



NOTICE & TAKEDOWN:

Industry Perspective on Combatting Child Sexual Abuse Content

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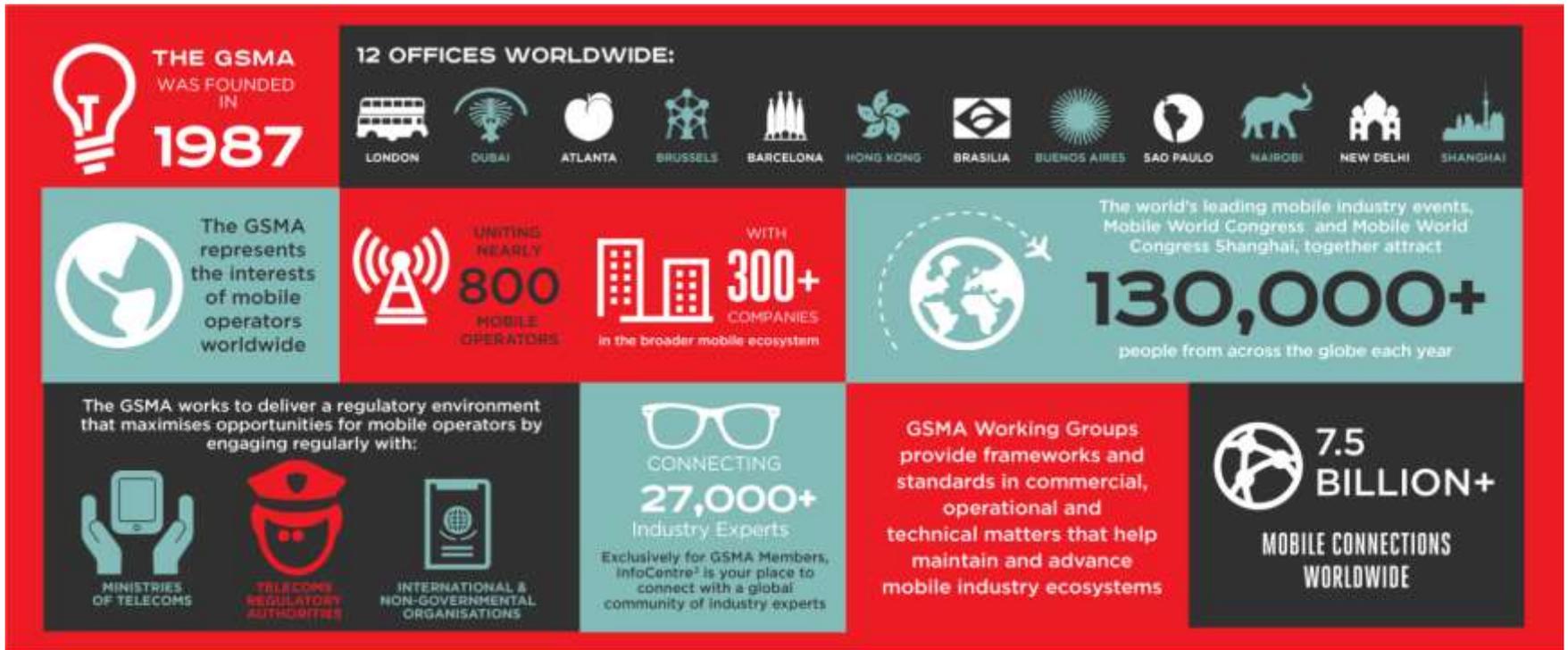


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About the GSMA



THE GSMA WAS FOUNDED IN 1987

12 OFFICES WORLDWIDE:

- LONDON
- DUBAI
- ATLANTA
- BRUSSELS
- BARCELONA
- HONG KONG
- BRASILIA
- BUENOS AIRES
- SAO PAULO
- NAIROBI
- NEW DELHI
- SHANGHAI

The GSMA represents the interests of mobile operators worldwide

UNITING NEARLY **800** MOBILE OPERATORS

WITH **300+** COMPANIES in the broader mobile ecosystem

The world's leading mobile industry events, Mobile World Congress and Mobile World Congress Shanghai, together attract **130,000+** people from across the globe each year

The GSMA works to deliver a regulatory environment that maximises opportunities for mobile operators by engaging regularly with:

- MINISTRIES OF TELECOMS
- TELECOMS REGULATORY AUTHORITIES
- INTERNATIONAL & NON-GOVERNMENTAL ORGANISATIONS

CONNECTING **27,000+** Industry Experts

Exclusively for GSMA Members, InfoCentre² is your place to connect with a global community of industry experts

GSMA Working Groups provide frameworks and standards in commercial, operational and technical matters that help maintain and advance mobile industry ecosystems

7.5 BILLION+ MOBILE CONNECTIONS WORLDWIDE



GSMA: What We Do

The GSMA has four main activities:

INDUSTRY FORUM

Drive collaborative industry programmes aimed at maintaining operator relevance in the digital world

POLICY ADVOCACY

Advocate for the industry to regulators, policy makers and society as a whole

THOUGHT LEADERSHIP

Provide strategic direction and thought leadership to our members

CONVENING

Convene the broad mobile communications ecosystem at our industry leading events such as Mobile World Congress



GSMA: Snapshot of Our Programmes

Spectrum for Mobile

Broadband

Spectrum4all

Public Policy

Mobile Policy Handbook

Policy Case Studies

Capacity Building in Mobile

Sector Regulation

Mobile and Privacy

mYouth

Mobile Energy Efficiency

Tax

Roaming

Mobile and Health

Government Programme

Mobile and Environment

Personal Data

Mobile Connect

Mobile for Development

Connected Society

Mobile Money

Digital Identity

Connected Women

Mobile for Development

Utilities

mAgri

mHealth

Disaster Response

Ecosystem Accelerator

Mobile Economy

Digital Commerce

Payment

Retail

Transport

Network 2020

RCS

VoLTE

Interconnection

All-IP Business Guide

Managed Services

Number Portability Services

Spam Management &

Prevention

Device Blacklist Services

Device Model Characteristics

Mobile Equipment Identity

Connected Living

Automotive

Health

Transport

Utilities

Connected Living Tracker

Events & Awards

Mobile World Congress

Mobile World Congress

Shanghai

Global Mobile Awards

Asia Mobile Awards

Mobile 360 Series

Innovation City

Smarter Apps Guidelines

GSMA Documents



GSMA Commitment to Internet Safety

mYouth Programme

- Promoting mobile/internet as enabler of children's rights and platform for socio economic development
- Program in Africa aimed at helping to develop national COP strategies & contributing to global collaborative effort

Mobile Alliance

- Coalition of operators across the world against child sexual abuse content (CSAC)
- Convened by GSMA to apply technical measures, co-operation and information sharing to combat CSAC

ITU/UNICEF COP Guidelines for Industry

- Broad principles to guide different stakeholder groups to take action in contributing to COP effort
- Capacity building & toolkits interpreting COP principles for implementation



Mobile Alliance: Combatting Child Sexual Abuse Content

GSMA Mobile Alliance Against Child Sexual Abuse Content

- **Mission:** To obstruct the use of the mobile environment by individuals or organisations wishing to consume or profit from child sexual abuse content
- **Minimum commitments:** Hotlines, Notice and Take Down processes, blocking CSAC websites



Mobile Alliance: Combatting Child Sexual Abuse Content

Mobile Alliance Against Child Sexual Abuse Content

THE MEMBERS OF THE MOBILE ALLIANCE INCLUDE:

Deutsche Telekom Group
Dhiraagu
Dialog Axiata Telekom
3 Europe
EE
Meteor
Millicom Group
Mobitel
MTN Group

Orange Group
Telecom Italia
Telefónica Group
Telekom Austria AG
Telenor Group
TeliaSonera Group
Vodacom SA
Vodafone Group
Zain Group



What is “Notice and Takedown” (NTD)?

A company’s procedures for handling reports that may come from customers, employees, law enforcement or hotlines that child sexual abuse material has been discovered on the company’s networks or services.

Elements

Notice: Report or “notice” of child sexual abuse content (CSAC) present on recipient’s networks - received from law enforcement, internet hotline or other source

Takedown: Acting promptly to confirm reported material is illegal, and to remove and isolate such content from being viewed or circulated by the public – *to be contrasted with deletion of CSAC*

Receiving reports of, and preventing further access to CSAC



Establishing NTD Capabilities

Fundamental steps companies can take

- Board-level commitment, support & sign-off
- Develop clear policy on commitment & position on CSAC
- Assign responsibility for policy implementation & develop documented procedures
- Establish dedicated function of trained employees
- Establish MOU between company, LEAs or Hotline



Policy & Procedures

Policy Development

- Should reflect national law
- Clear & understandable; set out Dos & Don'ts of processing CSAC reports

Implementing NTD Processes

- To cater for indemnification of employees, preserve evidential integrity of process & data for prosecution
- Swift removal of CSAC to facilitate recovery/safekeeping of children

Standardized Function for Reporting CSAC

- Easy to use reporting mechanisms
- Develop consistent approach to support investigation & prosecution

Preservation of CSAC & Associated Data

- Secure environment for taken down data & proper custody/access

Employee Considerations

- Legal framework for indemnification/exemption from prosecution
- Training & support to adequately equip staff to process CSAC

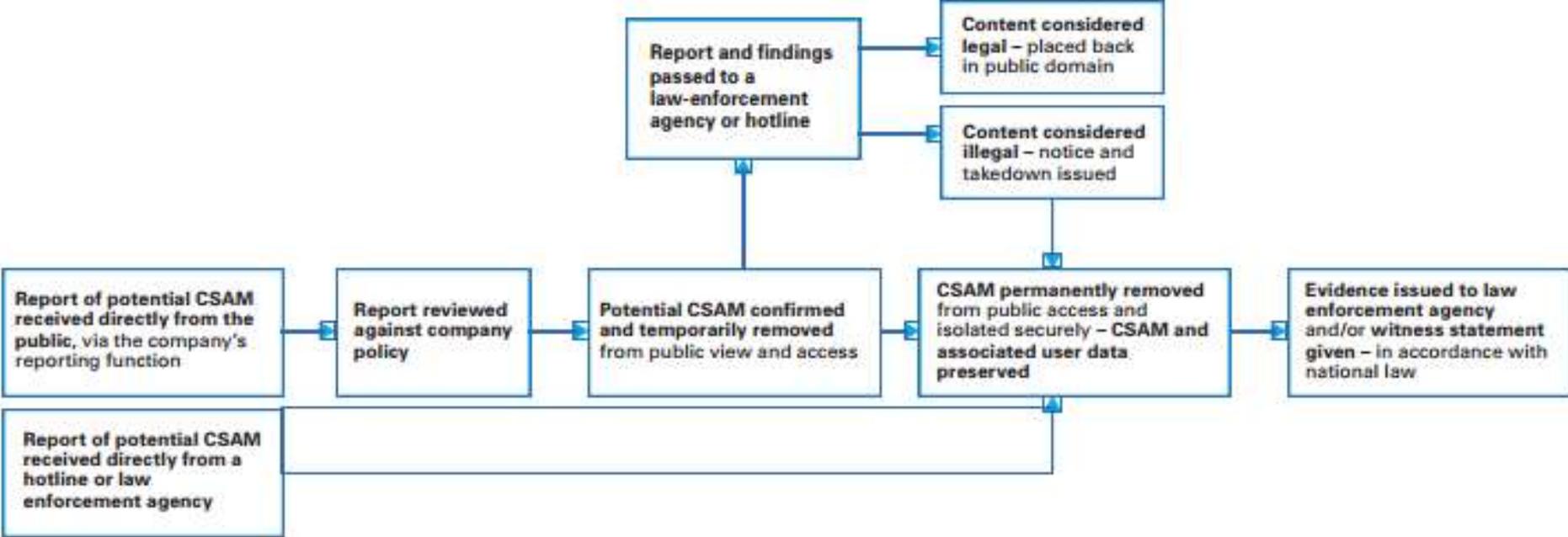
Clarify Customer Terms & Conditions

- Designed to keep customers fully informed of their responsibilities in relation to CSAC
- Define acceptable use, prohibit illegal activity, set out company CSAC position & right to

deal with reports



Sample NTD Process





Relationships & Collaboration

- Liaison with industry, government, LEAs & Hotlines required to develop robust processes for addressing CSAC
- Connected society requires cross-border cooperation & enforcement to address joint responsibilities –
 - Swift removal of CSAC from circulation
 - Supporting flow & collation of intelligence to help identify & rescue children who appear in CSAC
 - Global collaborative effort to ensure 'no space' online for CSAC



Practical Guides for Liaising to Address CSAC

- Consider establishing relationship with industry peers and jointly develop standardized industry-level code of practice on NTD
- Encourage & participate in best practice sharing on NTD
- Identify national hotline where available and engage to establish good practice with dedicated line of communication
- Where no hotline, consult GSMA & INHOPE on setting up one
- Engage local law enforcement to collaborate on effective NTD procedures
- Access international law enforcement resources –
 - INTERPOL** training on combating CSAC www.INTERPOL.int/Crime-areas/Crimes-against-children/Crimes-against-children
 - Virtual Global Task Force** on regional law enforcement & CSAC reporting hotlines <http://virtualglobaltaskforce.com>
 - Council of Europe's** Guidelines for Cooperation between Law enforcement and Internet Service Providers Against Cybercrime www.coe.int/en/web/cybercrime/lea-/isp-cooperation



Complementary Tools & Capabilities for NTD

- **List of URLs containing CSAC** maintained by hotlines, such as IWF and NCMEC; made available to member organizations for blocking
- **INTERPOL ‘Worst of’ list of URLs** that can be used to limit the distribution and availability of CSAC on access networks
- **BASELINE, which is being deployed by INTERPOL**, is a scheme that will allow industry to scan its systems for CSAC by sending hash signatures to a server for a ‘hit/no hit’ response to help identify and remove CSAC from networks.
- **PhotoDNA**, developed by Microsoft, is a technology that automatically helps detect and report the distribution of child exploitation to expedite removal of such content
- **Industry initiative ‘Hash Value Sharing’**, wherein hotlines such as the IWF, NCMEC and INHOPE are creating unique digital fingerprints, to aid blocking of CSAC



Conclusion

Effective NTD requires national, regional and international cooperation and & information sharing

Overarching role of collaboration should inform the revision and development of legal frameworks towards a stronger global effort.

Interoperability between legal frameworks across borders is necessary to ensure there is no space online for child sexual abuse material.

Combating child sexual abuse material and keeping children safe from sexual exploitation is everyone's responsibility, and needs us all to play our part.

Thank you!

GSMA Mobile Alliance Against Child Sexual Abuse Content:
www.gsma.com/mobilealliance

Help your organization join the battle against CSAC by accessing the GSMA-UNICEF Notice & Takedown guide available at
http://www.unicef.org/csr/files/Notice_and_Takedown_English.pdf



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