
6. **Canada** Cybertip - [cybertip.ca](http://cybertip.ca)
7. **Chinese Taipei** ECPAT Taiwan - [web547.org.tw](http://web547.org.tw)
8. **Cyprus** CNTI - [cyberethics.info](http://cyberethics.info)
9. **Czech Republic** Our Child Foundation - [internethotline.cz](http://internethotline.cz)
10. **Czech Republic** Horkalinka.cz - [horka-linka.saferinternet.cz](http://horka-linka.saferinternet.cz)
11. **Denmark** Red Barnet - [redbarnet.dk](http://redbarnet.dk)
12. **Finland** Save The Children Finland - [pelastakaalapset-fi.directo.fi](http://pelastakaalapset-fi.directo.fi)
13. **France** AFA - [pointdecontact.net](http://pointdecontact.net)
14. **Germany** ECO - [eco.de](http://eco.de)
15. **Germany** FSM - [fsm.de](http://fsm.de)
16. **Germany** Jugendschutz - [jugendschutz.net](http://jugendschutz.net)
17. **Greece** SafeNet - [safeline.gr](http://safeline.gr)
18. **Hungary** MATISZ - [internethotline.hu](http://internethotline.hu)
19. **Iceland** Barnaheill - [barnaheill.is](http://barnaheill.is)

20. **Ireland** ISPAI - Hotline.ie
21. **Italy** Telefono Azzurro - hot114.it
22. **Italy** STC Italy - stop-it.org
23. **Japan** Internet Association Japan - internethotline.jp
24. **Latvia** Latvian Internet Association - drossinternets.lv
25. **Lithuania** Communications Regulatory Authority - draugiskasinternetas.lt
26. **Luxembourg** LISA Stopleveline - lisa-stopline.lu
27. **Netherlands** Meldpunt - meldpunt-kinderporno.nl
28. **Poland** - Dyzurnet.pl
29. **Portugal** FCCN - linhaalerta.internetsegura.pt
30. **Romania** Safernet - Safernet.ro
31. **Russia** National Internet Safety Node in Russia - saferunet.ru
32. **Russia** Friendly Runet Foundation - hotline.friendlyrunet.ru
33. **Slovakia** eSlovensko - stopline.sk
34. **Slovenia** Spletno Oko - spletno-oko.si
35. **South Africa** Film Publication Board - fpbprochild.org.za
36. **South Korea** Korean Communications Standards Commission - singo.or.kr
37. **Spain** Protegeles - protegeles.com
38. **United Kingdom** Internet Watch Foundation - iwf.org.uk
39. **United States** CyberTipline - ncmecc.org

# INHOPE Membership

INHOPE Membership is open to any Hotline initiative, which fulfils set criteria. To become a Member there are stringent entry requirements and an intensive vetting process. Membership allows access to all members on an equal footing and also includes best practices, training, access to Members meetings and many other benefits. Currently the two membership types are provisional and full.

**Provisional Membership:** This is the entry-level Membership. Once the new Hotline co-ordinator and the INHOPE Secretary General are confident the proper criteria have been met, a recommendation will be made to the Board of Directors to approve the new Hotline as a provisional Member. This will be put to the vote of INHOPE members at the General Assembly. The period of provisional Membership is usually 1 year.

**Full Membership:** Progress will be monitored over the provisional period and once the criteria have been met the Board of Directors will recommend the Hotline be approved for Full Membership. Full Member Hotlines have full voting rights as well as an official accreditation from INHOPE.

At a minimum INHOPE Member Hotlines must:

- Provide a mechanism, excluding reporting channels provided by law enforcement agencies, for receiving complaints from the public about alleged illegal content and/or use of the Internet;
- Have effective transparent procedures for dealing with complaints;
- Have the support of government, industry, law enforcement, and Internet users in the countries of operation;
- Co-operate with other Members in exchanging information about illegal content and use and share their expertise;
- Make a commitment to maintain confidentiality
- Respect the procedures of other members.

## INHOPE Board of Directors

	<ul style="list-style-type: none"><li>• Mr Ruben Rodriguez (President) – National Center for Missing &amp; Exploited Children (USA)</li></ul>
	<ul style="list-style-type: none"><li>• Ms Mari Laiho (Vice President) – Save The Children (Finland)</li></ul>
	<ul style="list-style-type: none"><li>• Mr Rytis Rainys (Treasurer) – Communications Regulatory Authority of the Republic of Lithuania</li></ul>
	<ul style="list-style-type: none"><li>• Mr Frank Ackermann (Member without portfolio) – ECO (Germany)</li></ul>
	<ul style="list-style-type: none"><li>• Mr Gustavo Neves (Member without portfolio) - FCCN (Portugal)</li></ul>

# The INHOPE Advisory Board

The INHOPE Advisory Board was created in 2009 and continues to grow. The purpose of this Board is to provide guidance and support to INHOPE in its core activity of combating Child Sexual Abuse Material on the Internet.

The current Members include AOL Europe, Microsoft, GSMA, News Corporation / MySpace, TeliaSonera, Telefonica, Vodafone, Interpol and Mr John Carr OBE. Below are some comments from members of the board:-

## **Microsoft®** Jean-Christophe le Toquin Microsoft.

*“INHOPE is a unique organization. Born in Europe with the critical support of the European Commission, it managed to build capacity and share best practices around the world to help the fight against the horrific crime of sexual abuse against children. Microsoft is proud to be a partner of such a project and we can only look at continuing and improving our support to INHOPE.”*



## **Natasha Jackson GSMA.**

*“The GSMA is delighted with the support, advice and expertise that INHOPE has provided to the Mobile Alliance against Child Sexual Abuse Content since its inception. Close co-operation and partnership with INHOPE is invaluable to us as we work to extend the international reach of industry initiatives to help combat online child sexual abuse content. We look forward to continuing to work closely with INHOPE and its members, both present and future, in tackling this global problem.”*



## **Annie Mullins Vodafone.**

*“Vodafone is very pleased to be a strong supporter of INHOPE and its critical work of combating child sexual abuse online. The organisation has grown over recent years and its success lies in its ability to have international reach, strength and influence for tackling what is a global problem. We look forward to future challenges and working together to promote and consolidate the INHOPE initiative throughout the world and the important difference it can make to children's lives.”*

## The INHOPE Secretariat



The INHOPE Association has been in existence for over 11 years and over the past 3 years it has taken great strides to build closer relationships with its major stakeholders, primarily law enforcement and industry. Through the dedication of the Board and Secretariat, INHOPE and the national Hotlines are recognised as playing a major role in combating the distribution of Child Sexual Abuse Material (CSAM) on the Internet. As a result, membership of the INHOPE Association is acknowledged as being the 'benchmark' and quality assurance mark of a Hotline which is accepted as an appropriate body to deal with reports of potentially illegal content found on the Internet. The success of the INHOPE Association has led to an increasing number of enquiries from various bodies and organisations in establishing a national Hotline to the INHOPE standard and attaining INHOPE accreditation. Building on the working relationships that INHOPE has developed with its stakeholders, several large International bodies are now interested in partnering with INHOPE in its expansion of the INHOPE network.

2010 proved to be a challenging and successful year for the INHOPE secretariat. In 2009 INHOPE initiated a review of expenditures primarily focusing on overhead reductions whilst improving its service and accessibility to the Members and Stakeholders. A comprehensive study was made and various European cities were considered as possible location for the new offices. As a result of this study Amsterdam was selected as the new location for the INHOPE secretariat offices. Horling's (INHOPE's accountants) provided bespoke offices and use of meeting / conference rooms which have further reduced our costs. In July 2010 the Secretariat relocated from the Dublin office to the offices in Amsterdam.

In January 2010 INHOPE launched its URL Database - *INHOPE Report Management System* (IHRMS) to reduce duplication of reports to stakeholders and collate the unique dataset identified by the network. This has enabled INHOPE to provide detailed information on CSAM for the first time in an Annual report.

In November 2010, INHOPE hosted the 2<sup>nd</sup> INHOPE / Law Enforcement / Industry Conference in Amsterdam. Over 95 delegates attended the event which facilitated meaningful debate in the areas of co-operation and best practices resulting in several action items and practical remedies being identified.

On behalf of the Secretariat I would like to thank all the Members of the Association for their support and especially the Hotline Analysts who deal with such disturbing material with dedication and professionalism.

I am grateful to the INHOPE Board for its guidance and practical support over the past year.

In addition I would like to thank my colleagues Denton Howard, Derek Lee and Derek Able for their dedication and flexibility making 2010 a success.



Adrian Dwyer

INHOPE Executive Director

## The INHOPE Team

The INHOPE Secretariat is based in Amsterdam. The staff include:-

	<ul style="list-style-type: none"><li>• Mr Adrian Dwyer (Executive Director &amp; New Hotline Coordinator)</li></ul>
	<ul style="list-style-type: none"><li>• Mr Derek Lee (Database Systems Administrator)</li></ul>
	<ul style="list-style-type: none"><li>• Mr Derek Able (Finance &amp; Administration)</li></ul>
	<ul style="list-style-type: none"><li>• Mr Denton Howard (Services &amp; Training Coordinator)</li></ul>

# Statistics

An important element of the work undertaken by INHOPE is the collation of accurate and timely statistics from member Hotlines. Prior to 2010, these statistics were collected and collated by each Hotline, then reported to INHOPE on a month by month basis (in arrears). This involved delays and potential duplication of effort. In 2010 INHOPE launched the *INHOPE Report Management System* to improve this situation.

## INHOPE Report Management System (IHRMS)

**The history:** IHRMS was originally conceived to improve the collection of data on web based CSAM and to overcome the problem of duplicate data being gathered by INHOPE Hotlines. It was proposed that a user friendly, central, multi-user database system should be created to facilitate efficient and easy data entry.

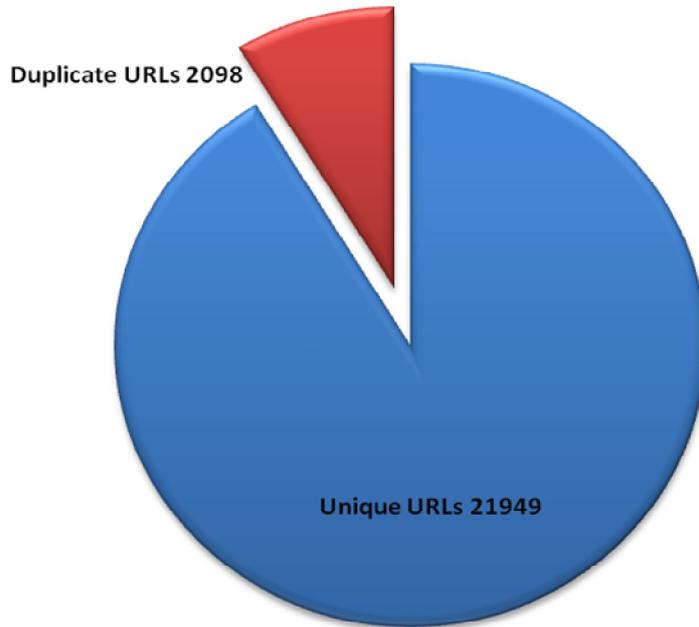
Through the Safer Internet Program, The European Commission recognised the importance of this project and as a result provided the financial support necessary to develop this system. Development of the IHRMS began in early 2009 and by December 2009 it was tested and went live to participating Hotlines on the 2nd January 2010.

**Level of participation:** The INHOPE Report Management System (IHRMS) has been operational for the 12 months of 2010 with the number of participating Hotlines increasing each month to a total of 27 by December 2010. The number of Hotlines participating will continue to grow in 2011 as other members Hotlines obtain domestic legal permission etc., to be included in the IHRMS project.

**Number of reports:** In 2010 INHOPE Hotlines recorded 24,047 reports to IHRMS relating to web based Child Sexual Abuse Material. This exceeded original expectations and even at this relatively early stage the IHRMS project is demonstrating its value. Through its ability to collate data from Hotlines around the world it gives a more detailed and accurate picture of the global situation relating to the proliferation of Child Sexual Abuse Material. This has a direct improvement on the efficiency of Hotline operations and the quality of the statistics produced.

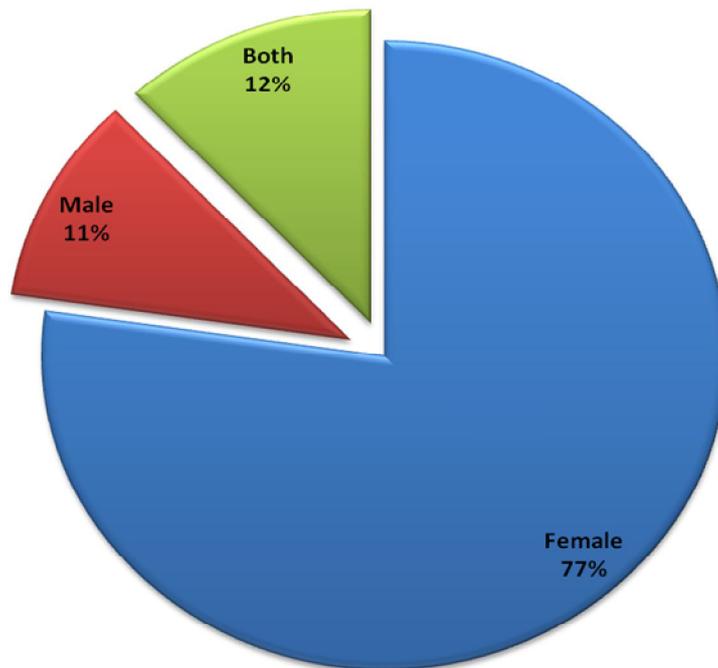
**Breakdown of reports:** The analysis of the data submitted to the IHRMS in 2010 by participating Hotlines shows the following:-

## Breakdown of 24,047 Reports Submitted 2010

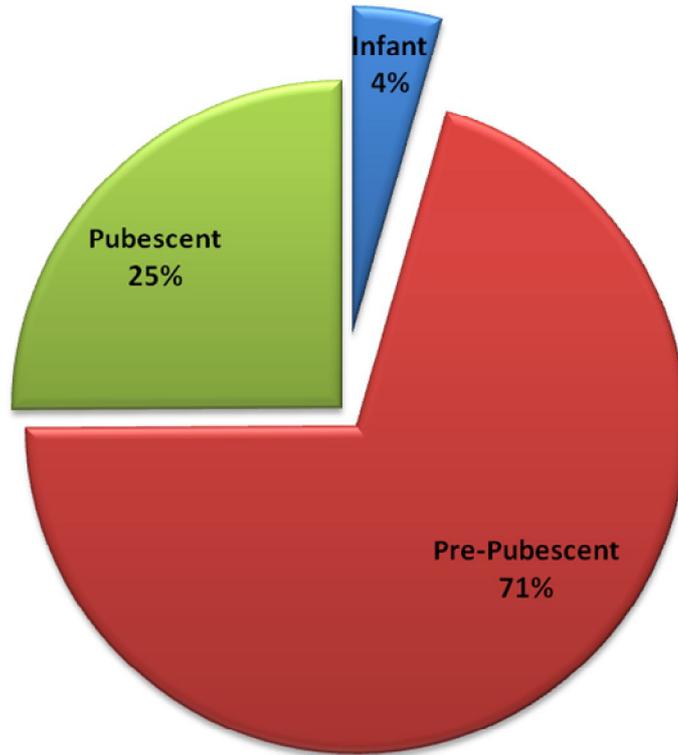


**Note:** Of a total of 24,047 reports submitted by members to the IHRMS of potentially illegal Child Sexual Abuse Material, 2,098 (9%) were duplicate reports.

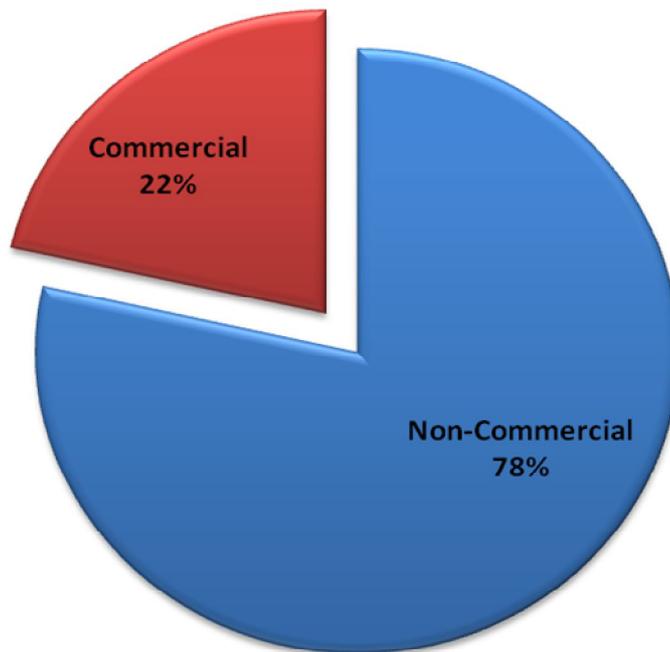
## Breakdown by Gender of Victims 2010



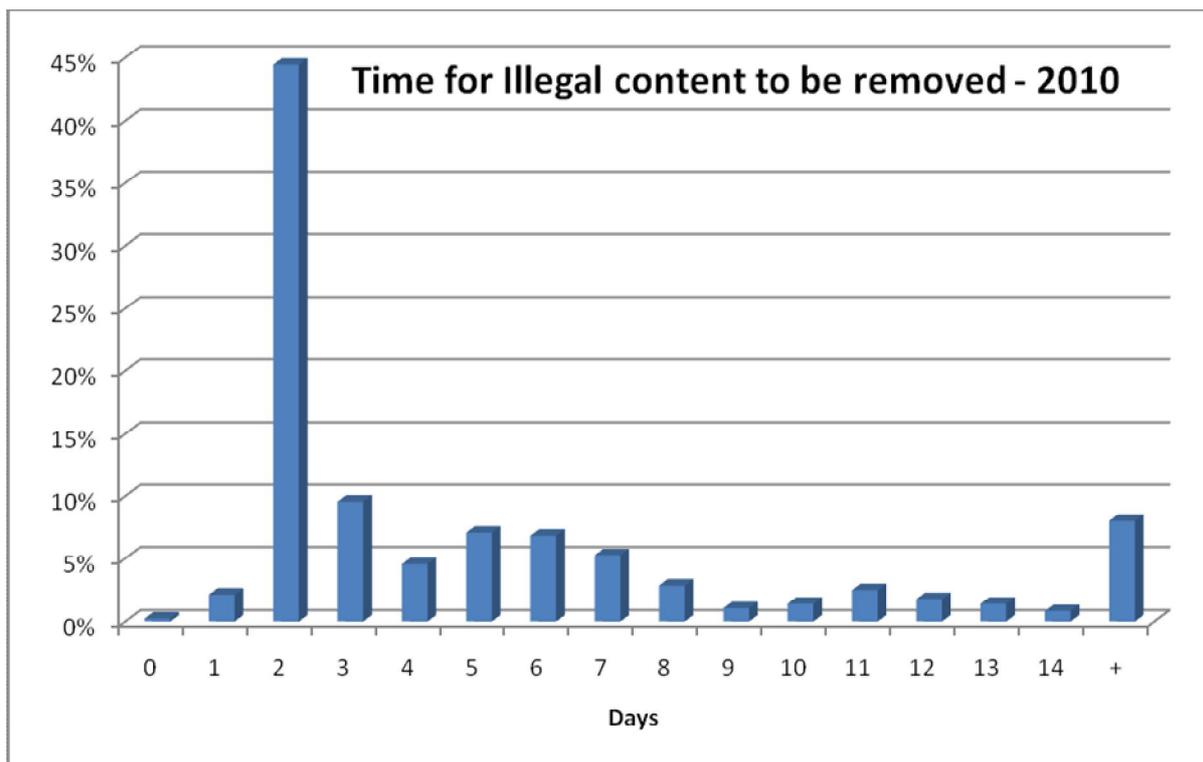
## Breakdown by Age Group of Victims 2010



## Commercial vs non-commercial breakdown



**Note:** Commercial refers to websites hosting or giving access to CSAM which requires payment for further access.



**Note:** The above chart indicates the number of days from the date reported that the material remained available online at the location reported

### The future

Work is ongoing to improve and develop the IHRMS. In the future, there will be increased functionality and further automation to reduce the human workload and improve accuracy. Other work includes development of a system to automatically monitor if and when content has been removed and also ongoing monitoring to ensure that it does not reappear. A standalone version of the application is also being developed for Hotlines that are unable to participate in the full IHRMS due to legal obstacles which they cannot overcome.

## Other major landmarks

**Microsoft** renewed its strategic partnership with INHOPE at a conference on Child Online Safety in Brussels earlier this year. This is a relationship that began in 2003 when Microsoft began supporting the INHOPE network of Hotlines.

**The Mobile Alliance / GSMA Guide:** The GSMA, the mobile industry's global trade association has shown their commitment to tackling online Child Sexual Abuse Material by producing the "Mobile Alliance / GSMA Guide to establishing and managing a Hotline".

### Training:

Training is a key element in the support and development of Hotlines. It is vital that Member Hotlines across the network have a consistent level of technical skills. INHOPE conducts regular training courses in locations, which are convenient to Members, and to ensure ease of access, minimise disruption and minimise costs for Hotlines. This year 7 training courses and workshops were held. These included: -

- Tracing Internet Content, Dublin, January 2010.
- Tracing Internet and mini new Hotline induction training, Bled, Slovenia. March 2010
- The INHOPE Report Management System (IHRMS), Salzburg, Austria, May 2010
- Tracing Internet Content, Salzburg, Austria, May 2010
- Tracing Internet Content & IHRMS, Amsterdam, Netherlands, July 2010
- Tracing Internet Content & IHRMS, Cologne, Germany, September 2010
- Tracing Internet Content & IHRMS, Amsterdam, Netherlands, November 2010

Training will continue to develop in the future in terms of the frequency, content & location.

## Financial Accounts to the year ended 31st December 2009



The majority of INHOPE's financing is received as a donation from the European Commission under their Safer Internet Programme. Members also contribute a fixed amount each year to support the project and Association

Budgets and funding sponsorship requirements are produced and submitted to the European Commission at least 12 months in advance for their review and acceptance of the finances and objectives of the Association, with a full costing accountability review performed by the European Commission on the project costs within specified deadlines.

The summarised financial statements are taken from the audited financial statements of the INHOPE Association for the year ended 31st December 2009. The audited financial statements, on which the auditors have expressed an opinion, were approved by the Board and submitted to the Membership for acceptance during the Annual General Meeting held in Salzburg on the 13th May 2010.

The summarised financial statements may not contain enough information for a full understanding of the INHOPE Association. Copies of the full audited financial accounts may be obtained on request from International Association of Internet Hotline Providers – INHOPE, Jozef Israëlskade 46V, 1072 SB Amsterdam, The Netherlands.



Rytis Rainys

**INHOPE Treasurer**

## Summary Statement of Financial Activities for the year ended 31st December 2009

### STATEMENT OF INCOME AND EXPENDITURE

	2009	2008
<b>Income</b>		
EC Programme Donations	552,504	385,404
Membership Fees	190,575	176,225
Other Donations	8,000	
Other Income	<u>500</u>	<u>282</u>
<b>Total Income</b>	<b>751,579</b>	<b>561,911</b>
<b>Expenses</b>		
Personnel and Subcontractor Costs	354,636	291,044
Depreciation tangible fixed assets	0	5,797
Travel / Meeting costs	163,750	108,804
Premises, Office and General expenses	<u>109,202</u>	<u>84,902</u>
<b>Total Expense</b>	<b><u>627,588</u></b>	<b><u>490,547</u></b>
<b>Net Result</b>	<b>123,991</b>	<b>71,364</b>
<b>Allocation to non-discretionary reserves</b>	<b>120,000</b>	<b>70,000</b>
<b>Net income for the year</b>	<b><u><u>3,991</u></u></b>	<b><u><u>1,364</u></u></b>

## Summary Balance Sheet for the year ended 31<sup>st</sup> December 2009

### BALANCE SHEET AS AT

	December 31, 2009	December 31, 2008
<b>ASSETS</b>		
<b>Current Assets</b>		
<i>Receivables</i>		
Debtors	138,600	104,462
Receivable from EC	149,850	1,319
Prepayments and other receivables	804	2,213
	289,254	107,994
Bank	405,578	510,771
<b>Total Assets</b>	<b>694,832</b>	<b>618,765</b>
<b>EQUITY AND LIABILITIES</b>		
<b>Capital</b>		
Reserves	29,098	27,734
Net Income for the year	3,991	1,364
	33,089	29,098
Non-discretionary reserves	190,000	70,000
	223,089	99,098
<b>Current Liabilities</b>		
Creditors	9,745	12,432
Deferred Income from EC	207,380	274,964
Membership Fees for coming year	212,275	180,775
Taxation	7,191	8,999
Other payable and deferred expenses	35,152	42,497
	471,743	519,667
<b>Total Equity and Liabilities</b>	<b>694,832</b>	<b>618,765</b>



Rytis Rainys

**INHOPE Treasurer**

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INTERNATIONAL ASSOCIATION OF INTERNET HOTLINES

# INHOPE



## **INHOPE – International Association of Internet Hotlines**

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