



# Mobile Alliance Against Child Sexual Abuse Content

The Mobile Alliance Against Child Sexual Abuse Content was founded by an international group of mobile operators within the GSMA to work collectively on obstructing the use of the mobile environment by individuals or organisations wishing to consume or profit from child sexual abuse content.

The Mobile Alliance’s aim is to help stem and ultimately reverse the growth of online child sexual abuse content.

Through a combination of technical measures, co-operation and information sharing, the Mobile Alliance seeks to create significant barriers to the misuse of mobile networks and services for hosting, accessing, or profiting from child sexual abuse content.

THE MOBILE ALLIANCE ENCOURAGES ALL MOBILE OPERATORS, WORLDWIDE, TO PARTICIPATE IN THE INITIATIVE.

## 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

## ALL MOBILE ALLIANCE MEMBERS COMMIT TO:

- ✓ supporting and promoting ‘Hotlines’ or other mechanisms for customers to report child sexual abuse content discovered on the internet or on mobile content services
- ✓ implementing ‘Notice and Take Down’\* processes to enable the removal of any child sexual abuse content posted on their own services
- ✓ implementing technical mechanisms to prevent access to websites identified by an appropriate agency as hosting child sexual abuse content.

## COLLABORATING WITH KEY EXTERNAL STAKEHOLDERS:

On behalf of the Mobile Alliance, the GSMA also works closely with a number of external stakeholders that are actively engaged in combating online child sexual abuse content:

- The GSMA works with UNICEF to bring together stakeholders at national, regional and international levels to develop multi-stakeholder approaches to combating online child sexual abuse.
- The GSMA is a member of the **International Telecommunication Union’s** Child Online Protection (COP) initiative, through which it shares Mobile Alliance knowledge and experience of combating online child sexual abuse content.



- The GSMA is a member of the **Internet Watch Foundation (IWF)**, the UK internet 'Hotline' for the public to report their exposure to online child sexual abuse content hosted anywhere in the world. IWF research also helps the Mobile Alliance to keep up to date with trends in this area and focus its efforts accordingly.
- The GSMA and **INHOPE** (the international association of internet Hotlines) have co-produced a guide to setting up and managing a Hotline organisation.
- The GSMA is a formal collaborator with **The Financial Coalition Against Child Pornography** and a member of the **European Financial Coalition**. Both coalitions combine the expertise of financial services organisations, information and communication technologies players, non-government organisations and law enforcement agencies, and seek to eliminate the profitability of commercial child sexual abuse sites.

Collaboration between industry, law enforcement, and Hotline organisations enables effective, coordinated action to be taken to combat child sexual abuse content. Governments need to ensure that they have provided the necessary legal clarity for these parties to work effectively against the presence of child sexual abuse content in the digital world.

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\* 'Notice and Take Down' (NTD) - Operators and service providers are sometimes notified of suspect content online by customers, members of the public or by law enforcement or Hotline organisations. If the report comes from a member of the public, the information is passed on to law enforcement or the national Hotline, as appropriate, for confirmation of whether the content is illegal or to take any further legal action. When issued with a NTD, operators and service providers take steps to have the illegal content removed.

Terminology: The GSMA uses the term 'child sexual abuse content' or 'images of child sexual abuse' to refer to recorded images of children subjected to sexual abuse and exploitation. While the term 'child pornography' is used commonly in legislation and international conventions, the GSMA prefers not to use this term, as 'pornography' is commonly understood to be associated with depictions of sexual activity between consenting adults. For this reason, use of the term 'child pornography' mischaracterises sexual representations where children are involved, and its use can cause misunderstanding.

“INTERPOL is pleased to support this alliance which sends a clear message from its members - that there is zero tolerance of child exploitation on their networks. Child exploitation is not a new phenomenon but it is hugely facilitated by ICT, and it is only by working together that we can truly tackle this menace. Alliances such as this, and its willingness to work with other stakeholders and society in general, are hugely important and will serve as an example of best practice. We look forward to other initiatives within the ICT industry and working together to make the virtual world safer for everyone.”

Mick Moran  
Assistant Director Human Trafficking and Child Exploitation INTERPOL

“We are grateful for the leadership shown by the GSMA Mobile Alliance members in tackling online child sexual abuse material. Their coordinated action helps set the standard and illustrates how proactive steps taken by industry can help protect children’s rights in today’s digital society.”

Eija Hietavuo  
CSR Manager, UNICEF



For further information, visit  
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