



## IWF OVERVIEW

- The IWF is unique. It is the only authorised UK organisation providing an internet 'hotline' for the public to report their exposure to illegal content online, with specific reference to child abuse images originating anywhere in the world, but also UK hosted criminally racist and criminally obscene material.
- We work in partnership with UK Government such as the Department of Trade and Industry and Home Office, Law Enforcement Agencies such as the National Hi-tech Crime Unit, Crown Prosecution Service & Association of Chief Police Officers.
- We are funded by EU grants & the internet & mobile industries and currently have a diverse membership which spans over 50 organisations (see attached list).
- The IWF brings together many commercial organisations for a mutual purpose, based on responsibility and compliance regarding illegal content and helps to open debates and opportunities and stimulate 'best practice' guidelines.
- We are members of the Home Secretary's Task Force for the Protection of Children on the Internet and the Police led multi-agency Internet Crime Forum.
- We are governed by an independent Chair and main Board which includes representatives from children's charities, as well as individuals with specialist knowledge in areas such as: industry, law, paedophilia and research.
- Through our Board, Funding Companies and partnerships we have access to many professionals in the internet and mobile industries with specialist and expert knowledge, thus providing a valuable source of research and information which is shared between our members and other interested parties.
- We deal with a wide range of online technologies including providers of fixed & mobile internet services and content providers, such as search engines and communities.
- We are forward looking and pro-active regarding emerging issues around illegal internet content and the potential implications including the methods by which online information is disseminated.
- IWF act as source of information and knowledge in this area of online issues and regularly contribute to debates within industry, internet and the media as well as actively offering referrals and guidance on non-remit topics.
- We have specialist knowledge about UK legislation & policy and EC Directives in this area.



## SPONSOR BENEFITS

Sponsorship of the IWF provides increased ability to carry out our work effectively.

We are extremely grateful for all organisations that provide such help and assistance. Benefits include...

### General

- Sponsorship demonstrates your support of the aims of the IWF & lends credibility & integrity to your organisation
- Association of your brand with the IWF provides evidence of Corporate Social Responsibility which is important to your staff, clients & customers
- Sponsorship of the IWF promotes visibility of your organisation amongst the IWF member companies, Board & partner organisations
- Sponsorship allows you to contribute funds to specific areas of our work which may also be relevant to your organisation, its services or products

### Public Sector & Government

- Sponsor companies seen by Governments (UK & abroad) to be supporting a worthwhile effort to combat child abuse & illegal content
- [Home Office](#) and the [Department of Trade & Industry](#) have regular dealings with us and we also liaise with the [Department for Education and Skills](#) and the [Department of Culture, Media and Sport](#).
- IWF has potential to influence Industry, Government and Police in developing acceptable policies and good practice guidelines.
- UK Government has a close interest in the funding and sponsorship arrangements of IWF

### Industry & Company

- IWF enjoys good relations with Industry players, including ISPA, LINX, many of the major ISP's, Portals, Telco's, mobile operators, software and hardware suppliers & e-publishers. Member companies are always notified of new sponsors.

### International

- IWF are an integral part of [INHOPE](#), a consortium of European and International 'Hotlines'
- Member of [The European Internet Co-regulation Network](#) which promotes a multi-stakeholder approach and co-regulation and aims at organizing a co-operation on rights and usage issues between all players.
- Participation in an international family of opinion shapers on internet issues
- Flourishing relationships with relevant bodies and organisations across the globe



- IWF regularly hosts visits for overseas delegates such as international corporations and Government officials
- IWF interacts with the EU, FBI and Interpol & other international criminal investigation authorities
- IWF often invited to participate in and contribute to, international conferences & events

### **Media & PR**

- Company logo, company description & weblink on IWF sponsors page on our website
- Promotion feature on IWF website showing sponsor logo & URL
- Press Release announcing sponsorship
- Mention in monthly e-newsletter
- Limited use of IWF logo (all must be cleared by media department)
- Use of IWF weblink for sponsors (all must be cleared by media department)
- Funding members and sponsors frequently mentioned & referred to when dealing with the media
- Frequent press coverage for IWF means ongoing press coverage for IWF sponsors
- Regular news updates from IWF available through our monthly e-newsletter & quarterly printed newsletter
- Further sponsorship opportunities to wide and varied audiences including advertisements, collateral, events and the IWF Annual Report
- All Sponsors feature in the IWF Annual Report which has extensive distribution including throughout parliament, law enforcement agencies, commercial companies and other relevant organisations

### **Current Sponsors**

- Microsoft
- Computer Associates
- Adobe
- APACS
- Dataracks
- Webtraffiq
- 7Safe Information Security



## Current Funding Members

- 3
- AOL (UK)
- Ask.com UK
- Bango.net
- BBC
- Bluecoat
- Breathe
- Bridge Broadband services
- Brightview
- BP
- Brightfilter
- BT
- C2 Internet
- Cable & Wireless
- Clearswift
- Easynet
- eBay - PayPal
- Efh Broadband
- Face Party
- Freedom2Surf
- Giganew
- Google
- Highwinds Media Group
- Home Choice
- IntY
- Iomart (NetIntelligence)
- ISPA (UK)
- Kingston Communications
- LINX
- Lycos
- Mirago
- Mistral
- MSN
- Mydeo
- NAI (McAfee Software)
- Nokia
- Nominet
- NTL Inc
- O2
- One Tel
- Orange
- Pipex
- Photobox
- Plusnet
- PROnews
- Research Machines
- Royal Mail
- Secure Computing
- Sophos
- Streamshield
- SurfControl
- Talk 101
- Telecomplete
- Telehouse Europe
- Telewest
- Thus/Demon
- Tiscali
- T-Mobile
- UK Broadband
- UKERNA
- Verizon Business
- Virgin Mobile
- Vodafone
- Wanadoo
- Yahoo! UK & Ireland