



## **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 potentially illegal content online, with specific reference to child abuse images hosted anywhere in the world, but also criminally obscene and incitement to racial hatred content hosted in the UK
- We work in partnership with UK Government departments 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.



## **ASSOCIATE MEMBERSHIP BENEFITS**

### **General**

- Practical evidence of Corporate Social Responsibility
- Enhanced company reputation as offering a responsible, consumer friendly service
- Improved brand perception and recognition in the online and digital industries.

### **Public Sector & Government**

- Member 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

### **Legal**

- IWF provides a comprehensive overview of relevant law and corporate implications
- EU Directive requires Content Service Providers to respond to complaints of illegal material, that is precisely the role of IWF on behalf of its members: the internet community
- IWF works closely with numerous British Law Enforcement Agencies

### **Industry & Company**

- No need for any staff at member companies to be overly exposed to viewing potentially illegal images because that is one of the key services offered by IWF
- Reduces risk of staff suing under Health & Safety for being unnecessarily exposed to traumatic images.
- IWF enjoys good relations with Industry players, including ISPA, LINX, major ISPs, Portals, Telco's, mobile operators, software and hardware suppliers & e-publishers.
- Member companies nominate a relevant individual to sit on IWF Funding Council and are invited attend quarterly meetings
- Funding Council representatives have the opportunity to gain a seat on the IWF Board
- Funding Council elects three 'industry' representatives to sit on the IWF Board
- Opportunity for nominated Funding Council Representative to visit IWF for induction day
- Funding Council representatives are regularly updated on IWF operations.

### **Technical & Company**

- Initial meeting and ongoing liaison with IWF Technical Coordinator to establish good working relationship and practices with members
- Streamlined reporting interface for members; IWF will expedite assessment of suspect illegal content for members
- Access to IWF database to block employee or consumer access to websites breaching the Protection of Children Act 1978
- Unrestricted access to recommended 'regularity' list of illegal newsgroups
- Unrestricted access to recommended 'advert list' of illegal newsgroups
- Single point of reference for abuse teams or customer service advisors
- Opportunity for technical staff to visit IWF and see how the hotline operates



### **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 on IWF homepage
- Press Release announcing membership
- Use of IWF logo
- Use of IWF weblink for members
- Initial meeting and ongoing liaison with IWF Communications Department to establish mutual Media & PR benefits and opportunities
- Funding members and sponsors frequently mentioned & referred to when dealing with the media
- Opportunity to refer relevant media queries to IWF Communications Co-ordinator
- Frequent press coverage for IWF means ongoing press coverage for IWF members
- Senior IWF personnel available for comment and interviews
- Regular news updates from IWF
- Sponsorship opportunities to wide and varied audiences including advertisements, collateral, events and the IWF Annual Report
- All members feature in the IWF Annual Report which has extensive distribution including throughout parliament, law enforcement agencies, commercial companies and other relevant organisations
- Association with submissions from IWF to bodies such as Ofcom and Parliamentary Select Committees.
- Joint events opportunities