

**Global Alliance against Child Sexual Abuse Online**

**United Kingdom**

**Policy target No. 1: Enhancing efforts to identify victims and ensuring that they receive the necessary assistance, support and protection**

<b>Operational Goal:</b>	Increase the number of identified victims in the International Child Sexual Exploitation images database (ICSE database) managed by INTERPOL by at least 10% yearly
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**Actions ALREADY UNDERTAKEN**

<b><i>Description of the actions already undertaken</i></b>	<p>Victim focus is part of the CEOP model and fully integrated into everything the Centre does to safeguard Children as a matter of priority.</p> <p>By:</p> <ul style="list-style-type: none"> <li>• Having a multi-agency approach to ensure the best interests of the child – with embedded child protection advisers across the Centre.</li> <li>• Work with other agencies (e.g. schools) to sensitively and safely share cropped images where we have identified a location (but have no technical access or proof of address) so that we can identify victims.</li> <li>• Developed understanding / organisational learning on how to advise local agencies on the ground around initial approach to the children abused in images, risks to be aware of, assessment prior to interview and interviews to achieve best evidence.</li> <li>• Developed understanding of how children become victims which we have fed into our prevention programmes.</li> <li>• Have a process of working with local services to ensure that children are supported / referred through to appropriate support and will follow up individual cases. We will work with charities and partners to ensure this happens if necessary (ie NSPCC services).</li> </ul> <p>CEOP have an Image Analysis and Victim Identification Team consisting of specialist investigators who are experienced in identifying child victims of crime from digital intelligence products. The Victim ID team will provide image analysis advice to law enforcement agencies or, on the submission of a digital intelligence product to the Victim ID team for further investigation, an identification service. The team are holders of the UK's identified victims library and feed data into Interpol's International Child Sexual Exploitation Database.</p> <p>The team work to a standard operating procedure and have also influenced forces in local police policy and victim identification to ensure that victim identification and safeguarding is at the forefront of</p>
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	<p>investigations featuring child abuse material. Training has been given to various police force specialist teams on Victim ID techniques resulting in more referrals to the unit from the forces rising each consecutive year.</p> <p>Victim ID team has links into many International Investigation agencies enabling them to provide those agencies with high risk referrals for immediate action. This is all done through the Interpol Specialist Crime Against Children network and has provided extremely successful is capturing British offenders abroad within days of the referral and capturing UK offenders in the UK in hours upon receiving referrals from these countries.</p> <p>At present CEOP has just paid a significant sum of money on IT infrastructure to gain access to the ICSEDB and this started to work in March 2013. A backlog of cases are now being progressed on this system and the amount of children uploaded will raise from 134 to 333.</p> <p>All UK law enforcement officers have access to the ICSEDB by means of a file sharing system set up by VID. They have also been informed about specialist tools to enable them to view the data and enhance their ability to intelligently analyse images.</p> <p>Victim ID has significantly changed internal process methods and has searched for technology to enhance them in their day to day activities. This process is still ongoing, however, they have managed to put together a requirements paper on what tools are required for a National and Local solution to assist in image analysis. This has been sent to two of the leading companies in this field and one of those has incorporated this into a free law enforcement programme which is now being used by Police Forces across the UK and globally. They have managed to put companies in touch with each other to enable one GUI with all programmes plugged into together.</p> <p>By streamlining the process in 2011-12, Victim ID have been able to Protect 44 Children and Safeguard a further 28 children as a result of VID activity. 50 of these children were featured and identified in child abuse images. This is an increase in 177% on 2010-11 performance.</p>
<b>Actions that WILL BE UNDERTAKEN</b>	
<p><b><i>Description of the actions that will be undertaken and timeframe</i></b></p>	<p>CEOP have trained officers at the Centre to deliver specialist training to police officers across the UK in the free software supplied to law enforcement by Netclean, namely Netclean Digital Investigator. The software, accompanied with intelligence databases from ICSEDB, CEOP and the National Hash Database should result in up to 80% saving of time by investigators analysing child abuse material and also provide the officers with skills to identify victims within the images easier.</p> <p>CEOP are also working with other companies to influence new products</p>

	<p>to provide to law enforcement for free in order to capture data shared on web sites known to share Child Abuse Material, in order to identify new victims of crime.</p> <p>CEOP are discussing the creation of a National Image Library with partners – law enforcement and private companies. The intention is to retain a repository of all recovered images onto a library for comparison. This is to speed up the identification process and, more importantly, to identify new images where children are at immediate risk. This will aid the judicial process and, is intended to link with the ICSE database.</p> <p>In addition to this we have commissioned specific research, to be led by our attached child psychologist, and Birmingham University to look at recovery outcomes for victims and how we can further improve our services and approach to make them more victim centred.</p>
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**Policy target No. 2: Enhancing efforts to investigate cases of child sexual abuse online and to identify and prosecute offenders**

<b>Operational Goal:</b>	Establish the necessary framework for the criminalization of child sexual abuse online and the effective prosecution of offenders, with the objective of enhancing efforts to investigate and prosecute offenders
<b>Operational Goal:</b>	Improve the joint efforts of law enforcement authorities across Global Alliance countries to investigate and prosecute child sexual abuse online
<b>Actions ALREADY UNDERTAKEN</b>	
<b><i>Description of the actions already undertaken</i></b>	<p>The UK has a comprehensive legal regime. The laws detailed in the Sexual Offences Act 2003 are written and interpreted to address offences committed on or offline. There has been no need to have separate legislation to address online offending. This is helpful as much offending crosses over online to offline. In particular see sections 8, 9, 10,11,12,14 and 15 which all relate to sexual activity without specifying that this has to be contact offending and have been held to cover offences on line.</p> <p>Section 160 of the CJA 1988 covers the possession of Indecent Images of Children (IIOC) including those held on any computer, any storage device, hand held device etc.</p> <p>The Protection of Child act 1978 outlaws publishing, possession with intent to supply, making taking and distribution of IIOC of this activity which takes place on line. Such as the use of a web cam, downloading or uploading to a site to share with others.</p> <p>CEOP and local forces “child abuse investigation teams” deal with on and offline offending. CEOP has links with Crown Prosecution Service (CPS) Organised Crime Division and agreement with them for the provision of</p>

	<p>early operational advice.</p> <p>There could be room to advise on judicial training but this is difficult as judges must be seen to be independent.</p> <p>CEOP is the national centre it works with local police and with international law enforcement agencies particularly within Europe, the Virtual Global Taskforce (VGT) and in the South East Asian countries where we know UK sex offenders travel to offend. CEOP is funded by the government and is about to become a part of a much larger law enforcement body the National Crime Agency (NCA) which should result in the availability of greater resources.</p> <p>CEOP has been involved in the training of police forces in the UK and some with overseas.</p> <p>The law as detailed in the statutes outlined above together with a Memorandum of Understanding between the Association of Chief Police Officers (ACPO) and the CPS ensures that officers can work undercover without fear of prosecution. Any prosecution has to be sanctioned by the Director of Public Prosecutions (DPP).</p> <p>The MOU between the CPS and CEOP allows for early operational support and input. The VGT agreement allows for mutual support with member states.</p> <p>We also work closely with Interpol and have run operations with Europol.</p> <p>CEOP has various partnerships which have provided resources to assist our operations including ICT, custom soft ware and seconded personnel.</p> <p>CEOP publishes a Threat Assessment for the UK where we identify the key threats of sexual offences perpetrated against children.</p>
<b>Actions that WILL BE UNDERTAKEN</b>	
<p><b><i>Description of the actions that will be undertaken and timeframe</i></b></p>	<p>CEOP constantly looking at ways to improve its activities and the law which supports it. In particular through the ACPO Child protection and investigation group which is chaired by CEOP’s CEO and managed from CEOP’s premises. It’s activities including consultations with government re appropriate legislation and the management of offenders, including ancillary preventative orders with the sentencing council re appropriate sentencing for IIOC offences</p>

**Policy target No. 3: Enhancing efforts to increase public awareness of the risks posed by children's activities online, including grooming and self-production of images that results in the production of new child pornography that may be distributed online**

<p><b>Operational Goal:</b></p>	<p>Develop, improve, or support appropriate public awareness campaigns or other measures which educate parents, children, and others responsible for children regarding the risks that children's online conduct poses and the steps they can take to minimize those risks</p>
<p><b>Operational Goal:</b></p>	<p>Share best practices among Global Alliance countries for effective strategies to inform the public about the risks posed by online, self-exploitative conduct in order to reduce the production of new child pornography</p>
<p><b>Actions ALREADY UNDERTAKEN</b></p>	
<p><b><i>Description of the actions already undertaken</i></b></p>	<p>Since 2006 the Child Exploitation and Online Protection centre has delivered a highly successful education programme called Thinkuknow.</p> <p>Through the delivery of the Thinkuknow programme, a core function for CEOP, we aim to:</p> <ul style="list-style-type: none"> <li>- prevent harm from occurring to children and young people</li> <li>- minimise the impact of any harm</li> <li>- allow the public to access appropriate help, support and advice</li> <li>- teach young people how to report suspected grooming and sexual abuse to CEOP/law enforcement</li> </ul> <p>The programme focuses on the range of risks children face when going online, teaching children and young people how to behave safely online and what to do if they encounter a problem. The programme provides information and educational messages about a range of online topics such as online grooming, cyberbullying and sexting. The programme also provides free resources such as films, cartoons and games for use by professionals working to educate children and young people. CEOP have developed a significant number of resources for children in different age groups, broken down as follows: 5-7, 8-10, 11-16.</p> <p>As part of Thinkuknow, CEOP have also developed a programme for parents and carers. This provides information direct to parents and carers via a website as well as film resources such as 'The Parents and Carers' Guide to the Internet'. Professionals working with children are provided with training resources to use with the parents and carers of the children they work with.</p> <p>The Thinkuknow programme is supported by a comprehensive website containing information for children of different ages (5-7, 8-10, 11-16),</p>

parents and carers, and professionals working with children – [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)

To raise awareness and understanding of these issues with education professionals, CEOP also provide 'Thinkuknow' and 'CEOP Ambassador' training. This training enables professionals to:

- Develop understanding of how young people use the internet and mobile technology
- Describe how offenders use the online environment
- Identify risk taking behaviour of young people online, including digital footprints, cyberbullying, sexting, access to inappropriate content and unhealthy networking.
- Access Thinkuknow materials to train other professionals about the issues.

Over 25,000 education professionals have received training from CEOP.

CEOP's resources are available free of charge to anyone working with children in the UK. The Thinkuknow brand has also been licensed for use by the AFP in Australia. Many of our resources are also available internationally through the Virtual Global Taskforce.

*Key programme stats:*

- Thinkuknow materials have been delivered over 13 million times to children and young people
- Between 1 April 2011 and 31 March 2012 the programme reached over 2 million children
- Over 150,000 parents have been trained
- Over 85,000 practitioners who work directly with children and young people are registered to the programme, including 25,000 who have received CEOP training.
- Over 2 million unique visits annually to the Thinkuknow website

### **Background to the programme**

The programme operates as follows:

1. **Scoping:** the children and young people's programme assesses feedback from CEOP's Intelligence and Operations teams, the latest academic research and collates feedback from CEOP's network of trainers to assess where there is the greatest need for resources to be targeted. Youth focus groups are also used to gauge the latest trends and to analyse the need for resources.
2. **Resource generation:** through consultation with young people and CEOP's Education Advisory Board, CEOP generate resources grounded in the needs of different target groups. In certain circumstances, qualitative research is used to develop and pre-test resources. These resources can be films, cartoons, games or

	<p>web content. All are provided free of charge and are downloadable from the Thinkuknow website.</p> <p>3. <b>Training workforce:</b> CEOP’s model utilises professionals currently working in the area to deliver resources produced. Using a ‘cascade’ training approach, members of CEOP’s Education team train professionals working with children, who have been CRB cleared (or equivalent) to deliver the programme. This model also creates a group of specialists: CEOP Ambassadors, who can train on CEOP’s behalf. As of the end of February 2013, over 85,000 users are registered to deliver the programme, of whom over 25,000 have been trained either directly by CEOP staff or Ambassadors, with over 4,000 at an ‘Ambassador’ status. In a review of the programme undertaken by the National Audit Office it was reported that our cascade approach to training Ambassadors and trainers has enabled online safety training programmes to be delivered to millions of children cost-effectively.</p> <p>4. <b>Dissemination:</b> CEOP uses two high impact/low cost approaches to disseminating resources. The CEOP Thinkuknow website provides safety advice, resources and signposting for different groups: 5-7, 8-10 and 11-16 year olds, parents and professionals. From September 2011 to October 2012, the site received over 1.75 million unique visits, with the average time on the site at 5.59 minutes per hit. The site also acts as a resource portal for CEOP’s trainers, who can access centrally produced resources at a local level.</p> <p>5. <b>Evaluation:</b> Activities are part of a regular evaluation programme undertaken by the Children and Young People’s team. In addition, a number of external independent evaluations have taken place, including the National Audit Office and Kingston University in 2009.</p>
<b>Actions that WILL BE UNDERTAKEN</b>	
<p><b><i>Description of the actions that will be undertaken and timeframe</i></b></p>	<p>Thinkuknow is a core function for CEOP. The programme will continue to be maintained and developed into the future to ensure it continues to raise awareness of the risks children and young people face online and respond to new threats as they emerge. CEOP is also a co-driver on the EU SPIRTO project in which we are collaborating to develop a better understanding of self-generated material and develop a resource aimed at parents to tackle this.</p>

**Policy target No. 4: Reducing as much as possible the availability of child pornography online and reducing as much as possible the re-victimization of children whose sexual abuse is depicted**

<b>Operational Goal:</b>	Encourage participation by the private sector in identifying and removing known child pornography material located in the relevant State, including increasing as much as possible the volume of system data examined for child pornography images.
<b>Operational Goal:</b>	Increase the speed of notice and takedown procedures as much as possible without jeopardizing criminal investigation
<b>Actions ALREADY UNDERTAKEN</b>	
<b><i>Description of the actions already undertaken</i></b>	<p>The Internet Watch Foundation (IWF) has been in operation since 1996 and currently has 100 industry members.  <a href="http://www.iwf.org.uk/members/current-members">http://www.iwf.org.uk/members/current-members</a>.</p> <p>The IWF is the recognized UK notice and takedown body as set out in a Service Level Agreement between the IWF and The Association of Chief Police Officers  <a href="http://www.iwf.org.uk/assets/media/hotline/SLA%20ACPO%20IWF%20FINAL%20OCT%202010.pdf">http://www.iwf.org.uk/assets/media/hotline/SLA%20ACPO%20IWF%20FINAL%20OCT%202010.pdf</a></p> <p>The IWF is specifically mentioned in an MoU between the Crown Prosecution Service (CPS) and The Association of Chief Police Officers (ACPO) – the latter covers CEOP  <a href="http://www.iwf.org.uk/assets/media/hotline/SOA2003_mou_final_oct_2004.pdf">http://www.iwf.org.uk/assets/media/hotline/SOA2003_mou_final_oct_2004.pdf</a> as providing protection for the IWF’s analysts from prosecution when carrying out their work duties. The previously mentioned SLA provides the detail on the process for notice and takedown.</p> <p>The IWF complete enhanced criminal records bureau checks on all members of staff regardless of whether they view illegal content including Board members. A full welfare policy to ensure staff viewing images receive clinical supervision to carry out their work can be found here <a href="http://www.iwf.org.uk/assets/media/about-iwf/Welfare%20policy%20July%202012.pdf">http://www.iwf.org.uk/assets/media/about-iwf/Welfare%20policy%20July%202012.pdf</a>.</p> <p>As previously mentioned the IWF and industry receive protection from prosecution as set out in the MoU between the CPS and ACPO  <a href="http://www.iwf.org.uk/assets/media/hotline/SOA2003_mou_final_oct_2004.pdf">http://www.iwf.org.uk/assets/media/hotline/SOA2003_mou_final_oct_2004.pdf</a></p> <p>The IWF has an ISO27001 approved anonymous reporting facility for public, police and industry to report to which is directly linked to from every page on the website which can be found here  <a href="https://www.iwf.org.uk/report">https://www.iwf.org.uk/report</a></p> <p>The IWF disseminates packages to UK police forces and CEOP for action. The prioritisation and action on the packages is a matter for those law enforcement agencies.</p>

**Actions that WILL BE UNDERTAKEN**

***Description of  
the actions that  
will be  
undertaken and  
timeframe***

The IWF have embarked on an international project to enable countries with limited funds to utilise the IWFs experience and expertise including links to global bodies such as Interpol, INHOPE, ITU and CTO and access to key services provided by the IWF such as the IWF URL list, keyword list and banned newsgroup lists at a fraction of the cost of setting up a standalone hotline. The IWF have agreed to provide this service to Mauritius and is currently in negotiations with Ghana, Uganda, Costa Rica, Nigeria, Sierra Leone, Gambia and Cameroon via the ITU Child Online Protection initiative and the Commonwealth Cybercrime initiative.