

Olivia's Story

Olivia

3/7/16

8 yrs
3 mos

Olivia

10/14/14

6 yrs 10 mos

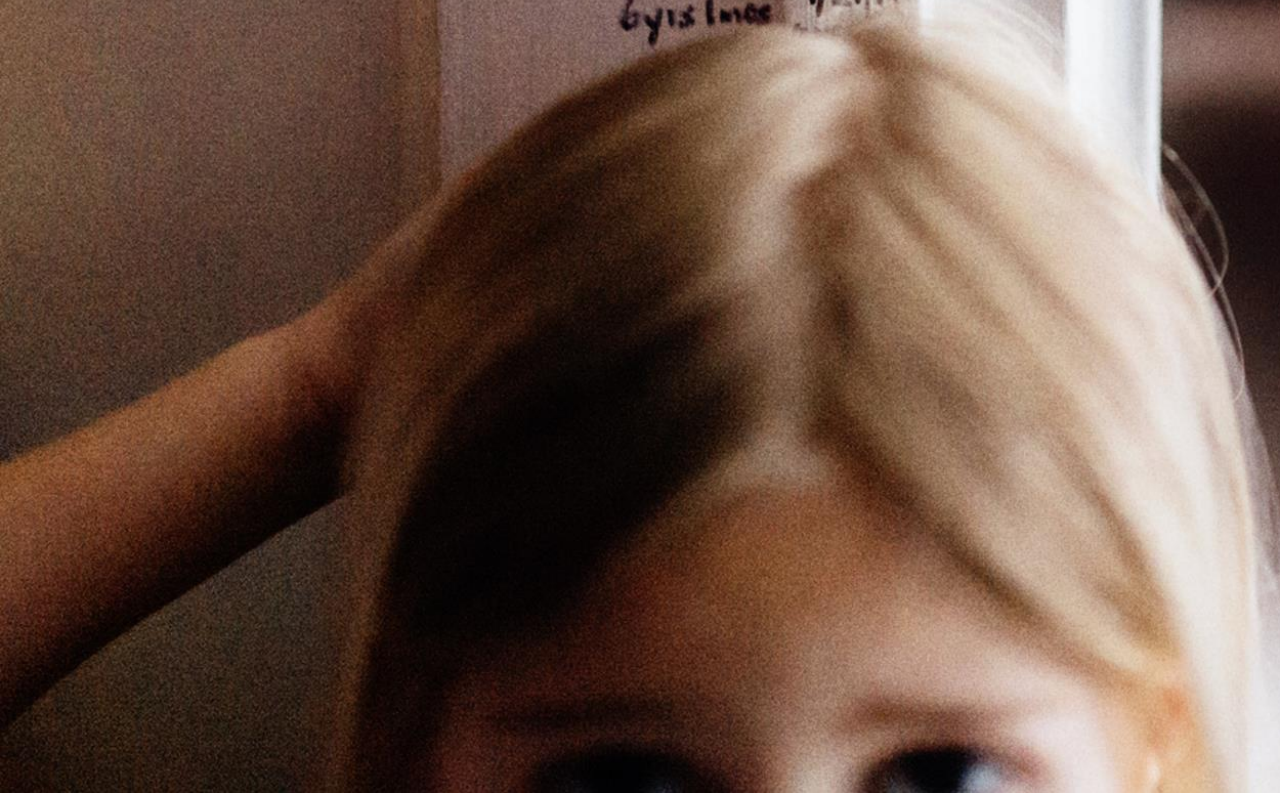
Leah

3/7/16

6 yrs 1 mos

Olivia

4/21/14





IWF
Internet
Watch
Foundation

Working together
to stop child sexual
abuse online

‘Self-generated’ child sexual abuse online

Thomas Dyson | IWF Head of Marketing

coerced

groomed

exploited
online

“Self-generated”



VISION:

An internet free from child sexual abuse

- **Not-for profit child protection organisation** – established 28 years ago.
- We **identify images and videos** showing the sexual abuse of children.
- We work **with partners and law enforcement globally** to have them removed.
- **Reporting portals serving over 54 countries** – latest in Sri Lanka
- We provide datasets and services – including **IWF Hash List** and **URL List** – to companies to prevent and disrupt child sexual abuse.
- We work with tech companies to support them to build **safety tech** of the future.

Our Members



£90,000+		£50,000+		£25,000+		£20,000+		£10,000+				£5,000+		£2,500+		£1,000+	

Every 80 seconds,
IWF analysts assess
a webpage.

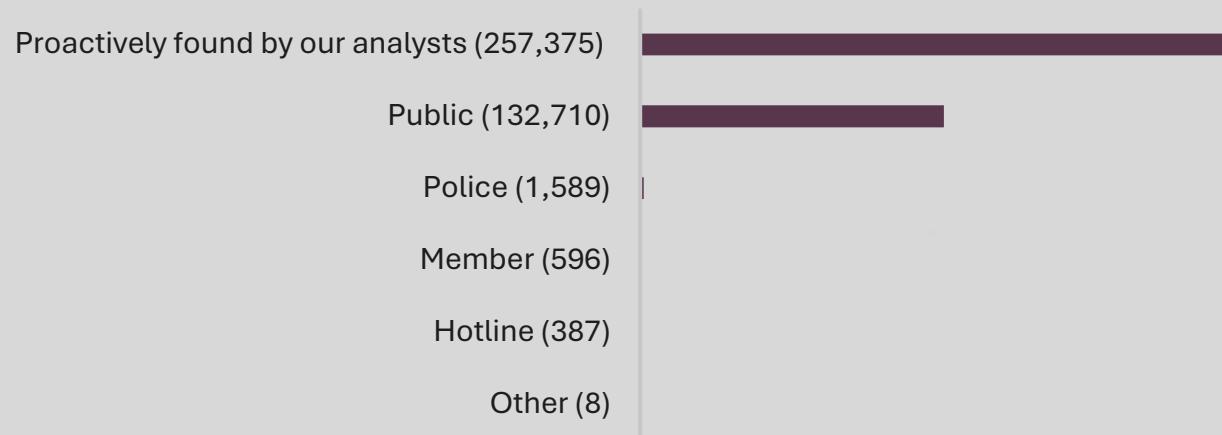
Every 114 seconds,
that webpage shows
**a child being
sexually abused.**

Scale of the problem in 2023



392,665

Total reports assessed by IWF, suspected to contain child sexual abuse imagery. The source of these reports were as follows:



As each report contains at least one, and sometimes thousands of images, **this equates to millions of criminal images** removed from the internet.



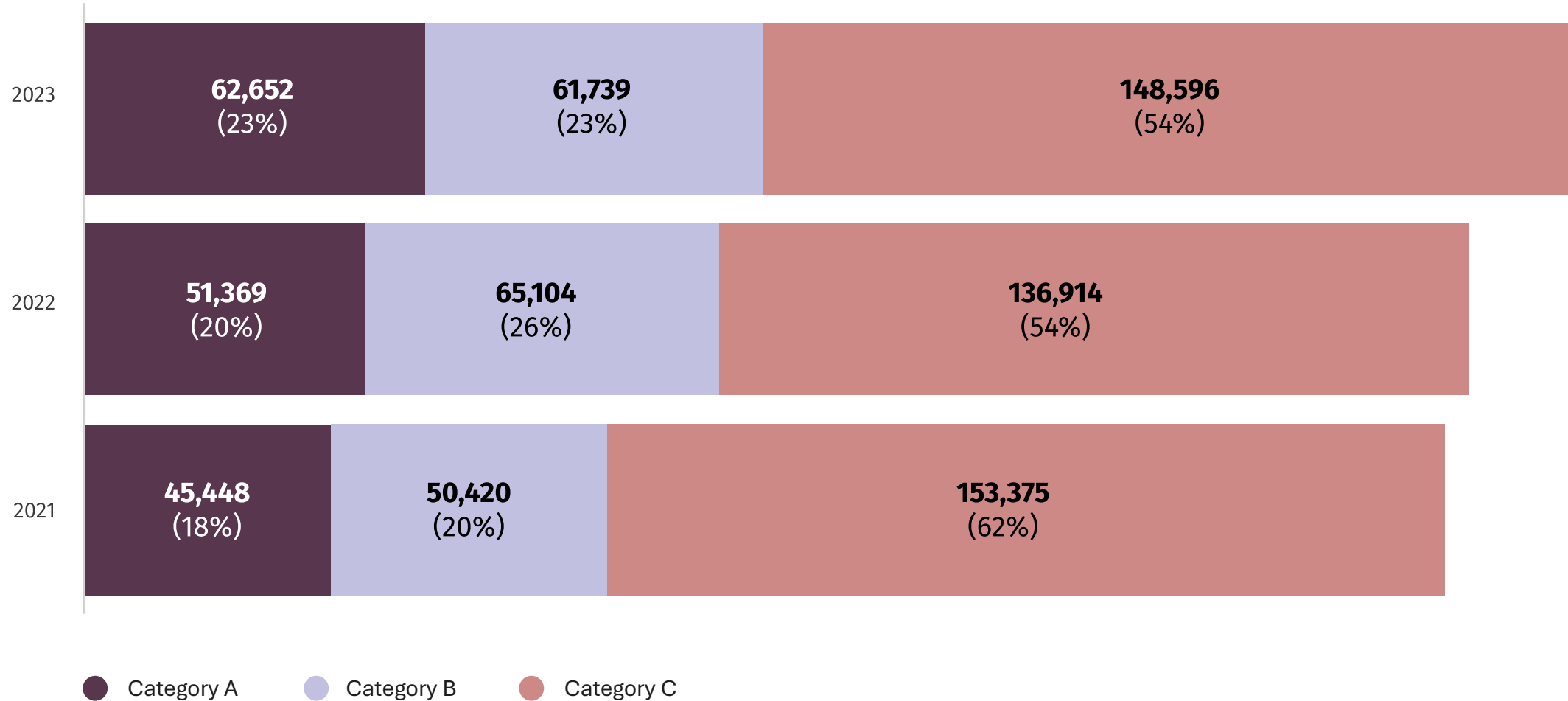
275,652

Of these reports were confirmed to contain images or videos of children suffering sexual abuse

1,000,000+


↑ **22%** Increase in Category A

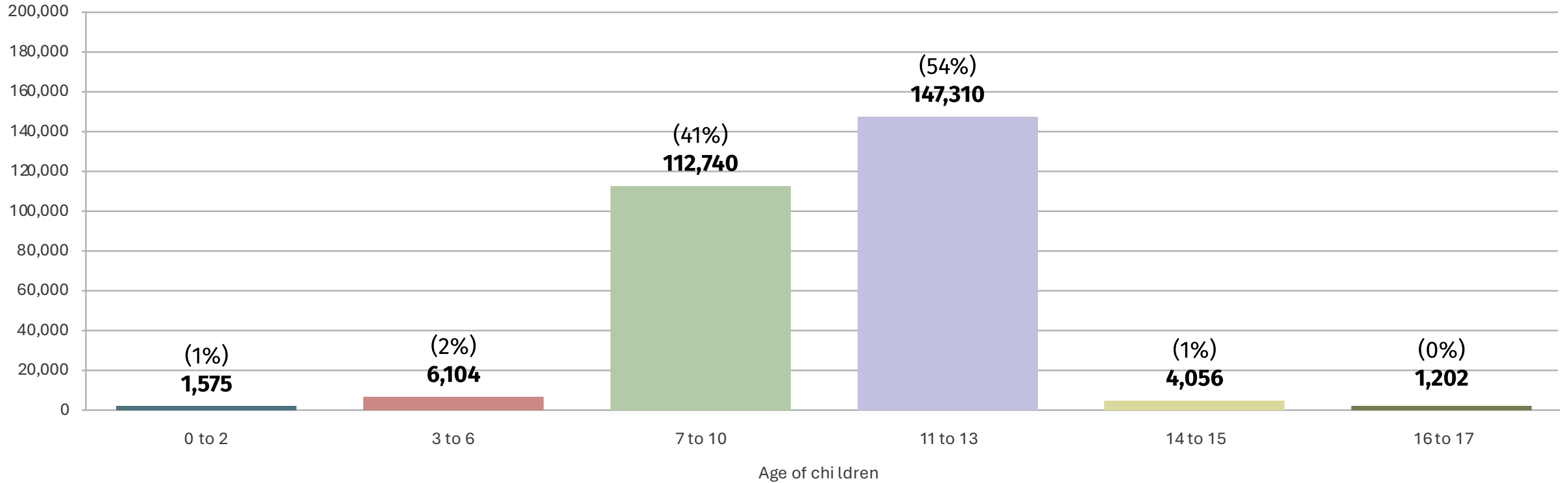
 Whole URL analysis



↑ **25%**

Increase in 7-10 year olds

 Whole URL analysis

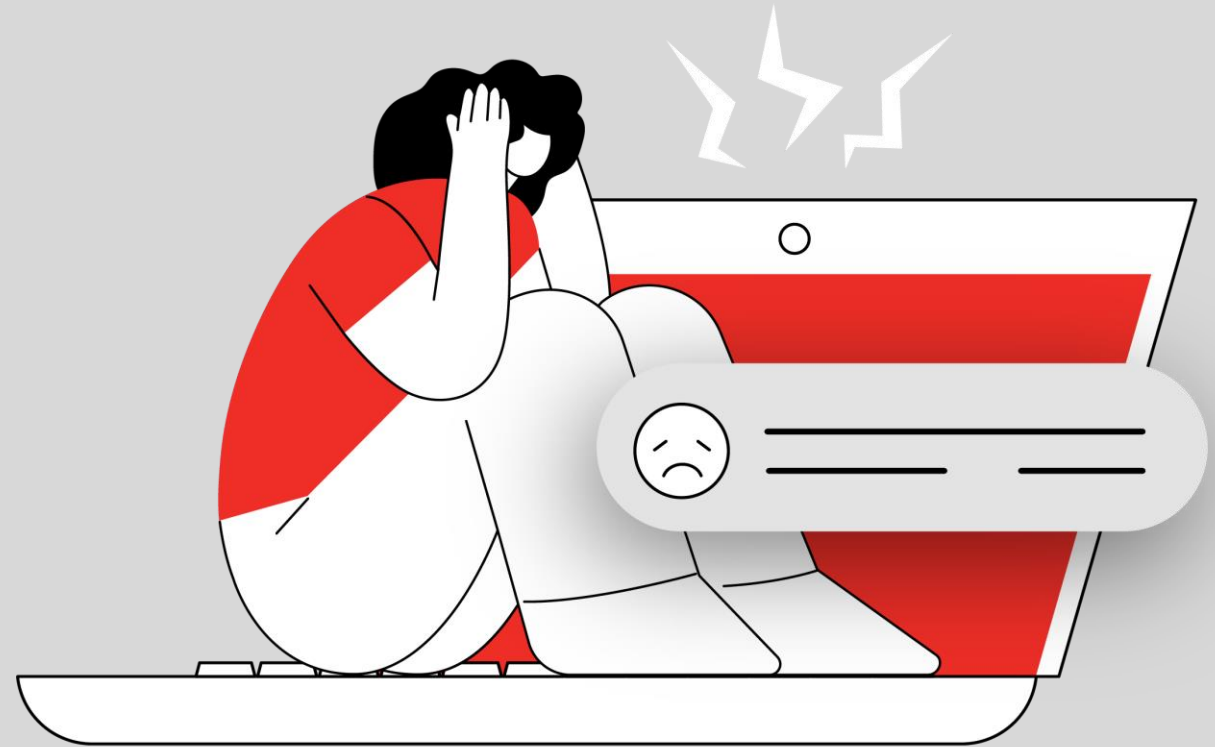


↑ **1%**

Increase in 11-13 year olds

“Self-generated” child sexual abuse

Typically, we see how children are groomed, deceived or extorted into producing and sharing a sexual image or video of themselves by someone who is not physically present in the room with them.



Tactics observed by our analysts

Offenders will:


- ‘Scattergun’ large volumes of requests
- Apply pressure / persuasion / coercion
- Encourage them into a “harmless game”
- Tell them how beautiful / pretty / grown up they are
- Show them recordings of other children doing sexual activities to ‘normalise’ it to their victim.

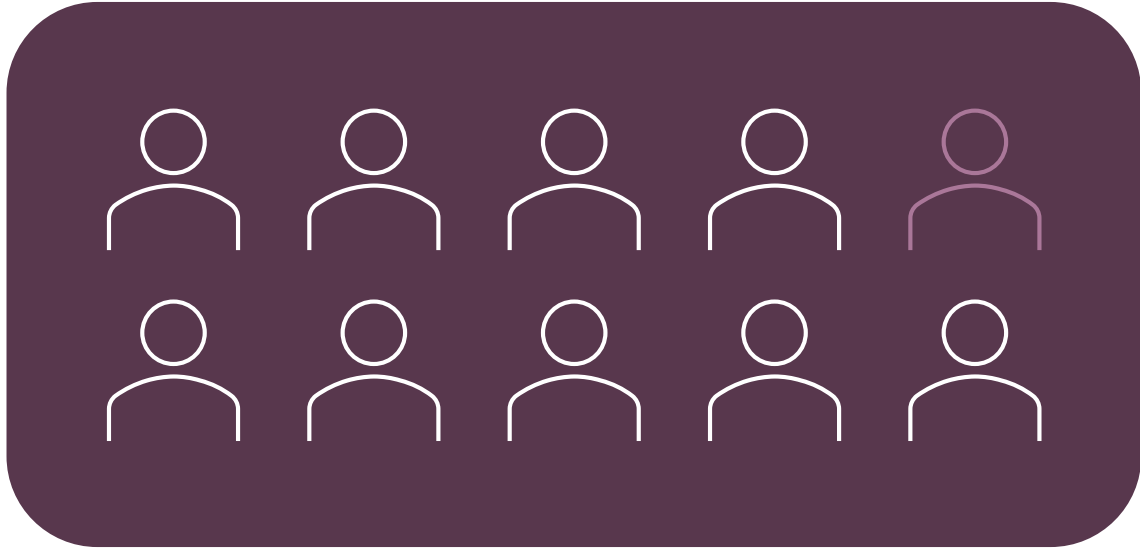
Hey, fancy doing a challenge? 🤪

what kinda challenge?



“Self-generated”

 Whole URL analysis



We found that sexual imagery created of children when they are online, often in the supposed ‘safe spaces’ of their bedrooms, now accounts for more than **nine in every ten** reports.

254,071

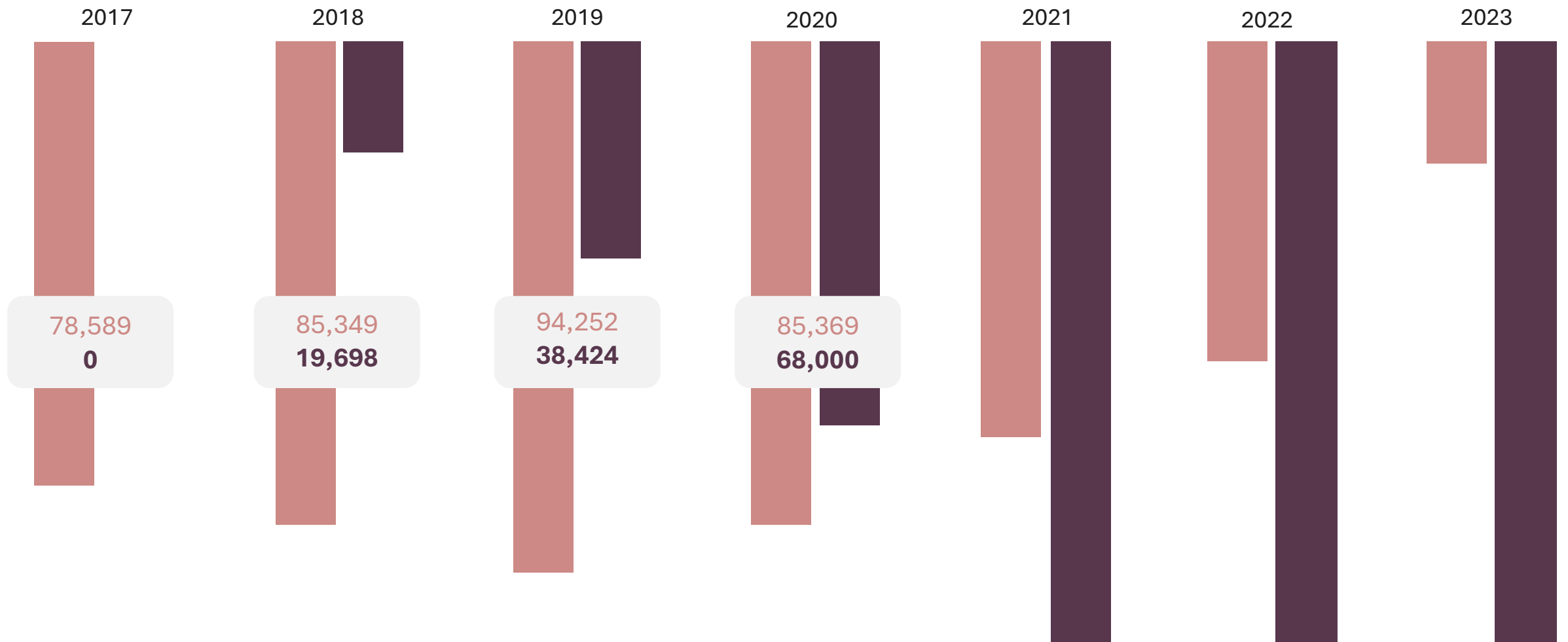
reports included child sexual abuse images/videos where children are often **groomed/coerced/exploited online.**

↑ 27% (254,070)

Increase in reports including 'self-generated'

 Whole URL analysis

● 'Self-generated' ● 'Not self-generated'



Whole URL analysis

92%

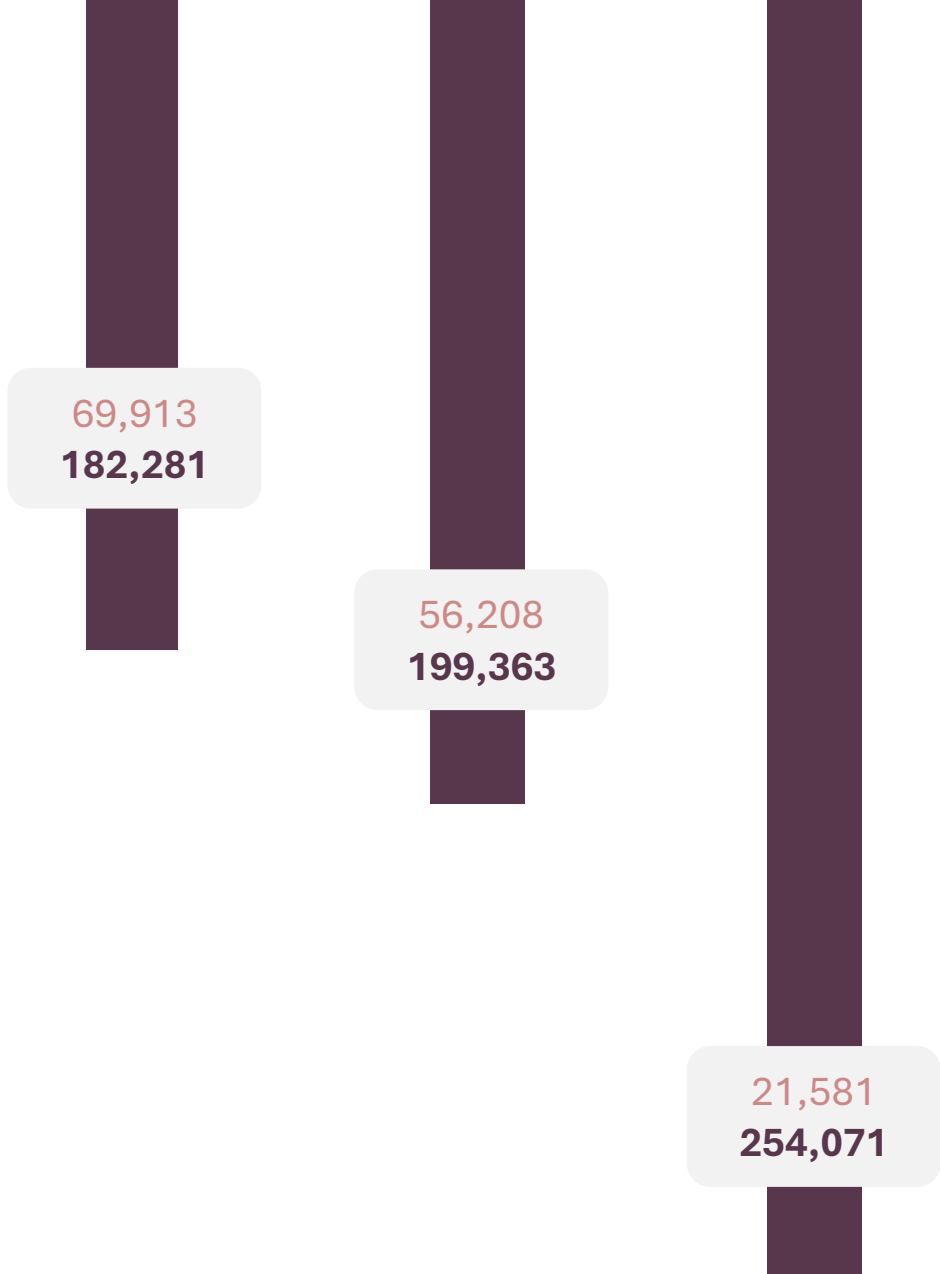


Sexual imagery created of children when they are online, often in the supposed ‘safe spaces’ of their bedrooms, now accounts for almost **nine in every ten** reports.


Image and video analysis

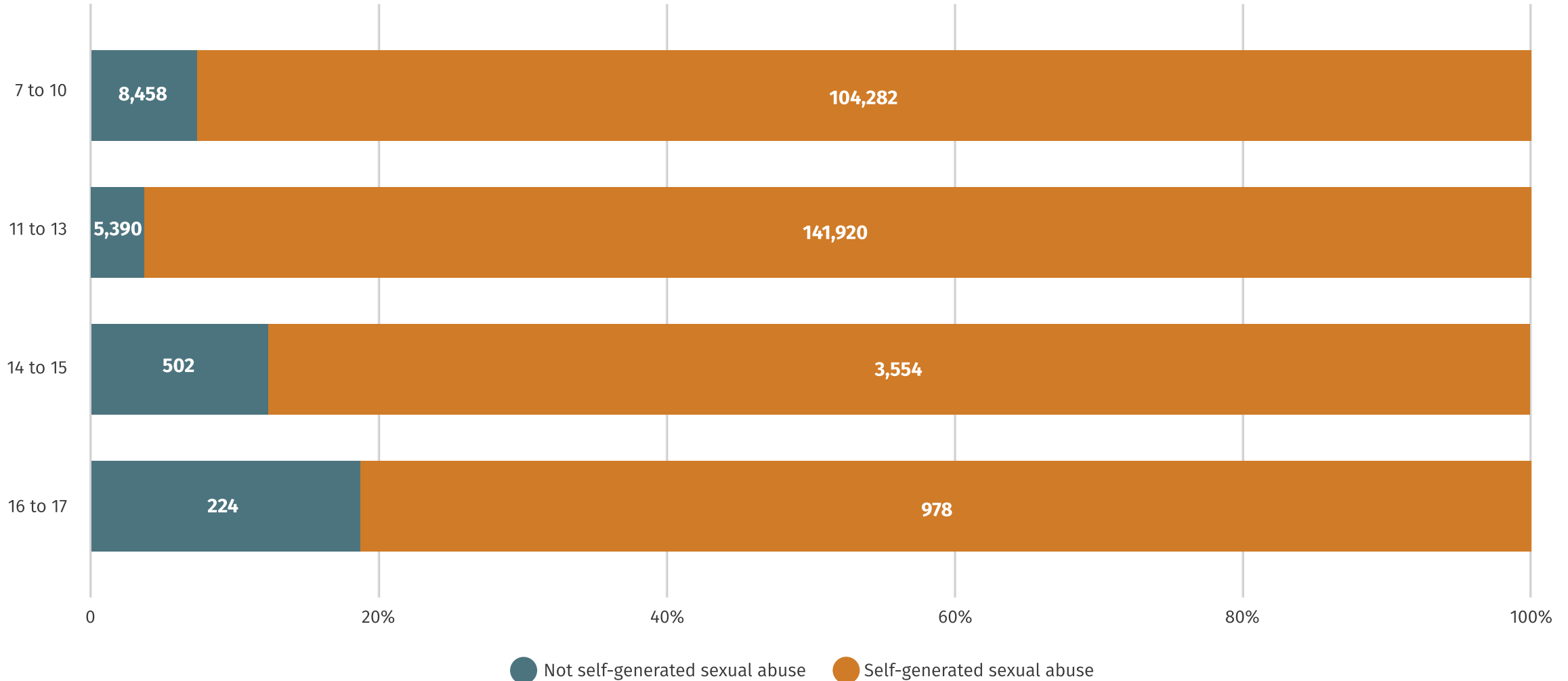
2,401

‘Self-generated’ images of 3-6 year olds



Total number of actioned reports 'Self-generated' vs 'not self-generated'

 Whole URL analysis




First analysis of 3–6-year-olds in 'self-generated' imagery.

Analysis based on individual
image hashes from 2023

LOCATION:

Nearly half were recorded in a bedroom (47%).

 Image and video analysis

SEX:

 **91%** were girls.

PROXIMITY TO OTHERS:

Most were completely alone: A quarter involved at least one other child (28%).

ANALYSIS OF ACTIVITY:

3/5
showed
“sexual posing
with nudity”

16%
showed rubbing
of genitals

15%
showed penetration –
children penetrating
themselves, or
another child



THE HIDDEN CRIMES

in our children's bedrooms

“



IN CONVERSATION WITH

IWF Senior Analyst, Rosa



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iwf.org.uk/inconversation

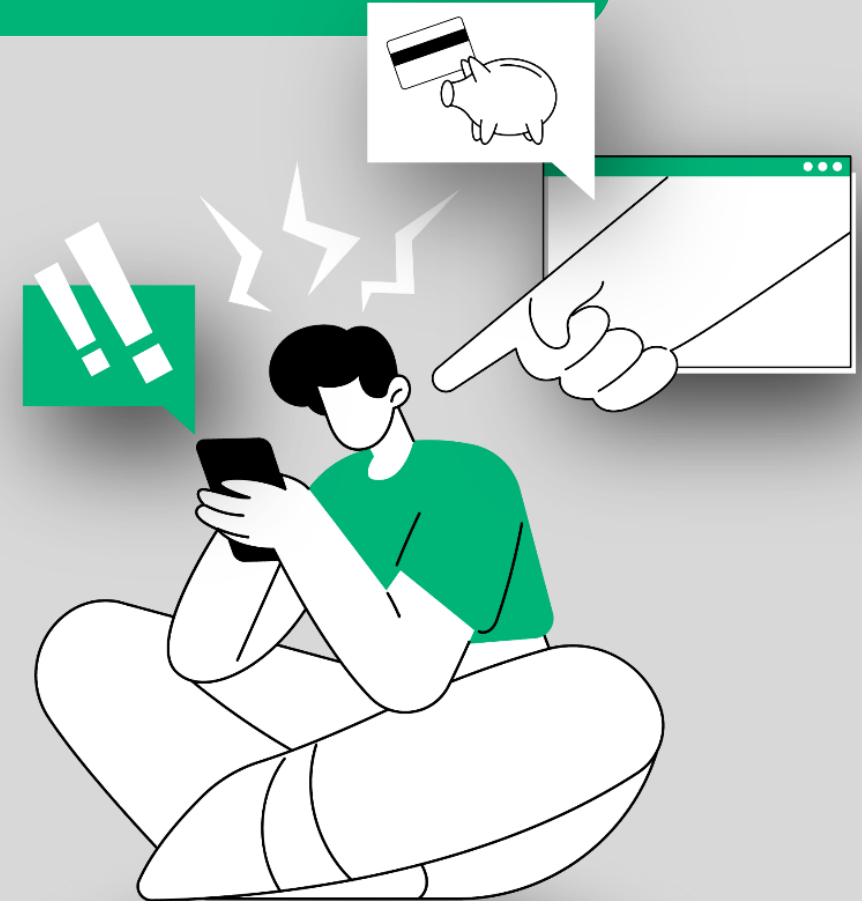
Sexually coerced financial extortion or 'sextortion'

Older teens (14-17 years old) are the most at risk, with boys apparently being targeted most often.

- Many abusers are adults posing as young girls, who trick teenage boys into believing that they are having an online conversation with a female peer.
- Once the image is received, abusers threaten to share imagery with friends, family or more widely on the internet if they are not paid money.
- Contact details of the victim's friends and family are often shared to make the abuser's threats appear more credible.

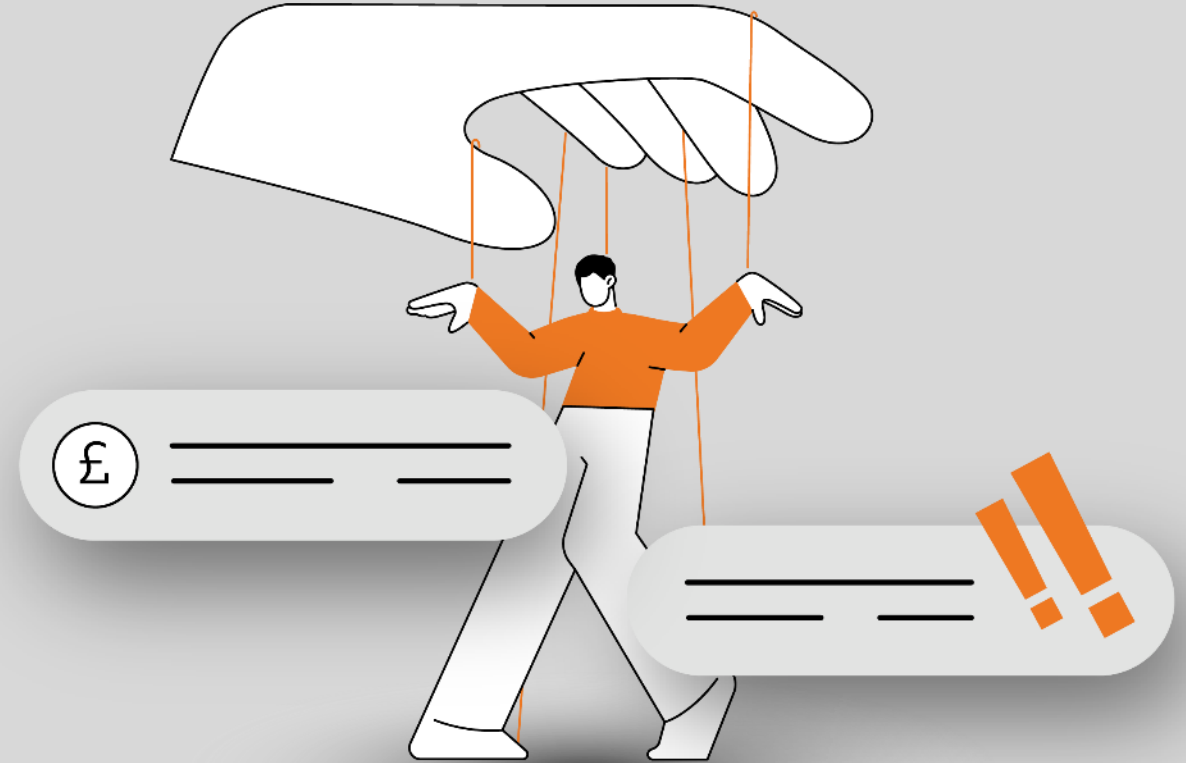
JANUARY – AUGUST 2023

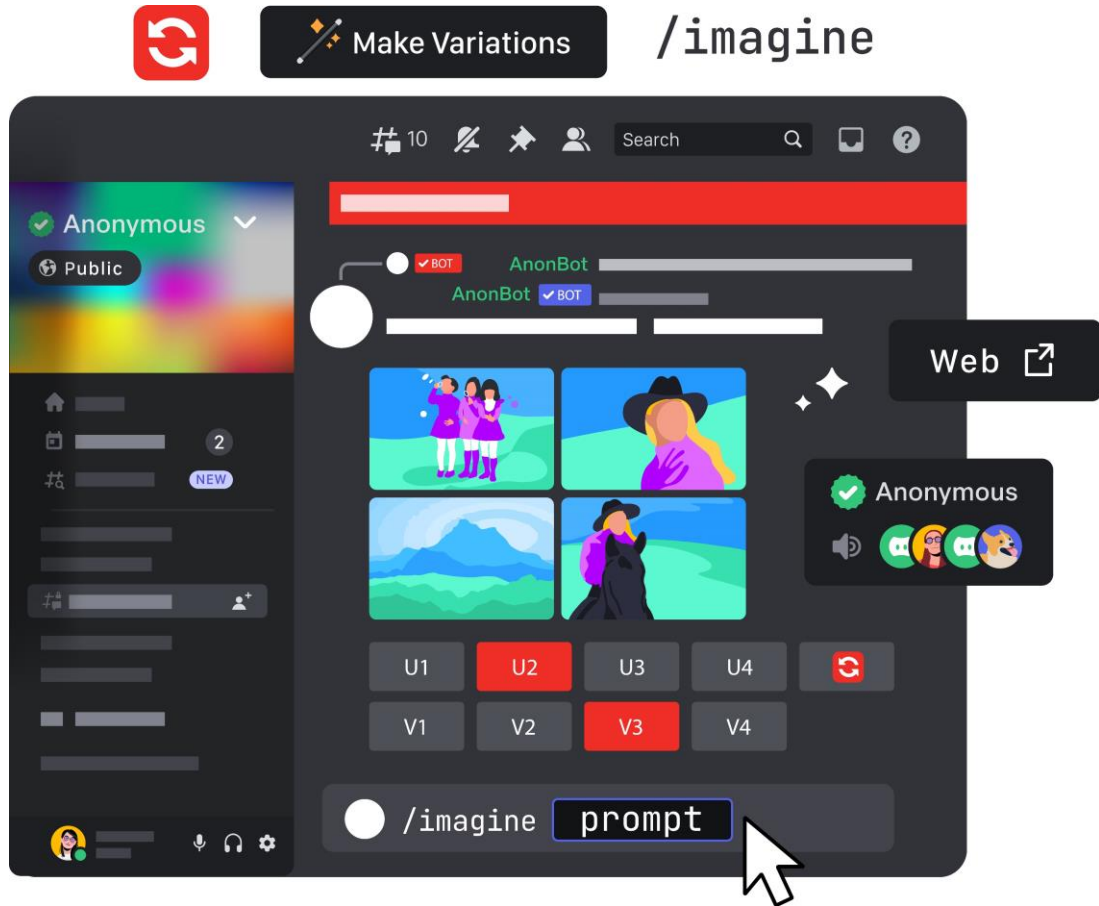
IWF received more reports of sexually coerced extortion than the whole of 2022.



‘Sextortion guide’ discovered online

- **60,358 words / 198 pages.** Written in English, well-educated
- **Chapter headings include:**
 - Selecting New Identity
 - Creating Profiles
 - Requesting Sexually Explicit Content From A Target
 - Gathering Information On Your Target
 - Stockholm syndrome - Making Your Victims Fall In Love With You
 - Making Money From Sextortion
 - Avoiding Law Enforcement
 - Safely Storing Your Sextortion Content





AI CSAM: Text-to-Image Technology

You type in what you want to see; the software generates the image.

- Available as local opensource (Stable Diffusion) or closed cloud (DALL-E, Midjourney) software.
- Accepts positive text '**prompts**' (desirable attributes) and negative (non-desirable attributes).
- Trained on enormous tagged datasets of real imagery.

Text-to-image UI (eg: Midjourney)

Realism



What are we seeing?

1. Children as creators;
2. De-aging of celebrities to make them look childlike, depicting them in sexually abusive contexts;
3. Likenesses of famous children in sexual abuse situations;
4. Celebrities as offenders. This could affect anyone with enough images available of them in the public domain.
5. The commercialisation of this imagery.

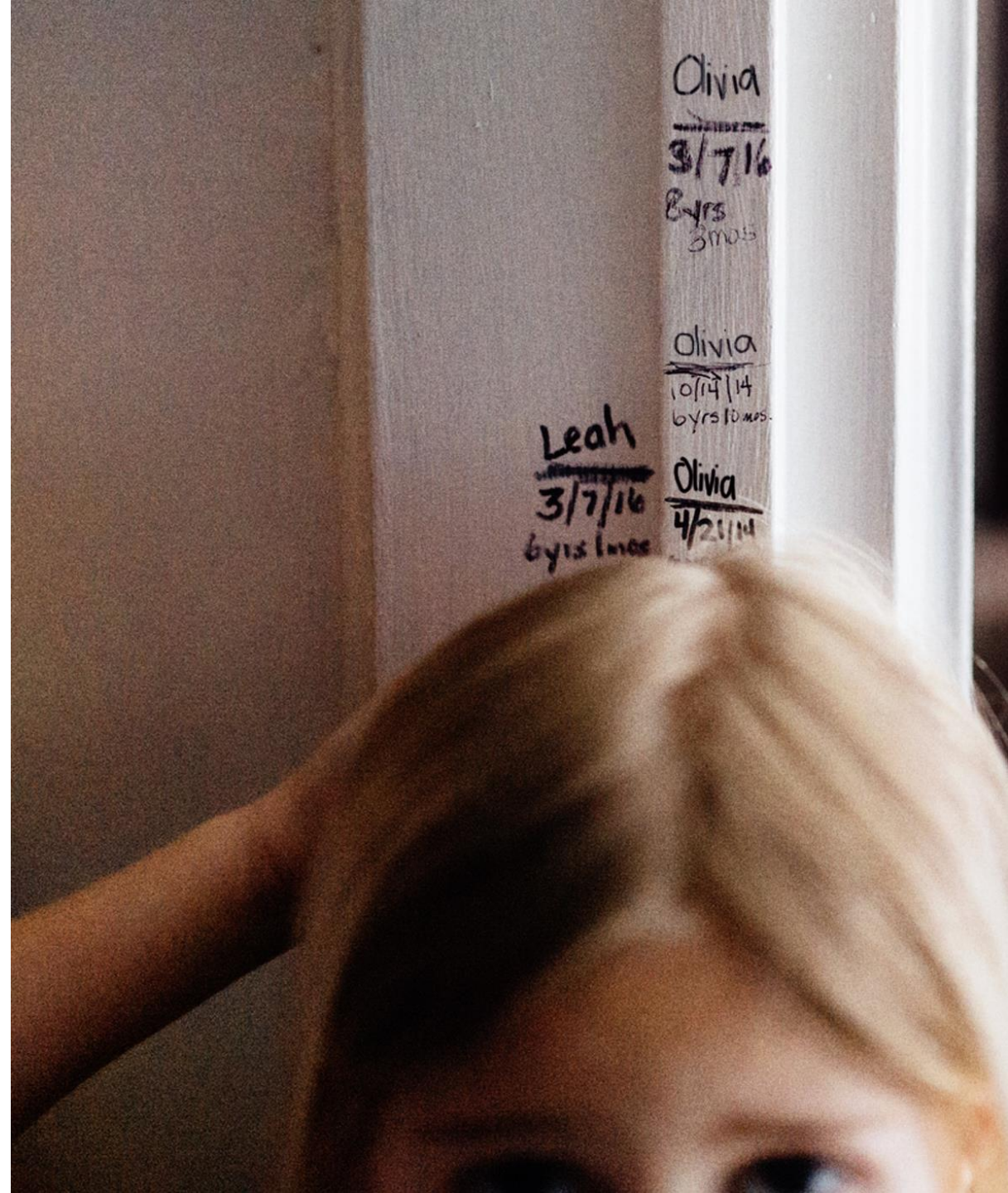


'New' Images of Olivia

“Anyone trained a LoRA for ‘Olivia’ yet? Would be really cool to see”.

- LoRA = Low-Rank Adaptation
- Used to fine-tune AI image generation models.
- Efficient and resource-friendly.
- Offenders using LoRAs to create new sets of images of know victims.

iwf.org.uk/aireport



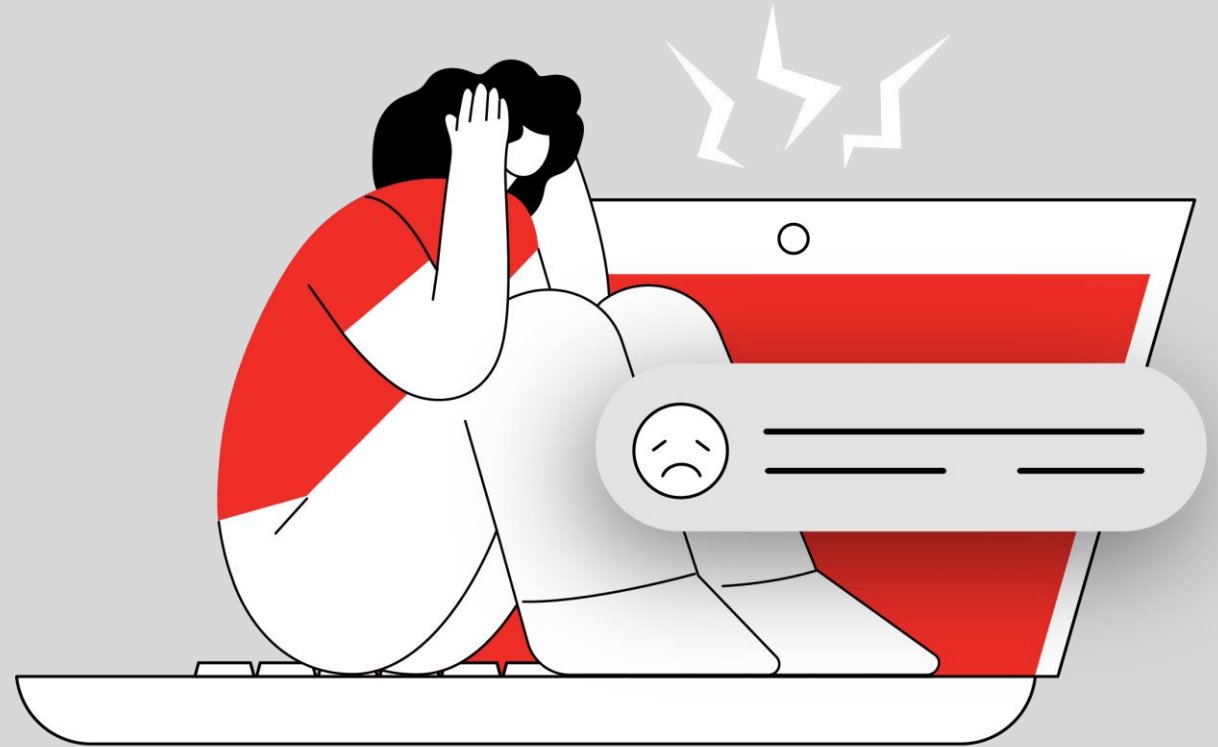
AI-faked blackmail imagery

- Closely linked with reports of ‘sextortion’
- These ‘nudified’ images are shared widely on social media sites

“Someone uploaded my deepfake morphed image on internet and is harassing me for money.”

“He’s been using my fake naked videos and blackmailing me.”

“...there are photos and videos of me as a minor that were ‘faked’”



All quotations from 2024

Home Truths and Gurls Out Loud 2023

1. Provide **more positive actions for parents** and carers to take to prevent their child becoming a victim of this type of abuse – TALK Checklist.
2. To raise awareness of the risks to young people and girls aged 11-13 of being approached online. Help them recognise the actions of offenders, feel empowered to block, report & tell someone they trust.

talk.iwf.org.uk
gurloutloud.com



WHAT CAN PARENTS AND CARERS DO?



Talk to your child about online sexual abuse. Start the conversation – and listen to their concerns.

Agree ground rules about the way you use technology as a family.

Learn about the platforms and apps your child loves. Take an interest in their online life.

Know how to use tools, apps and settings that can help to keep your child safe online.



BLOCK



Instead of responding and giving that creep the attention they seek, you just block him. Say nada.

REPORT



If an adult asks for sexy images or videos from you, that's Online Sexual Abuse.

So let's make it stop by clicking on that report button, so they can't bother anyone ever again.

TELL SOMEONE YOU TRUST



It's important that we tell someone we love and trust what's happened. It can be your mum, your bestie, even your favourite teacher. So speak out about it, you've done nothing wrong: They have.

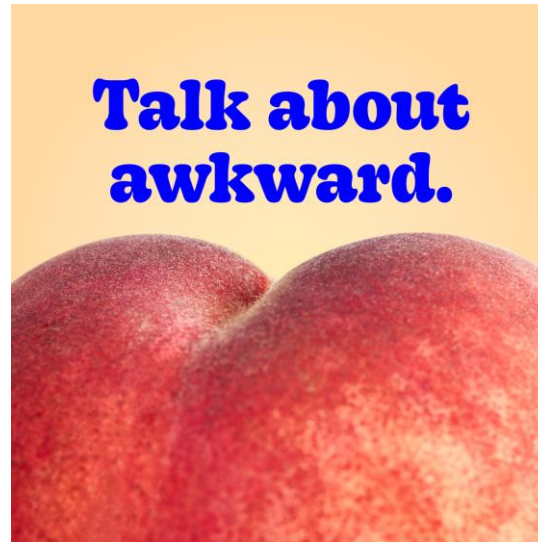
Shame on them, not on us.

Think Before You Share 2024

Building resilience to the threat of self-generated sexual abuse of children and reducing the number of incidences.

The aim of the ***Think Before You Share*** campaign is to raise awareness about the **non-consensual onward sharing of nudes amongst young people**, and:

1. Encourage young people to think before sharing sexually explicit imagery online.
2. Encourage parents to start timely conversations with their children.
3. Provide resources for educators to start discussions about this with their students.



thinkbeforeyoushare.org

**They're
putting
it ALL
online.**



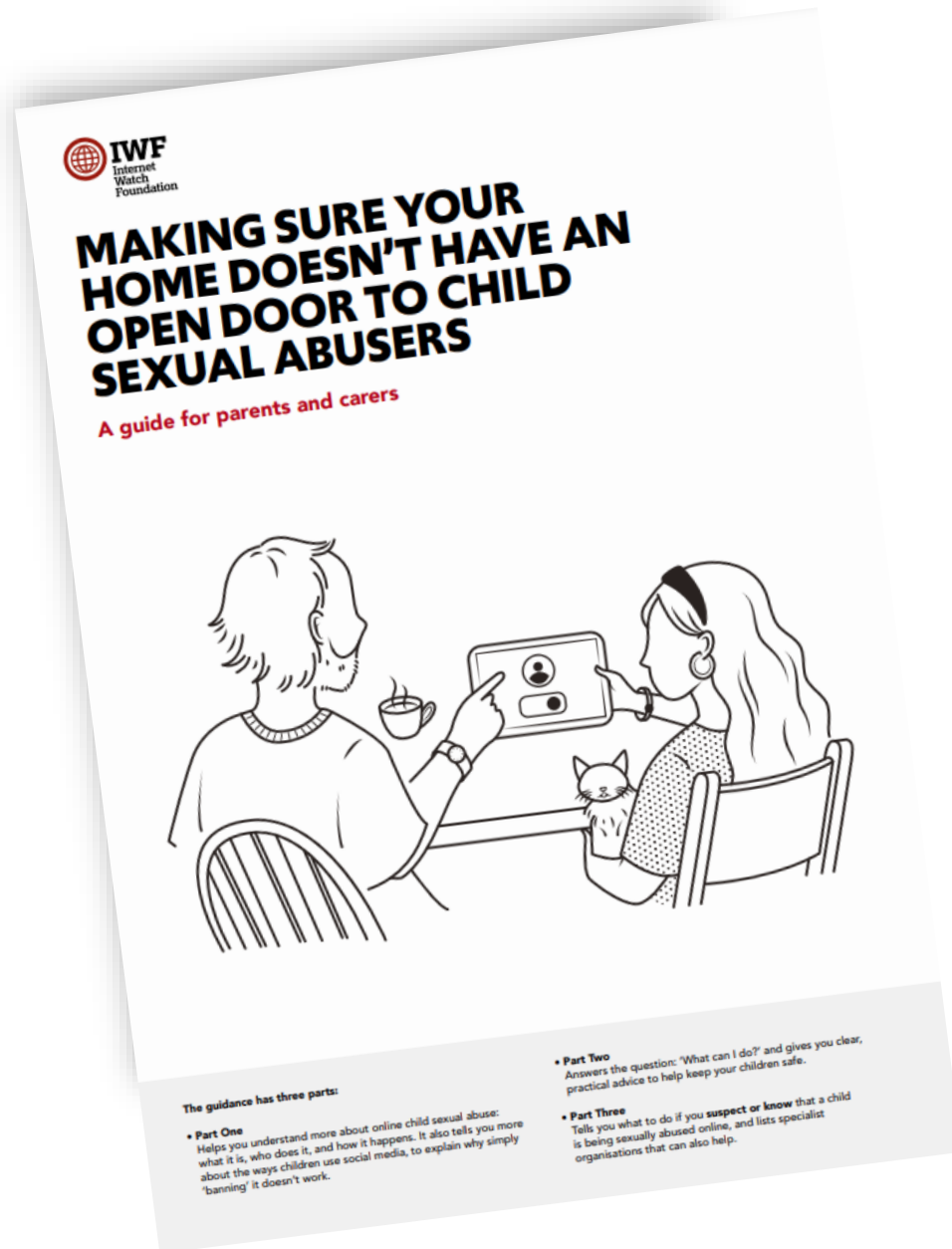
You need to talk about it.

Your students are sharing sexual images.
For resources, scan the QR code, or search:
Internet Watch Foundation Talk Nudes



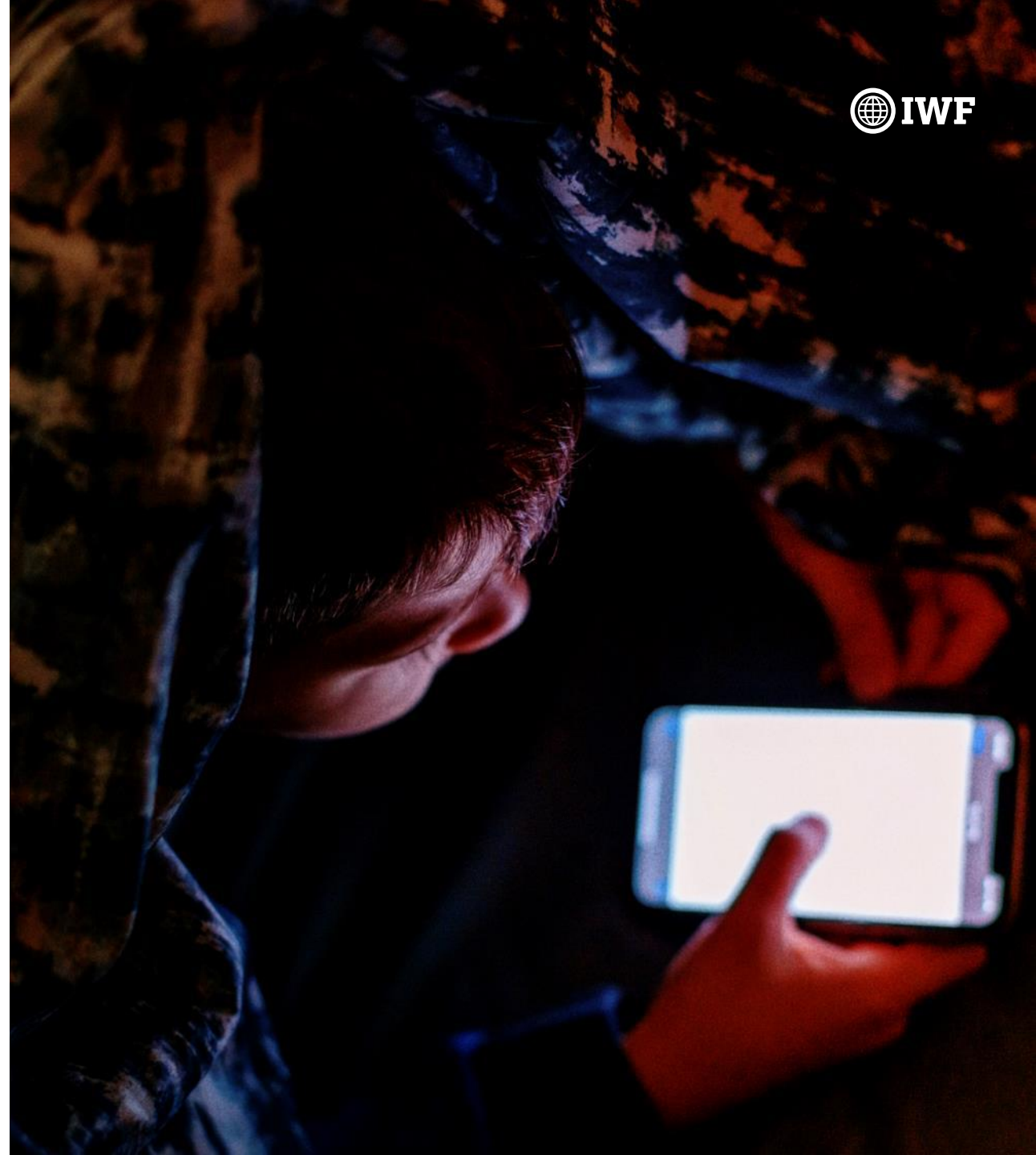
Campaign research

- Conducted by researchers from the International Policing and Public Protection Research Institute (IPPPRI).
- Research aims to build an evidence base to inform targeted prevention campaigns.
- Primary and desk research with children, parents, carers, educators.
- Analysis of dark web forums.
- **Report findings:**
 - The normalisation of sharing ‘nudes’
 - Regular exposure to sexual images
 - Gendered nature of image sharing
 - Emergence of a collecting culture
 - Failure of **abstinence messaging**



Services to the Tech Industry

- URL List
- Image Hash List
- Keywords List
- Takedown Notices
- Simultaneous Alerts (US only)
- IWF Reporting Portals
- Domain Alerts
- Payment Brands Alerts
- Cryptocurrency Alerts
- Newsgroups Alerts
- Non-Photographic Image (NPI) URL List



Report Remove



Nude image of you online?
We can help take it down.



IWF & NSPCC developed Report Remove to support a young person in reporting their own sexual images or videos for removal from the internet.

The process is child-centred; does not identify them and ensures the child will not inadvertently be criminalised.

Search 'Report Remove'

The child reports their image/video to IWF through Report Remove tool.



IWF analysts assess the imagery against UK law. A criminal image will be hashed & removed from internet, safeguarding the child.



Childline contacts the child to provide updates on their report & offers emotional support as well as tips & advice where appropriate, further safeguarding the child.



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Working together
to stop child sexual
abuse online

Thanks for listening

thomas@iwf.org.uk

[f](#) [@](#) [t](#) [in](#) Search 'Internet Watch Foundation'