



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.

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.

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
 Telekom Austria AG
 Mobitel
 MTN Group

Orange Group
 Telecom Italia
 Telefónica Group
 Telenor Group
 TeliaSonera Group
 Vodacom SA
 Vodafone Group
 Zain Group

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 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 has developed mobile-specific materials for the **International Centre for Missing and Exploited Children (ICMEC)** to use when training law enforcement agents in developing and emerging markets on how to investigate cases involving online child sexual abuse and exploitation.
- 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.

* '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 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.

THE LAUNCH OF THE MOBILE ALLIANCE IN 2008 RECEIVED WIDE-SPREAD SUPPORT:

“As the specialized United Nations agency for information and communication technologies, the International Telecommunication Union welcomes the new Mobile Alliance Against Child Sexual Abuse Content to protect children from the misuse of mobile broadband networks by child predators around the world. The Mobile Alliance is a prime example of the proactive action industry can take and, together with government and law enforcement support, we can make significant progress in the global fight against child sexual abuse content online.”

Hamadoun I. Touré,
Secretary-General, International
Telecommunication Union

“I welcome this agreement. It gives a very clear signal that the mobile industry is committed to making the mobile internet a safer place for children. The fact that this initiative has grown out of the work carried out by the mobile industry in Europe shows that Europe is, once again, leading in building a trustworthy environment for doing business.”

Viviane Reding,
European Commissioner for Information
Society and Media



For further information, visit
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