

THERE IS A REAL CHILD BEHIND ONLINE SEXUAL ABUSE MATERIAL

Through detecting and reporting
Child Sexual Abuse Material on
the company's IT system we can
help to rescue children from
ongoing sexual abuse and protect
others from abuse in the future.



WHY DETECTION?

CSAM = Child Sexual Abuse Material

According to the UN, approximately 750,000 people are looking at CSAM online at any given time. The connection between looking at CSAM and sexually abusing children is quite strong. International studies indicate that 50-60 percent of those looking at CSAM also sexually abuse children.

In many cases these are children who are close to such persons. It means that, by detecting and reporting people who watch CSAM, your company can support the police in rescuing children from ongoing sexual abuse and protecting other children from abuse in the future.



THE GLOBAL GOALS
For Sustainable Development

16 PEACE AND
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HOW CAN YOU DO IT?

1 Learn about the issue of child sexual abuse

2 Become acquainted with the technology and practical actions needed

3 Ensure management commitment

4 Review relevant internal policies

5 Consider national legal issues

6 Connect with national law enforcement

7 Define your own internal process for handling the alarms

8 Communicate with internal stakeholders

9 Implement the technology

10 Start acting responsibly

FREQUENTLY ASKED QUESTIONS:



Q. Is there a risk that employees who have family pictures with, for example, their kids naked on the beach will be caught by the system?

No, the technology detects only images that have been classified as illegal by the police.

Q. Isn't this like triggering a "witch hunt" based on flawed evidence?

No, the system has proven to be safe and effective, and by following national law this is a reasonable and justifiable way to protect children.

Q. Isn't this the same as spying on staff?

This is not spying on staff, it is scanning for illegal CSAM images, the same way as equipment is scanned for viruses. You need to be transparent with employees and explain that the process exists.

Q. Do your company's security or other personnel have to deal with these pictures when investigating the case?

No, the company and the technical report only deals with hash values/digital fingerprints. Only the police can see the actual images or videos.

WHAT IS CSAM DETECTION ON IT SYSTEMS?

CSAM = Child Sexual Abuse Material

The technology used for the detection of CSAM on the company's IT equipment is very similar to a virus protection system. It detects material that has been classified as illegal child sexual abuse material by the police. When there is a hit, the system generates an alarm together with a technical report about the hit.

The company can then file a report with the police about a potential criminal act. The technical report consists of data and numbers only, i.e. the company does not handle or analyze actual pictures. That part is done by the police only.

The technology detects only those images that have already been deemed illegal by the police, using the hash values and digital fingerprints that images can be identified with. Hence, there is no risk that family pictures can get caught by the system.



IT'S NOT ABOUT IT – IT'S ABOUT CHILDREN!

The “Children’s rights and business principles” set out 10 principles for companies to respect and support children’s rights.

Principle number 4 – **Ensure the protection and safety of children in all business activities and facilities** – calls out for companies to ensure that company facilities and equipment are not used to abuse, exploit or harm children, and to take appropriate action when concerns of possible violence, exploitation or abuse arise.

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