



**Fighting  
CSAM.**

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Don't ignore it,  
Report it!

**INHOPE**

INHOPE

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Lanzarote  
Committee:  
COVID-19  
impact

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Don't ignore it,  
Report it!

**INHOPE**

01

The  
INHOPE  
story

# INHOPE Hotlines

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- Provide the public a way of **reporting of many types of suspected illegal** material including **CSAM**
- Each report is assessed by the Hotline
- If illegal law enforcement advised ,content is removed in cooperation with hosting providers **(notice and takedown)**
- Reported via the **ICCAM system** – for cross border action (is always somewhere else) which is directly funded by the European Commission.



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# The INHOPE Network

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- Created in 1999
- 46 Hotlines around the world and growing with a shared vision of a world free of Child Sexual Abuse Material.
- **Mission:** to support the network of hotlines in combating online Child Sexual Abuse Material (CSAM).
- Provides infrastructure, training, systems, best practice and representation for member Hotlines.
- Supported by the European Commission



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# If you find CSAM: Report it – Don't ignore it

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Go to: [www.inhope.org](http://www.inhope.org)

The screenshot displays the INHOPE website interface. At the top right, the INHOPE logo is visible. Below it, the text "Find your hotline" is prominently displayed. A search form with a dropdown menu labeled "Country" is positioned below the text. To the right of the search form is a blue button with the text "Report it!". The background features a world map where countries are color-coded: orange for INHOPE member hotlines and blue for reporting portals. A legend at the bottom left of the map identifies these colors.

INHOPE

Find your hotline

Country

Report it!

● INHOPE member hotlines ● Reporting portals

A close-up photograph of a person's face, showing their eyes and forehead, with a semi-transparent blue rectangular overlay covering the lower portion of the image. The text is positioned on the blue overlay.

02

The  
INHOPE

COVID-19 Response



**COVID-19**

*Yes! WE'RE*  
**OPEN**

**IN HOPE**

## The Network - reaction

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- INHOPE emergency plan activated 18 March
- Public reporting capacity maintained
- All infrastructure & systems remained online & supported without interruption.
- Realtime operational status board launched
- 3 Hotlines went offline for a short period
- 8 Hotlines operated under severe limitations
- The network worked together to cover the tasks of the Hotlines under restriction
- Notice & takedown procedures modified to ensure content removed



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## The Network – reaction (contd)

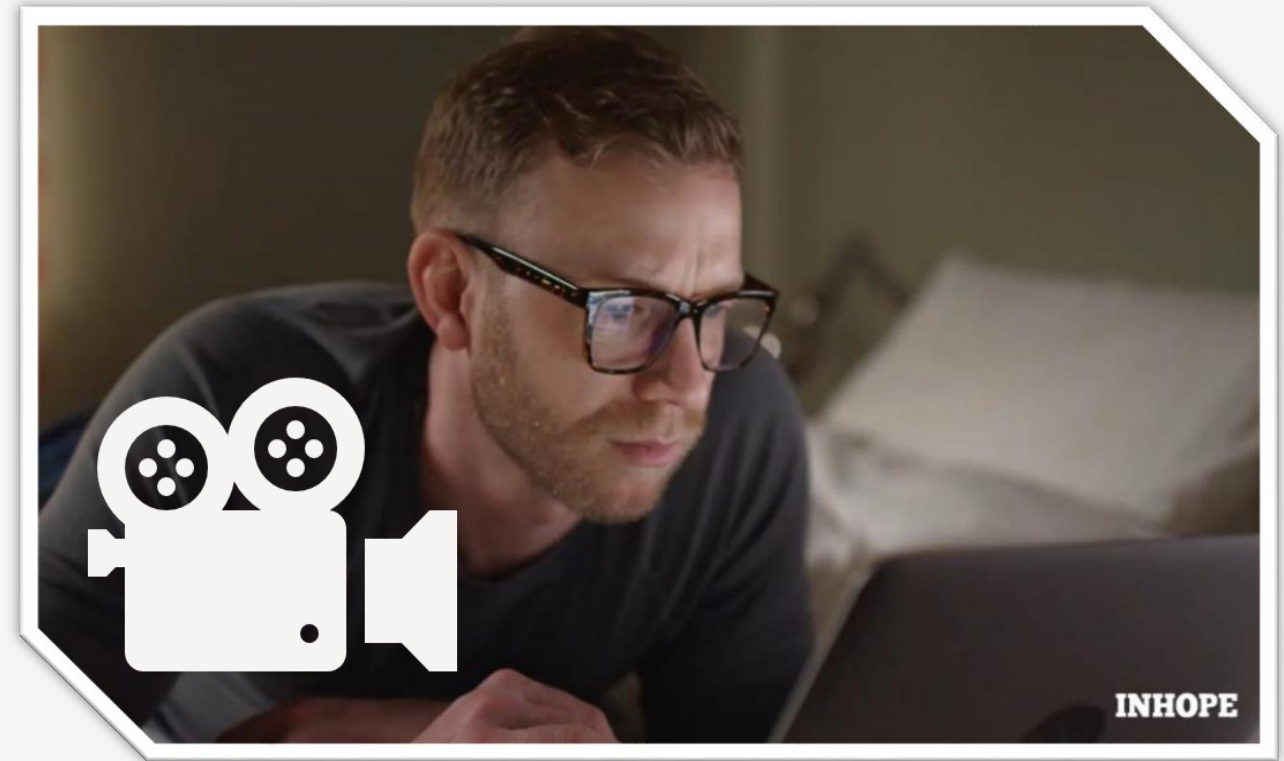
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- Remote working from home guidelines created for Hotlines & subsequently shared with law enforcement and industry abuse teams.
- Support documentation to allow vital worker status
- Webinars for Hotlines on relevant processes
- Online social gatherings of Hotlines
- First fully online Hotline Training Meeting held over 4 days instead of face to face.



## The INHOPE - reaction

- Many people working from home
- Needed to create more awareness of CSAM, Hotlines and reporting
- **#ReportIt** campaign used to address this
- Driven by Social media activity and pushed via Facebook Google and Twitter
- Used as a driver to promote Hotlines in national markets.



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03

The  
INHOPE  
Observations

# #ReportIt results

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## Over 5 weeks

### **Tweet impressions**

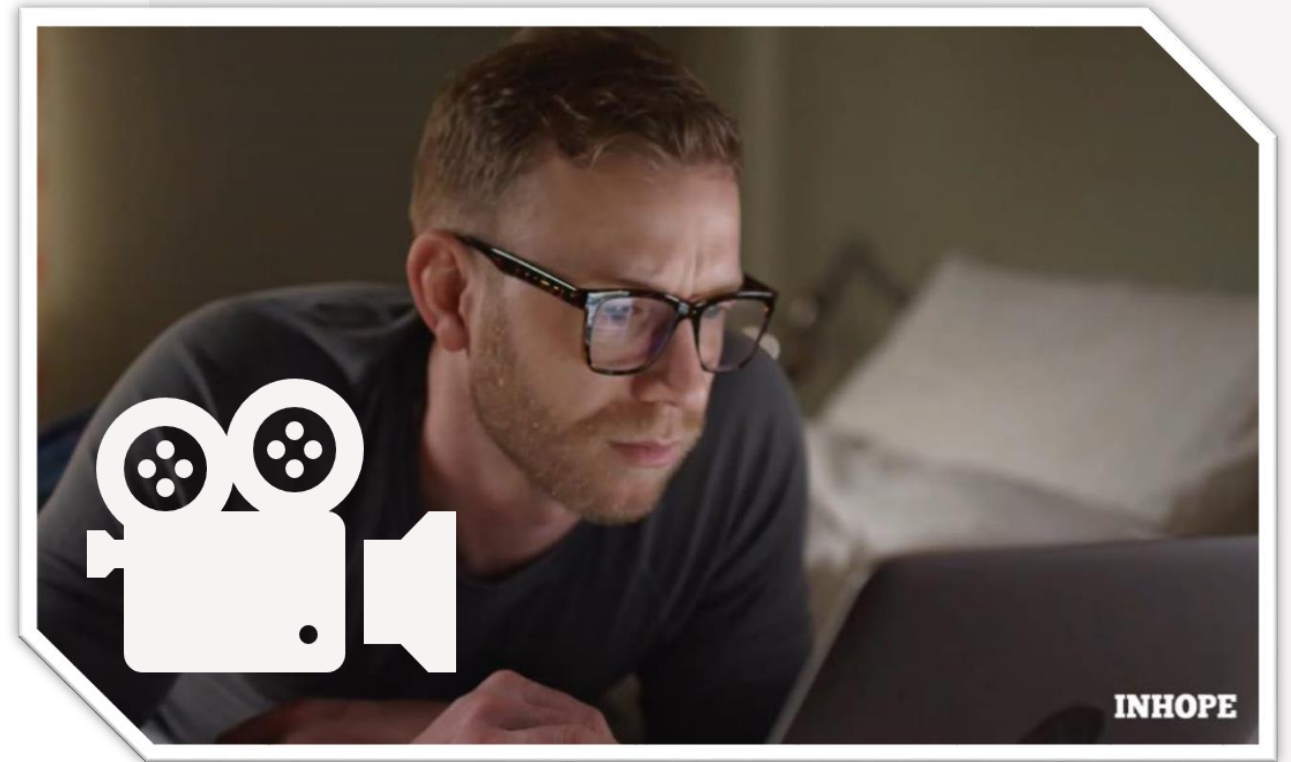
605762 grew to 1,472,590 (+143%)

### **Brand impresssions**

266,443 grew to 3,837,529 (+1,300%)

### Followers: 4,133 increase

- **LinkedIn** 76% growth
- **Twitter** 97% growth
- **Facebook** 50% growth
- **Total Reactions** 22,148
- **Total Video Views** 149,281



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# The Network - observations

## Good news

- 43 out of 46 Hotlines stayed operational in March – and now all operating
- Law enforcement & industry faced the same challenges
- Awareness of Hotlines and reporting has never been higher
- The “New Possible” – COVID has made the impossible – possible
- The ability of Hotlines to Triage reporting has shown itself to be a huge asset for law enforcement
- Instant online meetings 😊

# The Network - observations

## Bad news

- General reporting to Hotlines increased (all types of reporting).
- Due to home working a number of Hotlines could not do legal assessment of CSAM reports and thus were passed directly to law enforcement.
- Law enforcement & industry face the same challenges.
- Vast numbers of people will be working from home in future thus.....



# Lessons learned

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- COVID implications are with us for the near future
- People and organisations are much more adaptable than they realise.
- INHOPE Network worked because of common processes and a shared mission.
- Staff welfare & support procedures must be constantly reviewed
- Awareness of CSAM and Hotlines cannot be assumed – it must be continually worked on.
- International cooperation works



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Thanks for  
listening  
& Stay Safe

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