



SOCIAL VALUE REPORT

2021-22



CANADIAN CENTRE *for* CHILD PROTECTION®

Helping families. Protecting children.



CANADIAN CENTRE *for* CHILD PROTECTION®

Helping families. Protecting children.

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WHO WE ARE

The Canadian Centre for Child Protection Inc. (C3P) is a national charity dedicated to the personal safety of all children. The organization's goal is to reduce the sexual abuse and exploitation of children through programs, services, and resources for Canadian families, educators, child-serving organizations, law enforcement, and other parties.

C3P also operates Cybertip!ca[®], Canada's national tipline to report child sexual abuse and exploitation on the internet, and Project Arachnid[®], a web platform designed to detect known images of child sexual abuse material (CSAM) on the clear and dark web, and issue removal notices to industry.

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FOREWORD

Within 36 hours of releasing our first-ever report with data from Project Arachnid in June, we witnessed a major telecommunications company in France change their file hosting service to end anonymous uploads – a feature offenders around the world were taking advantage of – and remove previously uploaded archives that contained nearly 1.1 million verified image and video files assessed as child sexual abuse material (CSAM) or harmful-abusive content to minors. In some cases, those illegal files had been hosted there for years.

This is the power of Project Arachnid – our victim-centric set of tools that combats the growing proliferation of CSAM on the internet. This January marked five years since the launch of Project Arachnid; in that time, it has led to the removal of six million images of CSAM, across more than 1,000 electronic service providers, spanning nearly 100 countries. More than 10 million notices for the removal of CSAM have been sent out across the globe. There is now a backlog of 45 million suspect images that need to be assessed by the international team of analysts, which this year grew to include New Zealand and Cambodia, bringing the number of hotlines working in Project Arachnid to 12.

In order for the world to understand what survivors of child sexual abuse have had to endure – some for more than two decades – C3P released *Unwanted Followers*. This video campaign, based on real accounts of survivors whose abuse was recorded and shared online, initially premiered at the G7 meeting of Interior Ministers in London last November. To ensure we are continuing to learn from survivors and those who have lived the impacts of these horrific crimes, we also launched a new survey for protective family members of survivors, and opened a shortened version of our original International Survivors' Survey.

School should be a safe space for all children. To this end, the Ontario government has legislated that the Ontario College of Teachers (OCT) must have a sexual abuse prevention program. Working with the OCT, C3P developed a program tailored for the group, which has already been taken by more than 78,000 Ontario educators – a number that will only grow as we get closer to the September 2022 deadline for participants. This is an important step for schools in Ontario, and one we hope to see followed by jurisdictions across Canada.

Over the past 12 months, we have also witnessed a surge of online sexual violence against children and youth. During COVID-19, we identified the need for support services for victims, parents and school staff who did not know where else to go to find support for the ever-evolving crimes of online sexual exploitation. In response, C3P developed a survivor support system that combines the strengths of our Cybertip.ca staff and our support services and leverages the experiences gained from years of working with survivors.

This new model uses evidence-based practices to help victims and families by providing support and response plans tailored to them. In the past year, we received 3,000+ requests for support. Tragically, we continue to receive calls from teens and children who have not told their parents or a safe adult what is happening, and may only have told our team about the online violence they are facing.

Online sexual violence against children and youth is a public safety crisis that requires coordinated action by governments. Throughout the year we have shared survivors voices, data and reports with the Five Country Ministerial so that those responsible for policy and new legislation have clear information on what is happening in the CSAM ecosystem, and to children and teens who are violently targeted on some of the most popular social media platforms out there. While we are encouraged by the international shift towards online regulation, we know from the calls we are receiving every day that legislation requiring tech companies to protect children online, as they are protected offline, cannot come soon enough.

In the meantime, we will continue to push for accountability from tech companies, and advocate for transparency about the harm to children facilitated by their platforms. So long as children are sexually exploited online, we will be here to fight for their rights, dignity, and childhood.



Lianna McDonald

Executive Director



Kathie King

Chair, Board of Directors



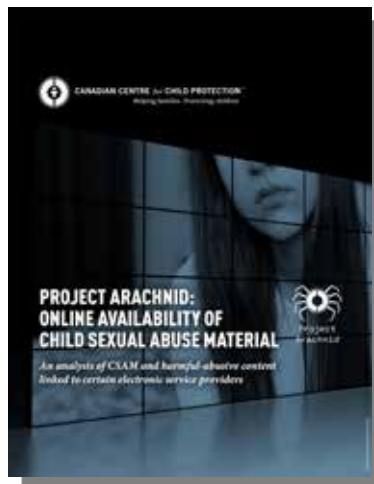
2021-22 HIGHLIGHTS



PROJECT ARACHNID: ONLINE AVAILABILITY OF CHILD SEXUAL ABUSE MATERIAL REPORT

There is an entire chain of ESPs, image boards, file-hosting providers, and other entities which all play a role in making CSAM accessible online. In June 2021, using data from Project Arachnid, C3P authored a first-of-its-kind report which offers a never-before-seen look into the availability of CSAM online and how these companies respond to removal notifications.

The findings show that relying on industry to voluntarily invest in resources to prevent the availability of CSAM has been an ineffective strategy, and points to a need for governments around the world to impose meaningful regulation that prioritizes the protection and privacy of children and survivors.



Key findings:



The vast majority of CSAM detected by Project Arachnid is **not physically hosted on the dark web**. However, the **dark web acts as a main conduit** for directing individuals on where to find it on the clear web.



Project Arachnid is an effective tool that has achieved a median content removal time of 24 hours. However, alarmingly 10% of actioned media took more than seven weeks (42 days) before becoming inaccessible.



Overall, images depicting older teenagers (post-pubescent) **take significantly longer** to remove than images with younger victims (pre-pubescent).



Nearly half (48%) of all images Project Arachnid has issued a removal notice on, had previously been flagged to the service provider.

Rooted in C3P's extensive experience in issuing removal notices and tracking responsiveness, a set of recommendations were put forward which are intended to assist policymakers in developing effective regulatory frameworks to combat CSAM and harmful-abusive content online. Read the full report at protectchildren.ca/PARreport

Global support for the report

The report received support from international allies, organizations, and individuals from across the world.



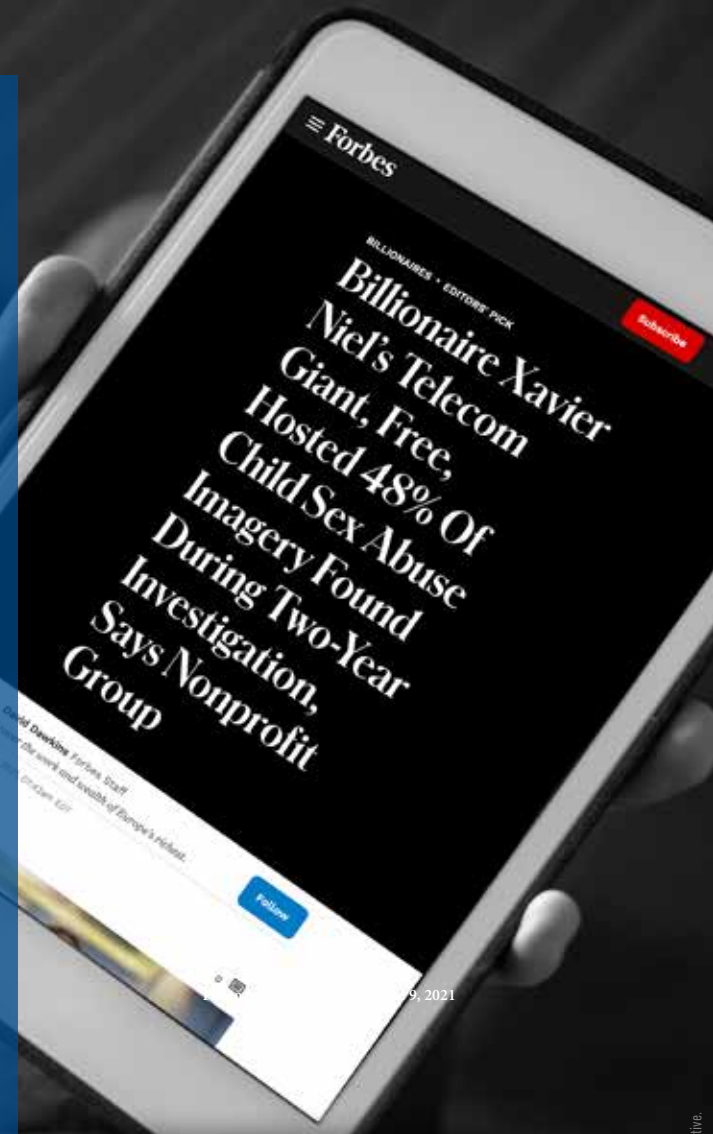
POWER OF MEDIA: PROJECT ARACHNID DATA IN FORBES LEADS TO A LARGE TAKEDOWN OF CSAM

From 2018 to 2020, Project Arachnid detected more than 18,000 archive files, collectively containing nearly 1.1 million pieces of apparent CSAM or harmful-abusive content, hosted on a public file hosting service operated by French telecommunication provider Free. This service required no registration or contact information from users, and offered a generous file size limit for uploaded media as well as the ability to protect files through passwords, all likely reasons it became a popular platform for CSAM distribution.

Beginning in 2018, C3P began corresponding with company officials, providing them with lists of direct links to the file archives containing CSAM hosted on their system. Project Arachnid also continued to detect and issue notices on newly uncovered CSAM and harmful-abusive media to the company.

As of May 18, 2021, nearly 3,000 archives for which removal notices were issued were still publicly accessible, according to Project Arachnid records. C3P made these findings publicly available in the 2021 Project Arachnid: Online availability of child sexual abuse material report, which spawned a subsequent article on Forbes.com that focused on Free and named its owners.

Within 10 hours of the article's release, the file-hosting site stopped allowing anonymous users to upload material, essentially cutting off the service for CSAM distribution. Days later, all files that had been previously actioned by Project Arachnid were also made unavailable; taking 1.1 million pieces of CSAM offline.



David Dawkins, "Billionaire Xavier Niel's Telecom Giant, Free, Hosted 48% Of Child Sex Abuse Imagery Found During Two-Year Investigation, Says Nonprofit Group", *Forbes* (9 June 2021), online: [Forbes.com](https://www.forbes.com) < <https://www.forbes.com> >.

SECOND EDITION OF *INTERNATIONAL SURVIVORS' SURVEY*, AND NEW FAMILY SURVEY

No one understands the unique needs of survivors of CSAM better than those who have been victims of this horrific crime. In order to learn about the life-long impacts of CSAM and its online distribution from victims around the world, C3P launched two new surveys for survivors and their protective parents.

The second edition of C3P's *International Survivors' Survey*, and the new *Survey for Protective Parents*, seek to further understand the challenges survivors and their families' face – from mental and physical wellbeing, to safety concerns such as being stalked by online offenders for years after the abuse, to trying to get their CSAM removed from the internet.

The resulting information will be utilized to improve education and training around the issue of child sexual abuse, developing comprehensive systems to support the unique rights and needs of victims, and giving survivors and their families a voice in the conversation about the epidemic of online CSAM.

HEAR FROM THE WORLD

Surveys were made available in English, French, Spanish, Dutch, and German, as were some of the social media promotion to ensure a variety of voices, cultures, and experiences were being heard.

As of the end of the fiscal year, 230 survivor¹ and 18 family surveys have been completed from countries including Canada, the U.S., Austria, Australia, France, Mexico, Germany, India, Sweden, the Netherlands, and the Philippines.

Both individuals who intersect with survivors and survivors themselves quickly began to share posts and underscore the importance of the surveys:



¹ This includes the 150 survivors who completed the original survey and the additional 180 who have completed the second edition.



ONTARIO: THE MODEL OF MODERN SCHOOL SAFEGUARDING

On January 3, 2022, **more than 230,000 Ontario Certified Teachers** were given access to a child sexual abuse prevention program developed by C3P and facilitated by the Ontario College of Teachers (OCT). The College collaborated with C3P to deliver this program to educators as a result of the government of Ontario also legislating that the OCT have a sexual abuse prevention program.²

More than **78,000 College members** have already completed the program.

Ontario has become a model province for teacher professional development on the issue of sexual abuse of students in Canada. It is our hope other provinces will mandate similar training, along with modernizing other safeguarding structures, such as setting standards for accountability, including policies and practices for bringing forward and responding to inappropriate behaviour and boundary violations.

² See section 47.2 of the Ontario College of Teachers Act, 1996, SO 1996, c 12.

UNWANTED FOLLOWERS



“ Super hard to watch that. For a silent film it sure said a lot.”
– Instagram comment

Survivors whose child sexual abuse was recorded and spread online continue to be exploited by every person who views and shares recordings of their abuse. To mark Project Arachnid’s five-year milestone, C3P has publicly released a three-minute video called *Unwanted Followers*, which initially premiered at a November 2021, G7 meeting in London. The video is based on real accounts of survivors whose abuse was recorded and shared online. Survivors have had to live this traumatic and tragic reality for decades due to platforms and services on the internet that have been allowed to operate with minimal oversight. C3P consulted with a number of survivors, who felt the video’s message was both powerful and accurate.

The video drove viewers to protectchildren.ca/change, where an open text box let the public share thoughts on what they thought needed to change and how we can all better support survivors. **More than 410 people from around the world** – from Oman, to India, to Poland, to Pakistan, to South Africa, to Canada and beyond – have contributed.

“ I never usually watch ads on YouTube but watching this one was totally worth it. I appreciate and applaud everyone who is behind this great initiative that could save millions of warriors (won’t call them survivors because they are warriors indeed). Everything about this needs to change.” – Viewer from Oman

“ Proper legislation needs to be done and this issue should be tackled at a global level by global organisations.” – Viewer from Pakistan





PROJECT ARACHNID

January 17, 2022, marked five years since the launch of Project Arachnid. In that timeframe, the powerful, global tool has led to the removal of **six million images of CSAM**, across **more than 1,000 ESPs**, spanning nearly **100 countries**.

Since its launch in 2017, Project Arachnid has detected more than 45 million suspect images and sent 11+ million removal notices to content providers. However, as a victim-centric tool, its true success lies with it breaking the cycle of victimization for children/survivors. **Some of the ways in which C3P, through Project Arachnid, did this in 2021-22 include:**



Adding New Zealand and Cambodia to the growing global team of analysts, bringing the total **number of hotlines to 12**, working to scale up the capacity and impact of Project Arachnid in identifying CSAM.



Giving industry access to Project Arachnid's harmful-abusive content hash list, which flags online content that doesn't necessarily meet a criminal law threshold but is still harmful to survivors and children by being available.



Issuing terms of service (TOS) notices to industry in order to request the removal of harmful-abusive content. An example includes a known victim of CSAM that is clothed or partially clothed in an image. Since adding this function, Project Arachnid has issued **1.5+ million TOS notices** to ESPs.

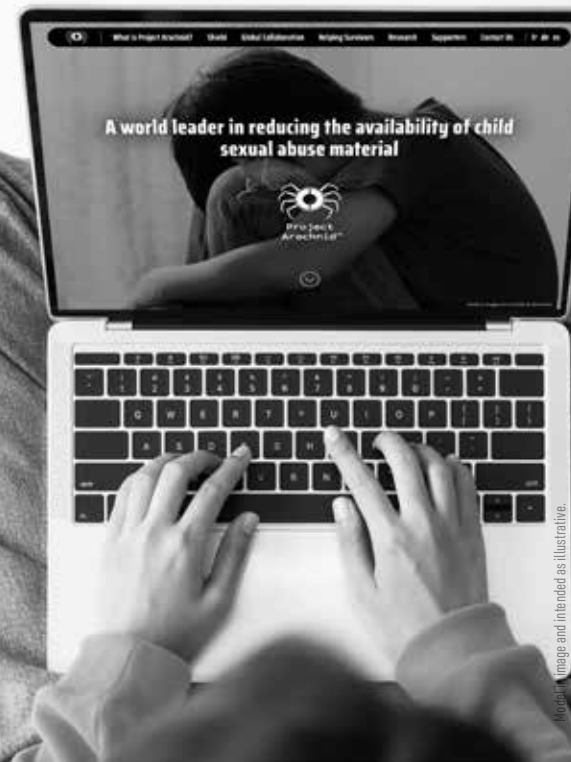


Continuing work on Ocelli, another in-house developed media matching tool, to run against the more than **37 million suspect images that have yet to be assessed**. As of the end of the fiscal year, pilots of the tool have seen promising results, including surfacing images from the backlog for prioritized assessment.



Working directly with victims who reported abusive and/or exploitative material to Cybertip.ca to assist in issuing removal notices through Project Arachnid.

The rate at which Project Arachnid detects suspect media far outpaces the human resources available to assess the content. As of writing the report, C3P was facing a backlog of more than 32.8 million suspect media that have yet to be assessed. That backlog has risen to 37 million as of March 2022.



A photograph showing a person hugging a child from behind. The scene is viewed through a window with a circular dot pattern. The image is overlaid with a blue tint. The text 'SUPPORTING SURVIVORS/VICTIMS' is written in large, bold, yellow capital letters across the middle of the image.

SUPPORTING SURVIVORS/VICTIMS

As we continue to hear from a wider range of survivors our understanding of the CSAM survivor and online victimization experience broadens.

C3P has developed a survivors system that integrates Cybertip.ca staff with C3P support services, and utilizes evidence-based practices to support survivors from a multidisciplinary lens.

In the last year alone, C3P has **managed more than 3,000 requests** for support from survivors, youth, and/or their caregivers. On average, there are **200 cases open at once**.

The C3P casework team provides survivors and protective parents/guardians with:



Guidance in locating appropriate therapeutic supports in their community



Support and advocacy when necessary in navigating systems and accessing financial supports where available



Assistance with safety planning, which also includes getting online accounts and material that presents a risk to the survivor and/or their family removed from the internet. In the past fiscal year, Cybertip.ca assisted in **154 cases** to remove online accounts and material that present a risk to the survivor and/or their family



Work with families to provide education around trauma impacts and responses, and assist with safety and supervision plans to increase general safety education and reduce the potential for re-victimization

SURVIVOR ADVOCACY GROUPS

C3P is dedicated to working collaboratively with survivors so their voices can change the world for not only themselves and others like them, but also the children still enduring abuse. In addition to working with individual survivors, C3P supports a number of survivor advocacy groups:

The Phoenix 11

For over four years, C3P has been working with the Phoenix 11 (P11), an incredible group of survivors from Canada and the U.S. who are speaking out to help the world understand the ongoing impacts of child sexual abuse online and the need for change.

In 2021-22, C3P stood with the P11 as they strengthened their position as international advocates who are giving past and current victims of CSAM a voice and a visible ally:



Statement on debate over Apple®'s plan to tackle child sexual abuse imagery: The P11 penned a statement to Apple, calling on the tech giant to go further in their commitment to proactively scan for CSAM, and consider how in the privacy debate, survivors have not been heard; the ones whose privacy is invaded every time their images are viewed and shared.



Statement for American Professional Society on the Abuse of Children (APSAC): The P11 provided a statement for an APSAC roundtable discussion with law enforcement regarding forensic child interviews. The P11 offered their valuable perspective on not showing victims their CSAM and the repercussions of this dated and psychologically harmful interview practice.



Advocacy Impact Statement played at EU Summit: In December 2021, the Intergroup on Child Rights hosted a high level event in Brussels to shine a spotlight on the horrific realities that so many children face, including the rapid increase in online sexual exploitation. The P11's statement played in advance of the first panel, which included Ylva Johansson, EU Commissioner for Home Affairs.

Chicago Males

For just over two years, C3P has been working with a group of male survivors to learn about their experiences, and better understand the unique social stigma men face around sexual abuse.

The group has consulted on and contributed to numerous statements facilitated by C3P, along with providing invaluable feedback on reports and resources from a survivor's perspective.

Mothers of Child Sexual Abuse Material Survivors

C3P continues to work with a group of mothers whose children's sexual abuse was recorded and distributed online to learn about the hardships families of survivors endure, years after the hands-on abuse has ended.

Their insight is crucial to guiding the development of support resources for families who are often at a loss about what to do and how to help their child.



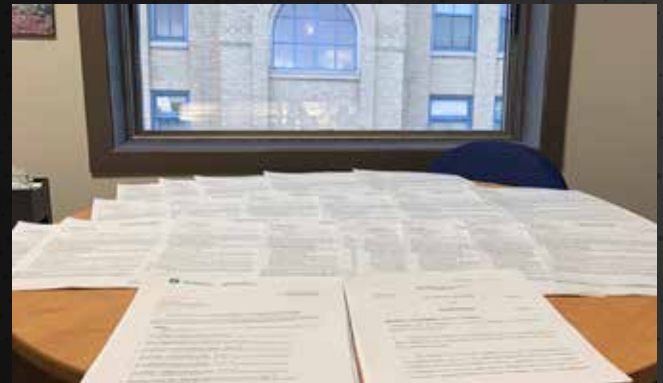
FACILITATING THE RECORDING AND USE OF VICTIM AND COMMUNITY IMPACT STATEMENTS

Since 2016, C3P has been assisting identified CSAM survivors, or their parents/guardians as the case may be, with recording victim impact statements (VISs), and coordinating the filing of VISs. C3P also submits community impact statements (CISs) on behalf of the P11 and other communities.

In 2021-22, C3P submitted at least one VIS and/or one CIS in approximately **70 different legal proceedings across Canada**. With the new requests in 2021-22, C3P has now submitted in every province and territory in Canada, except for Newfoundland and Labrador, and Nunavut.

Since January 2021, C3P has received a significant increase in requests to submit a VIS and/or CIS in comparison to previous years:

- C3P had the largest submission to date in this fiscal year. In one proceeding, **C3P submitted 20 different VIS on behalf of 24 victims**. This was one of two cases in the last fiscal year where C3P submitted 20 separate VIS.
- During this period, C3P also developed and submitted two new CIS that were accepted in several cases. These were:
 - ▶ **Luring CIS:** The statement is on behalf of Canadian children and families, particularly those who have been impacted by the crime of online luring.
 - ▶ **Commercial Sexual Exploitation/Human Trafficking CIS:** This statement is on behalf of individuals who, while under the age of 18, have been, or are at risk of being, sexually exploited through prostitution and/or of human trafficking for the purpose of sexual exploitation.



“ These statements were powerful and moving, describing the trauma and damage caused to victims of child sexual abuse and the life-long impact of the knowledge that there are images of them being subjected to such abuse which will never disappear, and which could surface in their lives again at any time. The impact includes emotional trauma, anxiety, fear of being in public, fear of cameras, inability to use social media, distrust of others and inability to form healthy relationships, self-harm and suicidal ideation, as well as other psychological, physical and economic harm to the victims.”

- Justice Schabas, on both the victim impact statements that were filed, and the Community Impact Statement of the Phoenix 11. *R v Subia*, 2022 ONSC 1693 (at para 35).

“ Practically speaking, reliance on this type of general document is the only way that sentencing courts can get a true measure of the impact of these crimes. One of the unique features of this type of offense is that the direct victims – the children depicted in the materials – could be anywhere in the world and their identity may never be discovered. It is not realistic to expect the impact of these crimes on those directly affected to be conveyed to the courts at the sentencing stage by way of individual victim impact statements. A community impact statement is the best proxy for those individual victims who more often than not cannot have a voice at the sentencing of those who accessed and shared the material that depicts them.”

- Justice L.A. Charbonneau on a Community Impact Statement filed by C3P. *R v Laplante*, 2021 NWTSC 29 (at para 41).

In 2020 C3P had 21 VIS/CIS requests, and, in 2021 alone, C3P had a total of 81 requests, meaning the number of requests to submit has almost quadrupled.



GLOBAL INITIATIVES

Child sexual abuse material is a borderless crime that demands a global response.

INTERNATIONAL GOVERNMENTS

C3P regularly provides briefing notes and other data regarding Project Arachnid and voices of survivors to the European Union, and the U.K. Home Office. In 2021-22, C3P also consulted with the Australian Prime Minister's National Office for Child Safety on their *National Strategy to Prevent and Respond to Child Sexual Abuse*.

UK's Online Safety Bill

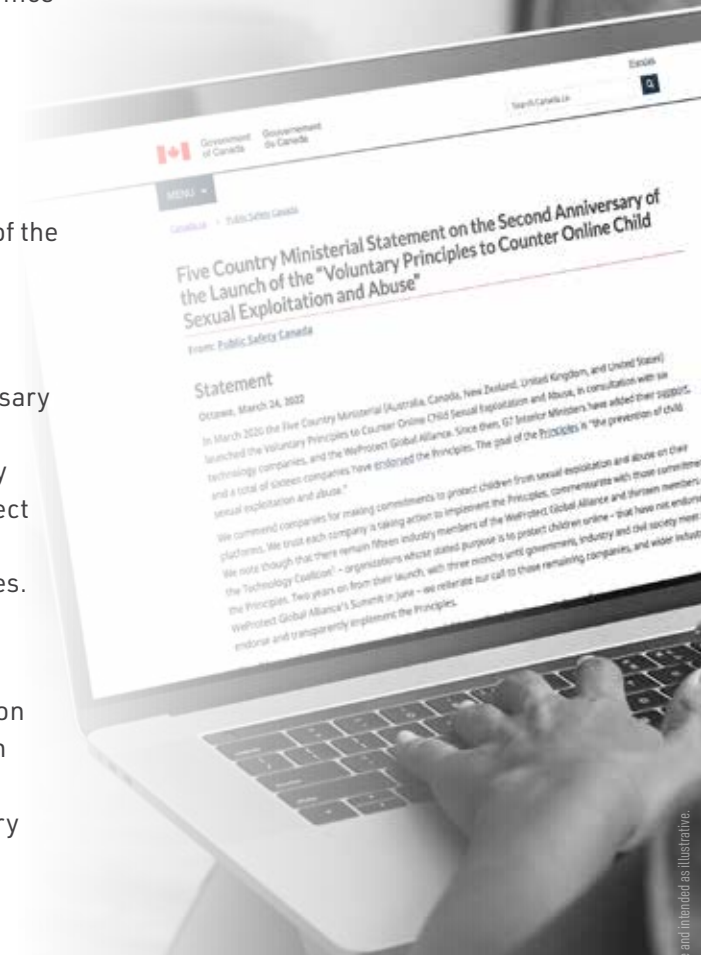
In May 2021, C3P released a statement in support of the U.K.'s continued leadership and efforts to better protect children online with the introduction of the *Online Safety Bill*.

Voluntary Principles – Two Years Later

C3P put out a statement applauding the Five Eyes who, on the second anniversary of the release of the *Voluntary Principles to Counter Online Child Sexual Exploitation and Abuse*, called for transparency among tech who have publicly endorsed these safeguards. The Five Eyes' statement, which referenced Project Arachnid as a solution that could be easily adopted by industry, also urged action from the remaining companies who have yet to implement the Principles.

EARN IT Act

In February 2022, C3P released a statement of support for the re-introduction of the *EARN IT Act* in the U.S. The *EARN IT Act* will provide a way to hold tech accountable when CSAM is hosted on its platforms and help break the cycle of abuse for survivors. On February 10, the *Act* passed in the Senate Judiciary Committee and next needs to pass through the Senate.



WORKING WITH OTHER NGOS

C3P works with entities such as the National Society for the Prevention of Cruelty to Children, WeProtect, 5Rights Foundation, Child Rescue Coalition, the Carly Ryan Foundation and other international organizations to advance the protection and safety of children online.

Letter to Facebook

UK-based child protection charity National Society for the Prevention of Cruelty to Children sent an open letter to Facebook raising concerns about the company's child safety practices, and calling for them to do more to prioritize the safety of kids on their apps. C3P joined 59 other child-serving organizations in signing the letter and supporting the call for more transparency, integrity, and a clear commitment to protecting children from the tech giant.

Mark Zuckerberg
CEO
Facebook
1601 Willow Road
Menlo Park
CA 94025
USA

NSPCC

Dear Mr Zuckerberg

Friday, 15th October 2021

Facebook's approach to child protection and well-being

As a coalition of child protection organisations and experts from across the world, we are writing to express our significant concerns about Facebook's approach to protecting children from avoidable harm and abuse, including as a result of the company's commercial decisions and design choices.

The recent disclosures made by Frances Haugen and reported in the Wall Street Journal raise substantive questions about how Facebook identifies and responds to reasonably foreseeable risks across Facebook, WhatsApp and Instagram.

We strongly welcome Facebook conducting research to understand the impact of its design decisions on users, and recognise that this should form a crucial part of the approach to risk identification and mitigation by online platforms. However, by any measure, it is difficult to determine that the range of commercial and product decisions taken by the company to improve children's safety and well-being in recent years in any way correspond to the magnitude of the issues highlighted by your own research, nor the extensive evidence of actual harm gathered by the signatories of this letter.

In your Vice President of Global Affairs Nick Clegg's recent blog post, he provided welcome reassurance that "Facebook understands the significant responsibility that comes with operating a global platform. We take it seriously, we don't shy away from scrutiny and criticism. But we fundamentally reject this mischaracterisation of our work and impugning of the company's motives."

As a child protection community, let us be clear that Facebook has an industry leadership role to play. In Q2 2021, Facebook removed 25.7 million items of child sexual exploitation content. In the UK, Instagram now accounts for one-third of all grooming offences, where the platform used is known. A review of more than 350 child trafficking cases prosecuted in the United States found that less than 2% were initiated because Facebook reported them.

But the company must do significantly better to regain the trust of parents and child protection professionals, and most importantly, to ensure its product decisions contribute to rather than compromise children's safety and well-being.

This is a valuable opportunity for Facebook to demonstrate it understands the severity of harm on its services, and to reset its approach to transparent, open and constructive engagement with child protection organisations, regulators and civil society. We cannot continue with a situation in which children's needs are or appear to be secondary to commercial motivations, and in which young people's right to safety, privacy and well-being is traded off to prioritise the interests of adults and other more influential drivers.

We believe that Facebook can demonstrate its commitment to children through taking five concrete steps. Each of these measures provide Facebook with an opportunity to demonstrate that it

understands the legitimate and substantive concerns about its approach to child protection, and that it intends to act with more transparency, integrity and a clear commitment to taking more child-centred product and design decisions in future.

We specifically call on Facebook to:

1. **Share its full research on children's mental health and well-being, and grant access to its data to independent researchers, civil society organisations and regulators:** the reported findings of Facebook's research into the negative mental health impacts of Instagram are hugely concerning. Reports suggest that your research finds that one in eight UK teenage girls who have experienced suicidal thoughts self-report this relates at least in part to their usage of Instagram.

Although Nick Clegg has described the findings as "deliberately top-stief", the reality is that child protection experts should be able to judge for themselves. For that reason, we ask you to publish all relevant data on the impact of Facebook's services on children's mental health, and to do so in full.

More broadly you correctly state that "research into the impact social media has on people is still relatively nascent and evolving, and that we need to rely on an ever-growing body of multi-method research and expert input." To that end, Facebook should develop a clear unambiguous strategy to provide access to its data sets across a wide plurality of independent researchers, child protection organisations and its regulators.

We cannot build an appropriately nuanced and evidence-based assessment of the risks and benefits of Facebook's services without it, and providing only selective evidence to datasets risks undermining confidence (and indeed raises concerns about the potential for a misleading or highly partial picture to be created.)

2. **Set out what research has been conducted on how Facebook's services and design choices contribute to child sexual abuse, and publish the findings:** while recent concerns have largely focused on the mental health impacts of children using Facebook's products, there are also substantive questions about what research has been undertaken to determine how Facebook's design choices contribute to the growing scale and complexity of child sexual abuse, including the production of self-generated images and grooming.

Facebook has a substantive industry leadership role to play to proactively detect and disrupt abuse, disrupt well-established grooming pathways that start on its services, and to ensure its sites are made fundamentally safer-by-design. Facebook should share information about what research it has conducted, which design choices have been identified as problematic, and what if any design changes have been made as a result.

3. **Publish Facebook's risk assessments:** we fully agree with Mr Clegg's assessment that it "would be really worrisome if Facebook didn't do this part of research in the first place". However, the most concerning aspect of Frances Haugen's disclosure is that once the research was undertaken, it appears there was a wholly insufficient response to face the issues it raised and the data was not shared publicly.

It is essential that Facebook has an effective risk identification and mitigation strategy in place, but recent allegations reinforce our concerns about its overall effectiveness. One way in which our concerns could be addressed is through publishing the data protection impact assessment which you have recently produced to comply with the UK Children's Code.

Given that the Code requires Facebook to assess the specific risks of its services, and mitigate risks including but not limited to online grooming, harmful and inappropriate content, social anxiety, self-esteem issues, bullying and peer pressure, it is reasonable to conclude all such risks were subjected to detailed research, and that these are captured in the impact assessment (along with a detailed sense of which design changes were required and made.)

4. **Provide transparency on Facebook's product regulatory reviews:** The Wall Street Journal has reported that Facebook has put on hold work on new and existing products to conduct "regulatory reviews". These will examine how Facebook may be criticised, and to ensure products don't adversely impact children. In a blog post last week, you said: "I spent a lot of time reflecting on the kinds of experiences I want my kids and others to have online, and it's very important to me that everything we build is safe but good for kids."

While we welcome the decision to proceed with a review, we invite you to share more information on the objective, timings and scope of the reviews. In particular, we encourage you to be transparent about what criteria you intend to use to assess the impact of future product changes on children; whether this will be conducted and reviewed at Executive Board level; and which independent child safety organisations were consulted on the criteria, and will be invited to participate in the work.

5. **Review the child protection implications of end-to-end encryption:** we would particularly welcome clarification on whether the proposed rollout of end-to-end encryption is one of the product changes in scope of the regulatory review.

Many of the signatories to this letter first wrote to you in February 2020 setting out our significant concerns about the impact of proceeding with end-to-end encryption before technical mitigations were developed and put in place. We reiterate our request that Facebook seeks to better balance the range of fundamental rights at stake, including children's safety and privacy, and that the company only proceeds once it can demonstrate that children's safety and well-being will not be compromised.

We were disappointed that Facebook's Board of Directors recommended shareholders voted against a proposal at this year's Annual General Meeting to assess the potential adverse impacts of proceeding with end-to-end encryption on children and young people, and on the company's reputation and social licence.

We call on you to reconsider this position. Facebook's responsibility should be geared towards protecting the needs of children and young people using its services, and an independent and transparent review would enable the company to take product decisions that demonstrably consider the best interests of children and young people, demonstrate a clear and unambiguous commitment to child safety, and build an awareness within Facebook that its welcome adoption of a human rights-based approach to product decisions is cognisant of one in three of global internet users being children.

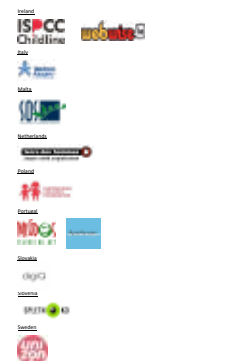
We look forward to your constructive engagement on our concerns, and would be delighted to meet with you at the earliest opportunity to discuss them.

This letter is copied to Nick Clegg, VP of Global Affairs.

Yours Sincerely,

The undersigned child protection organisations and experts have signed this letter:

- Professor Warren Boroff, WHL Law for Justice Endowed Chair in Pediatric Law, Ethics & Policy – University of Colorado (affiliation for Informal Purpose Only)
- John Cox, OBE – Children's Charities Coalition (informal letter)
- Professor Julia Davidson OBE – Child Protection Expert
- Professor Henry Ford – University of California, Berkeley
- Professor Simon Langenhove OBE, FBA, FAcS, FAPS, FHEA – London School of Economics and Political Science
- Dr Shira Marfatidou, Assistant Professor in Criminology – Middlesex University, Centre for Abuse and Trauma Research
- Alison Hill, Senior Lecturer in Health Law, Adam Smith Centre, University of Edinburgh
- Dr Michael Saylor, Scientific Associate Professor of Criminology – University of New South Wales, Sydney





CYBERTIP.CA

Cybertip.ca is Canada's tipline for reporting child sexual abuse and exploitation on the internet, as well as providing other intervention, prevention, and education services to the Canadian public.

A LOOK AT CYBERTIP.CA'S 2021-22 RESULTS



18,000+ reports
from the public were processed by Cybertip.ca



4.3+ million reports
related to Project Arachnid were processed by Cybertip.ca



744,000+ page views
on Cybertip.ca and its related sites



2.8+ million images
assessed by Cybertip.ca and international hotline analysts



MODERNIZED CYBERTIP.CA STREAMLINES SUPPORT

In September 2022, Cybertip.ca will be celebrating 20 years of being Canada's tipline to report the online exploitation of children. For the past two decades, our website has been the cornerstone of the program, offering up a safe way for youth and adults to report online victimization and find support.

In November 2021, C3P launched a modernized version of the site with a new, streamlined report form that features specialized reporting options, allowing us to connect Canadian youth and families to supports specific to their needs. Each month, Cybertip.ca processes thousands of reports, so it is imperative we make the process of connecting with youth or families in crisis as easy as possible.

Cybertip.ca is often the first point of contact for survivors of online sexual victimization as well. The new site clearly outlines how our team is available to assist from helping to reduce the availability of their material through Project Arachnid to connecting survivors to internal and external support services.

The site also features information on emerging risks to children and youth, research conducted by C3P, public awareness initiatives, and age-appropriate education and prevention resources that have helped protect children online since 2002.



Model in image and intended as illustrative.

SUCCESS RELATED TO PUBLIC REPORTING

In 2021-22, Cybertip.ca was made aware of 23 arrests executed in association with a Cybertip.ca report, which in turn resulted in at least six children being removed from abusive environments.

Case example:

Cybertip.ca received two reports from youth concerning the same reported Snapchat® user. In one report, the user had allegedly coerced a friend into sharing a nude image, as well as attempted to get the friend to engage in explicit sexual activity with the user. In another report, the user had allegedly offered to be a youth's "sugar daddy" and suggested it could be "[their] little secret" after the youth disclosed their age. Cybertip.ca subsequently forwarded the reports to the Ontario Provincial Police (OPP) – Child Sexual Exploitation Section. The OPP later identified and arrested the suspect following an investigation, charging him with numerous sex-related offences. According to police, the suspect allegedly engaged in sexually explicit conversations on social media with multiple victims under the age of 16. The investigation also revealed that he allegedly met with the victims on separate occasions and sexually assaulted them.

Dangerous Reality: What parents need to know about the metaverse

MARCH 2, 2022



Hacking Snapchat* accounts or using the threat of hacking to sextort teens

DEC. 17, 2021



Alarming escalation in sextortion tactics targeting teens

OCT. 8, 2021



Further rise in the sextortion of male teens

SEPT. 24, 2021



New Sextortion Tactics Reported to Cybertip.ca

APRIL 13, 2021



CYBERTIP.CA ALERTS

Cybertip!ca Alerts™ are notifications sent out to inform the public of concerning technology trends and new resources designed to increase children's personal safety. In 2021-22, Cybertip.ca issued **five Cybertip.ca Alerts**, much of which focused on the increasingly alarming tactics being used to sextort teens.

ENGAGEMENT WITH LAW ENFORCEMENT AGENCIES

Law enforcement agencies (LEAs) are vital allies in carrying out Cybertip.ca's work. C3P has formal arrangements with various law enforcement agencies, including **28 service-wide protocols, three Project Arachnid Memorandum of Understanding's, and four licensing agreements.** These arrangements facilitate LEAs intersection with C3P's core programs, educational resources, and professional development opportunities which pull from our work in Cybertip.ca.

Over the past year, C3P provided LEAs across Canada with almost **125,000 education and prevention print resources,** along with **575 accounts** issued for online presentation resources including online safety lessons for youth and presentation for parents, as well as child sexual abuse prevention lessons.

Working with law enforcement is paramount in protecting children against online exploitation, and C3P is grateful for the RCMP's commitment to child safety.



In March 2022, C3P hosted the RCMP's Paul Boudreau (ED of Technical Ops, Specialized Policing Services) & CSupt Gordon Sage (DG of Sensitive & Specialized Investigative Services).



**EDUCATION
AND PREVENTION
AT A GLANCE**

2021-22 HIGHLIGHTS



410,000+ pieces of education and prevention print material was distributed across Canada, while digital resource highlights include:



381,100+ Kids in the Know[®]
digital lesson accounts were provided to
educators across the country



10,900+ educators
were provided access to the digital
grade 3 to 8 online safety lessons



10,200+ educators
were provided access to the digital
child sexual abuse prevention lessons



329,000+ users, which includes the 230,000 members
of the Ontario College of Teachers, were given access to
Commit to Kids[®] programs - Child Sexual Abuse Prevention
Training for those Working with Children, Commit to
Kids for Coaches, and Commit to Kids: An Introduction to
Safeguarding Children from Sexual Abuse



3,280+ participants, including parents,
educators and other child-serving organizations,
were reached through 43 facilitated Zoom[™] sessions



BIG FEELINGS COME AND GO

As a response to the war in Ukraine, Finnish ally, Suojellaan Lapsia ry, translated the extremely popular storybook, *Big Feelings Come and Go*, into Ukrainian and Russian for C3P and New Directions. Over 1,000 copies were printed by C3P to provide to refugees fleeing to Manitoba; the vast majority being given out at the Immigrant and Refugee Community Organization of Manitoba reception centre. Suojellaan Lapsia ry printed more than 500 copies in Finland to also distribute at multiple refugee centres across the country.

This initiative generated media attention – Director of Education Noni Classen gave several interviews on the storybook launch – which resulted in donations from the public to print more.



Additionally, Manitoba's Toba Centre for Children and Youth (Toba Centre) funded printing of *Big Feelings Come and Go* in both Ojibwe and Cree. In total, 400 storybooks were printed and will be distributed at Toba Centre to support families to whom they provide support services.

NEW RESOURCES

Supporting sexually victimized children and youth: Online and offline

In 2021-22, C3P released three new resources for adults to support youth who have experienced sexual victimization online and offline:



Online Child Sexual Victimization: Picking up the Pieces offers practical considerations for parents/caregiver on how they can support their child, take appropriate action to protect them, and help them to move forward and heal



Supporting Youth Who Have Experienced Sexual Victimization is a resource that raises considerations for teachers and other safe adults supporting youth who have been sexually victimized online, in person, or both.



Support Your Child When They Have Been Sexually Victimized, focuses on offline, and helps parents, guardians and other caregivers understand how they can help a child/youth restore a sense of safety.

Safeguarding Children and Youth from Human Trafficking for Sexual Exploitation

C3P launched a training video that provides adults within schools and other youth-serving organizations information on how to build capacity in order to safeguard youth from trafficking for sexual exploitation. The 17-minute module helps caregivers learn about trafficking in Canada, signs to watch for, what to do if you have concerns, and how to support youth.



PUBLIC AWARENESS

Raising public awareness is essential to making an impact on protecting Canadian children and supporting families. Some of this year's campaigns include:

JUST BECAUSE IT'S POSTED, DOESN'T MEAN IT'S PERMANENT

When an intimate image is shared online, teens may feel like there's nothing that can be done; that their image is out there forever. This campaign urges teens to contact Cybertip.ca for help with taking back control and image removal.

Cybertip.ca analysts received several calls from teens who said they decided to reach out for help after seeing the Snapchat ad. An adult also came in after seeing the post to report an incident of non-consensual distribution of an intimate image that occurred five years ago when they were in high school.

CONCERNED SOMEONE IS HURTING YOUR CHILD ONLINE?

Parents may feel at a loss as to what to do if something is happening, or they think something is happening to their child online. This campaign reminds the public that Cybertip.ca is a place where Canadian families can turn to for help with concerns around online exploitation.

Cybertip.ca saw a 380% increase in traffic during the campaign over the previous month, with the report page receiving 20,000+ page views.

Your sexual image is out there FOR ~~EVER~~ NOW

Just because it's posted, doesn't mean it's permanent. There is help.

[cybertip!ca](http://cybertip.ca)

SUPPORTED BY Manitoba

If you are concerned someone is hurting your child online, there is help.

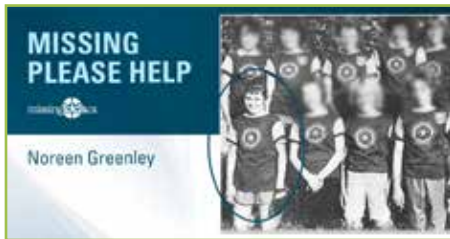
[cybertip!ca](http://cybertip.ca)

SUPPORTED BY Manitoba

ANNUAL AWARENESS DAYS

Missing Children's Day

C3P used social media to tell mini-stories about some of the historic missing children's cases from the MissingKids.ca database using information provided by the families. LEA partners were also engaged to help spread awareness about the database and resources at MissingKids.ca.



Cybertip.ca Awareness Day

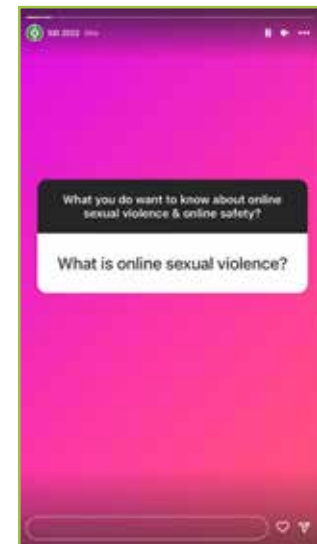
For Cybertip.ca Awareness Day 2021, Cybertip.ca issued a new Cybertip.ca Alert after seeing a **62% increase in reports of teens being sextorted** over the past six months, with males aged 15-17 being the biggest target. The alert explained how sextortion happens and where, as well as information for parents on what to do if their teen is being sextorted and how Cybertip.ca can help youth.



Safer Internet Day

In 2021, Cybertip.ca, saw a **37% increase in the overall online victimization of youth**. Even more concerning is the intensity of tactics being used to target teens. For Safer Internet Day 2022, we urged families to talk with youth about what constitutes online sexual violence, how to safely navigate these situations online, and where to go for help.

Cybertip.ca also launched **two new education resources** to help families and youth address online sexual violence, providing “what if” scenarios to work through safe responses when being targeted with online sexual violence.





**COMMITMENT
TO PROTECTION**

PARTNERS AND SUPPORTERS

FOUNDING PARTNERS

We would like to extend our utmost appreciation to our founding partners for their unique contributions to the protection of Canadian children.

Bell

 **TELUS**[®]

Shaw)



MAJOR CONTRIBUTORS

Our work would not be possible without support from the private and public sector. We thank all of the organizations we work with day in and day out and acknowledge their commitment to making the protection and safety of children a priority.



ADDITIONAL SUPPORTERS



GOVERNMENT ALLIES

The generous support from the Government of Canada helps C3P raise awareness of our programs and services. Public Safety Canada's steadfast support of [Cybertip.ca](https://www.cybertip.ca) under the *National Strategy for the Protection of Children from Sexual Exploitation on the Internet* is essential to the success of this national service. This strategy also involves the RCMP's National Child Exploitation Coordination Centre.

C3P also receives support from the Government of Manitoba and is a designated agency in the Province to receive reports under *The Child and Family Services Act* (Manitoba) and its regulations, as well as to receive requests for assistance and provide supports pursuant to *The Intimate Image Protection Act* (Manitoba).

Recent enhancements to C3P's Project Arachnid initiative have been supported, in part, by the Secretary of State for the Home Department in the United Kingdom. The goal of Project Arachnid is to work in collaboration on a global scale to reduce the availability of CSAM.



**Government
of Canada**

**Gouvernement
du Canada**



Home Office

INTERNATIONAL FOUNDATION SUPPORT

Recognizing the global reach of our work, C3P has received support from international foundations. C3P gratefully acknowledges financial support provided by these foundations.



FINANCIAL STATEMENTS

95 cents of every dollar spent in 2021-2022 went towards the delivery of programs and services to **protect children**



76%	Support and intervention services for children/families
19%	Awareness, education, and prevention services
5%	Administration

12 Months Ending	March 31, 2022	March 31, 2021
ASSETS		
Current Assets	2,753,849	3,616,530
Capital Assets	30,020	51,210
	2,783,869	3,667,740
LIABILITIES		
Current Liabilities	607,364	907,078
Deferred Contributions	897,628	1,541,721
Deferred Capital Contributions	30,020	51,210
	1,535,012	2,500,009
NET ASSETS	1,248,857	1,167,731
	2,783,869	3,667,740
REVENUE		
Contributions	3,383,192	3,151,675
Sponsorships	815,792	822,364
Products & Services	243,334	192,668
Grants	2,794,691	2,023,634
Donations	292,364	281,726
Other Income	6,264	8,595
	7,535,637	6,480,662
EXPENSES		
Programs	7,089,205	6,060,062
Administration	344,116	252,196
Amortization	21,190	23,320
	7,454,511	6,335,578
EXCESS OF REVENUE OVER EXPENDITURES	81,126	145,084





CANADIAN CENTRE *for* CHILD PROTECTION®

Helping families. Protecting children.

 protectchildren.ca

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