GSMA

GSMA Mobile Alliance to Combat Digital Child Sexual Exploitation

A year in review - 2025



GSMA

The GSMA is a global organisation unifying the mobile ecosystem to discover, develop and deliver innovation foundational to positive business environments and societal change. Our vision is to unlock the full power of connectivity so that people, industry and society thrive. Representing mobile operators and organisations across the mobile ecosystem and adjacent industries, the GSMA delivers for its members across three broad pillars: Connectivity for Good, Industry Services and Solutions, and Outreach. This activity includes advancing policy, tackling today's biggest societal challenges, underpinning the technology and interoperability that make mobile work, and providing the world's largest platform to convene the mobile ecosystem at the MWC and M360 series of events.

We invite you to find out more at **gsma.com**

MTN orange Safaricom Telefónica TELE2

Telia telenor group vodafone zain

GSMA Mobile Alliance to Combat Digital Child Sexual Exploitation

The GSMA Mobile Alliance to Combat Digital Child Sexual Exploitation is an international group of mobile operators within the GSMA who have committed to working together and taking proactive steps to fight technology-facilitated child sexual exploitation.

The GSMA Mobile Alliance's mission is to be a trusted and valued partner in the global community working to end child sexual exploitation and abuse in the digital environment.

It achieves this by providing leadership to the global mobile community and working with key national and international stakeholders to enable a coordinated response to digitally-facilitated child sexual exploitation and abuse.

This document outlines a selection of the initiatives undertaken by the members of the GSMA Mobile Alliance in line with their goal of protecting children from technology-facilitated sexual exploitation and abuse.

Standard setting

Members of the GSMA Mobile Alliance use their position in the community and the value chain to help set standards by deploying and promoting good practice approaches to combatting technology-facilitated child sexual exploitation. They take steps to make their services hostile to digital child sexual exploitation in keeping with the baseline standards outlined UNICEF's Mobile Operator Child Rights Impact Assessment (MOCRIA).

For example, members of the GSMA Mobile Alliance take steps to restrict access to known child sexual abuse material using lists provided by internationally recognised organisations such as INTERPOL, or national law enforcement entities or internet reporting hotlines. Specific examples include:

- Telenor restricts access to known child sexual abuse material across all its Nordic markets using lists provided by national law enforcement agencies;
- Telia Sweden shows users who attempt access web pages assessed by law enforcement to contain CSAM a page explaining why access has been restricted and urging them to seek help from PrevenTell, a national helpline for those who feel they have lost control of their sexual behaviour;
- Working with the Canadian Centre for Child Protection, Zain takes steps to restrict access to child sexual abuse material as identified under the auspices of Project Arachnid;
- In keeping with its Child Protection and Children's Rights in the Digital Age Policy, Orange actively supports the fight against online child sexual abuse to create a safe digital environment for children. For example, Orange France's 2025 transparency report shows where it has restricted access to CSAM as requested by the public authority.

These approaches help to prevent the viewing of content and therefore the revictimisation of people who have experience digital child sexual exploitation.

Safer internet education & awareness programmes

All members of the GSMA Mobile Alliance offer or support education programmes or awareness campaigns aimed at helping children and young people stay safe in the digital environment. Whilst these programmes run on an ongoing basis, notable new examples from 2025 include:

- Responding to research suggesting that one in four children has been subjected to grooming attempts, Tele2 partnered with ChildX to launch the Grooming Generator in April 2025. The Grooming Generator is a digital tool which allows adults to experience how manipulation unfolds through a simulated text conversation, and the launch was supported by a campaign involving politicians and campaigners which generated coverage through some of Sweden's largest news media.
- MTN's Room of Safety campaign covered a range of online safety topics including those relating to sexual exploitation, such as catfishing and privacy.

Child helplines and digital support services

On behalf of its members, GSMA works directly with Child Helpline International to support collaborations between their respective communities.

Wherever possible, members of the GSMA Mobile Alliance work to support and signpost national child helplines or digital support services so that children who have experienced any form of digital child sexual exploitation can reach out for help.

For example:

- MTN hosts an Africa-wide IWF portal for reporting child sexual abuse material;
- Safaricom signposts the national child helpline and other support services from its dedicated child online protection page;
- Telefonica signposts a range of support and reporting options from its dedicated information page on minors and responsible usage;
- Vodafone UK signposts the NSPCC Childline from its phone safety toolkit pages, which were also created in partnership with the NSPCC; Vodafone Ireland and Vodafone Portugal offer the Tozi app, which contains supportive content for young people as well as providing direct access to the national child helplines;
- Across 2025, Zain Jordan worked closely with the Jordon River Foundation (JRF) helpline including radio and television interviews to encourage families to seek help when needed and sending SMS broadcast messages to 100k adults to help create awareness of the helpline. Zain also supported JRF by funding and organizing capacity-building trainings for the psychosocial support team to enhance service quality and strengthen professional skills through targeted training in digital tools.

Convening and advocacy

Members of the GSMA Mobile Alliance are committed to using their positions within the digital ecosystem and their convening power to work with all stakeholders to advocate for multistakeholder action to combat digital child sexual exploitation and abuse.

On behalf of its members, the GSMA used its platforms to raise the profile of child online safety considerations across the mobile ecosystem and to policymakers, as well as supporting policymakers in understanding their role in protecting children in the digital environment:

- On an ongoing basis the GSMA offers a free capacity building course for policymakers on Children's Rights and Connectivity which addresses responses to child sexual abuse and exploitation online, using the WeProtect Model National Response as a framework.
- During the 2025 Mobile World Congress Barcelona, GSMA hosted a Ministerial Programme multistakeholder roundtable on child online protection in Sub-Saharan Africa. This roundtable led to a whitepaper, and then the formation of the UNICEF-GSMA led African Taskforce on Child Online Protection, which was launched at MWC Kigali. The African Taskforce brings together a range of stakeholders from the private sector, as well as child helplines, internet reporting hotlines, law enforcement and young people themselves.

Notable examples of mobile operator member advocacy in 2025 include:

- Telefonica published a positioning paper on *Building a safe digital environment for minors: Towards Responsible Design and Use of Digital Devices and Services*;
- Vodafone partnered with the Vodafone Foundation and Save the Children to publish Protection through Empowerment: a Policy Whitepaper on the Online Protection of Minors in which they propose five measures for European policymakers to better protect children online. These measures include asking European policymakers to adopt a targeted and proportionate version of the proposed EU Child Sexual Abuse Regulation with explicit provisions allowing telcos to block access to Child Sexual Abuse Material using trusted URL lists.
- MTN, Orange and Safaricom became founding members of the African Taskforce on Child Online Protection;
- Telia, Tele2 and Telenor continue to take part in the ECPAT Sweden tech coalition which fosters multistakeholder collaboration and encourages a collective response to online child sexual abuse and exploitation.

Members of the GSMA Mobile Alliance commit to cooperating with and supporting the specialist LEA units which investigate crimes of child sexual abuse in the digital environment. The GSMA Mobile Alliance supports calls for the creation of such units in countries where they are not already in place.

GSMA Contact

To discuss the GSMA Mobile Alliance to Combat Digital Child Sexual Exploitation, or to request access to the guidance documents created by this group for all GSMA mobile operator members, please contact Jenny Jones (Director of Child Rights), jjones@gsma.com or Natasha Jackson (Head of Public Policy & Consumer Affairs), njackson@gsma.com.

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