



## INHOPE Summit Recap

This year, INHOPE held its first ever hybrid Summit, streamed live from the Amazon Web Services office in Washington D.C. We welcomed seventy in-person attendees with 215 people participating virtually to openly talk about Child Sexual Abuse Material (CSAM) online. The virtual audience heard from eleven different speakers who addressed each of our roles in combating CSAM. We discussed the role of safety policies, how we need to frame CSAM in the media and what tech can do to make digital safety more accessible to young users.

Our host Amazon Web Services opened the INHOPE Summit by expressing their pleasure in hosting an event that "brings together some of the most dedicated and passionate minds to fight Sexual Violence against children." - [Pia Shah](#), *Global Head of Policy*

Over the last twenty-five years, we have successfully strengthened our relevance and impact in the fight against CSAM online. This could only be achieved with support from our 50 hotlines, with over 200 analysts around the globe fighting to rapidly remove CSAM online. INHOPE President, [Jean-Christophe Le Toquin](#) stressed the importance of multistakeholder cooperation. Expanding our network into different countries around the globe has been enabled by our 11 funding partners and 13 advisory board members who have supported us over the years. With 16 secretariat members and 6 people on the Board INHOPE represents a diverse multistakeholder organisation that brings together different actors, like NGOs, industry and government.

### Child Safety can't be an Afterthought

"These events allow us to come together and discuss what is working as well as what is not working. These are the events where we can learn from each other and challenge each other to do more", said [Michelle DeLaune](#) President and CEO at NCMEC at the start of her presentation. CSAM is a well-known issue amongst Trust and Safety professionals, but not necessarily among the general public. As most people feel uncomfortable discussing sexual violence against children, Michelle DeLaune believes, it is our responsibility as stakeholders



in the online child protection space, to make this topic not only public but accessible in our society.

## Proactive Communication in Practice

***Anna Blue***, Head of Global Marketing and Communications at the Tech Coalition guided attendees through how this could look in practice - "We have to work together in this sphere of protecting children online." Companies know their platform best and have the power to create safer digital spaces for young users, either by proactively communicating to kids about digital threats within their platform or by developing tools that are safe by design. According to research, shared by Anna Blue, 83% of minors are more open to reporting abuse online, than seeking help in person. Every child that uses an online tool must at all times be aware of how and where they can report harmful content or abuse and be assured that their report will be taken seriously. The resource [netsmartzkids.org](https://www.netsmartzkids.org), created by NCMEC was recommended as inspiration for creating engaging digital safety content for children.

Anna Blue appealed to proactiveness among industry leaders, to not only discuss the importance of communication but actually start talking – not only within the trust and safety space or with external parties but especially with each other, between departments and industries. If we want to drive change and create products that are safe by design we must proactively discuss challenges, opportunities and initiatives across different sectors of our organisations.

## Framing CSAM in the Media

Many people avoid bad news, due to feeling overwhelmed or unable to help and are hesitant to engage with topics like CSAM. This is why it is important to know not only how to spread a message but how to do it successfully. Proactive communication in practice is not as challenging as it sounds, as long as we follow a number of basic principles. But the foundations of communication are often forgotten, and our important message remains unheard. Lucinda Davenport, Professor of Journalism at Michigan State University reminded participants of what we need to consider communicating impactfully:



- Does your message effectively communicate your goal?
- Do you know what action you want to generate with your message?
- Using emotion to drive a message can be effective, but fear can make receiving a message more complex.
- Remember that word choice and tone are key – Is your message appropriate and approachable for your audience?
- Avoid sensationalism

"Just keep talking about it – our message needs to be repeated frequently and then the media will take notice. Don't ignore it; report it!" - **Lucinda Davenport, Professor**

## Communicating with your Community

Re-entering the podium, Anna Blue interviewed [Lisa Hayes](#), Senior Director in Tech Policy and Senior Counsel at TikTok, to discuss how the platform approaches user safety. The first step to creating a safer digital experience for young people, therefore, is to implement strict age restrictions that vary for minors of different ages. "Thirteen-year-olds, differ greatly from sixteen-year-olds, which is why they need to have different permissions on their accounts," says the Tech Policy Director.

On TikTok, users are redirected to the community guidelines page, when they attempt to search for dangerous content. Teenagers looking for dangerous challenges or testing boundaries is not a new phenomenon but has always happened in the real world, states Lisa. "Online environments reflect these developmental changes that are happening offline, it is our responsibility to provide in-app resources that teach kids how to deal with them."

Lisa Hayes continued by explaining her motivation for working in this industry: "I genuinely believe in technology, apps make life easier, and more efficient. But we need to understand common rules. Currently, there is such a high demand placed on parents to keep their children safe online; some of this responsibility needs to be taken on by industry."

While there is material available for parents, such as the [Guardians Guide](#), it is important to convey this important information in interesting and appropriate formats for minors.



## The Role of Industries

We took a different angle in the form of discussions with perspectives not only from the tech industry but from the legal and financial sectors. As we talk about multistakeholder approaches we must remember to continuously broaden our horizons by inviting different sectors into the conversation about CSAM. Approaching this fight only from an industry perspective is not enough. **Chengos Lim**, Director of Safety at Roblox, **Nils Andersen-Röed**, the Head of Intelligence and Investigation at Binance, and **James R. Marsh**, Partner at Marsh Law Firm talked about industry-specific challenges in combatting harmful material and abuse online.

For cryptocurrency platforms like Binance, the focus lies on preventing the illicit use of their payment tool by investigating transactions and closely collaborating with law enforcement to prevent Child Sexual Exploitation. The biggest challenge for this market is the private nature of cryptocurrency transactions - "Less data protection would make catching criminals easier, but we have to strike a balance on this issue," says Nils Andersen-Röed

At Roblox, following a safety-by-design principle is one big part of combatting harmful activity - "We do not allow users to upload or send images to each other, which is a huge deterrent to CSAM being shared", says **Chengos Lim, the Director of Safety**. The development of technological advances, such as hash-matching (detecting previously known CSAM) and AI-assisted notice and takedown procedures is how Roblox reacts to incoming threats.

Every industry faces different obstacles in combatting illegal content and misuse on its platforms. Viewing this issue from a legal perspective, James R. Marsh identifies one overarching catch, regardless of field: "Human intelligence is the biggest challenge," he says, "We need people in the right places, thinking of all the ways technology can be abused. Real resources need to be devoted to this goal." Fighting this issue requires not only an understanding of technology but a deeper insight into offenders' behavioural patterns.

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## Safety Policies



A stronger focus on behaviour is also an important theme for safety policies. ***David Hunter***, Vice President of Sales at Crisp shared how improving safety policies plays a crucial role in creating a safer user experience. Policies often focus on the detection and removal of harmful content, but this approach does see the big picture. Bad actors online are working towards creating an infrastructure beneficial to the accumulation and distribution of CSAM across their network. What many policies are currently missing, is addressing these types of behaviours, such as searching for and accumulating illegal material in folders or playlists, explained David. It is not enough to only restrict harmful content, we need to address all the behaviours surrounding the consumption and distribution of that content.

To improve a safety policy it is important to understand that it must be easily understandable for all users, it shouldn't exist only out of legal necessity. If we want to make sure that our users are appropriately informed to safely navigate through a digital space safety policies must be created in an accessible way. "We should use a medium the users understand," said David Hunter. To ensure that a policy does not have any major gaps it must be examined by a third party, like survivors, or a company offering this service.

## Our Role and Yours

INHOPE's Executive Director Denton Howard addressed all participants to discuss our roles in implementing proposed ideas and changes. We cannot do this alone - only by working in a cohesive and coordinated way can we make an impact!

*The Summit offers a space for open conversations and the opportunity for collaboration. You don't need to wait until the next annual Summit to be part of the discussion. If you want to get more involved, visit our [events page](#), to never miss out on exciting things to come.*