



MANDATORY REPORTING OF CHILD PORNOGRAPHY IN MANITOBA

cybertip!ca[®]
CANADA'S NATIONAL TIPLINE

2020/21 ANNUAL REVIEW



CANADIAN CENTRE *for* CHILD PROTECTION[®]
Helping families. Protecting children.

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This report was published in June 2021 by the Canadian Centre for Child Protection Inc. It highlights the Canadian Centre for Child Protection's role under Manitoba's mandatory reporting legislation and is a summary of activities from April 1, 2020 to March 31, 2021 within the province of Manitoba. Unless otherwise indicated, statistics and figures referenced in this document were compiled by the Canadian Centre based on records it maintains and represent the time period between April 1, 2020 and March 31, 2021. Reasonable efforts have been made to ensure the accuracy and completeness of the records.

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Statistics pertaining to public awareness are estimates provided by the company that supplied the promotional space. Impressions are the number of times a public awareness medium is seen, whether or not the viewer is unique.

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THE CANADIAN CENTRE FOR CHILD PROTECTION

The Canadian Centre for Child Protection (C3P) is a national charity dedicated to the personal safety of all children. The organization's goal is to reduce the sexual abuse and exploitation of children through programs, services,

and resources for Canadian families, educators, child-serving organizations, law enforcement, and other parties. C3P also operates Cybertip.ca - Canada's national tipline to report child sexual abuse and exploitation on the internet; and Project Arachnid - a web platform designed to detect known images of child sexual abuse material (CSAM) on the clear and dark web and issue removal notices to industry.

Cybertip.ca has been operational since September 26, 2002, and was adopted under the Government of Canada's *National Strategy for the Protection of Children from Sexual Exploitation on the Internet* in May 2004. In December 2011, C3P (through our Cybertip.ca program) was named within the regulations under Canada's *Act respecting the mandatory reporting of Internet child pornography by persons who provide an Internet service* as the designated reporting entity under Section 2.



CANADIAN CENTRE for CHILD PROTECTION®

Helping families. Protecting children.

Reports to Cybertip.ca are submitted by the public under one of eight categories:

CHILD SEXUAL ABUSE MATERIAL OR CSAM



ONLINE LURING

Exploitation of Children in/for **PROSTITUTION**



CHILD TRAFFICKING

Sexual Exploitation of Children in the Context of **TRAVEL AND TOURISM**



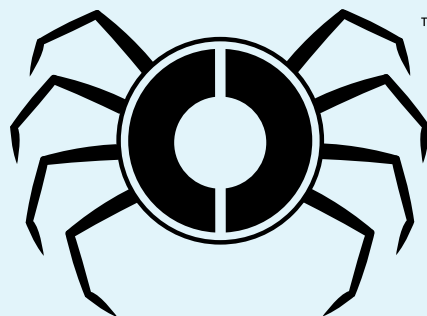
MAKING SEXUALLY EXPLICIT MATERIAL AVAILABLE TO A CHILD

AGREEMENT OR ARRANGEMENT

with Another Person to Commit a Sexual Offence against a Child



NON-CONSENSUAL DISTRIBUTION OF INTIMATE IMAGES



As of March 31, 2021, **4,803,599 reports were processed by Cybertip.ca**. In 2020/21, we processed **1,595,346 reports** of which Project Arachnid accounted for 98% of the report volume.

Approximately **99%** of the child sexual exploitation (CSE) reports processed in 2020/21 were forwarded to one, or a combination of, the following entities: law enforcement agencies (LEAs), child welfare agencies, and/or other international hotlines, or a notice was sent to an electronic service provider.

As of March 31, 2021, Cybertip.ca was aware of **at least 580 arrests executed by LEAs** and **at least 542 children removed from abusive environments** in connection with reports submitted to the tipline by the Canadian public.



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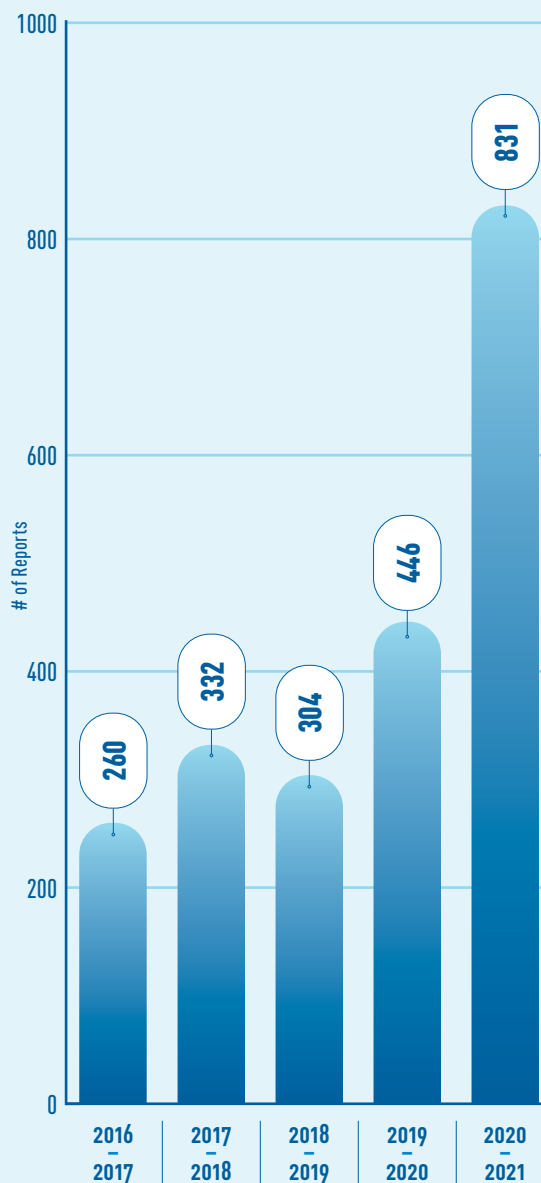
2020/21 HIGHLIGHTS

The *Child and Family Services Act* obligates all people in Manitoba to report suspected child pornography to Cybertip.ca for assessment.

The goal of mandatory reporting is to facilitate the reporting of children potentially in need of protection.

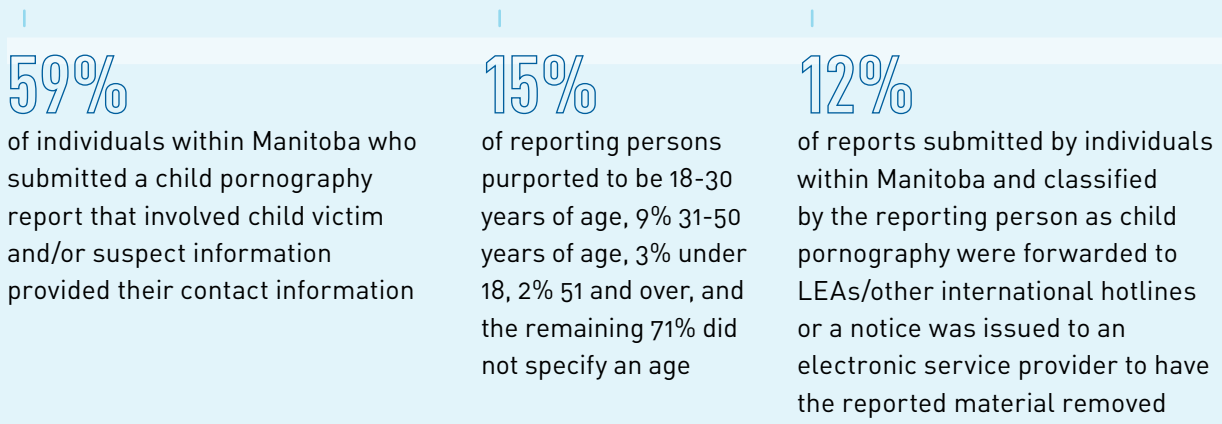
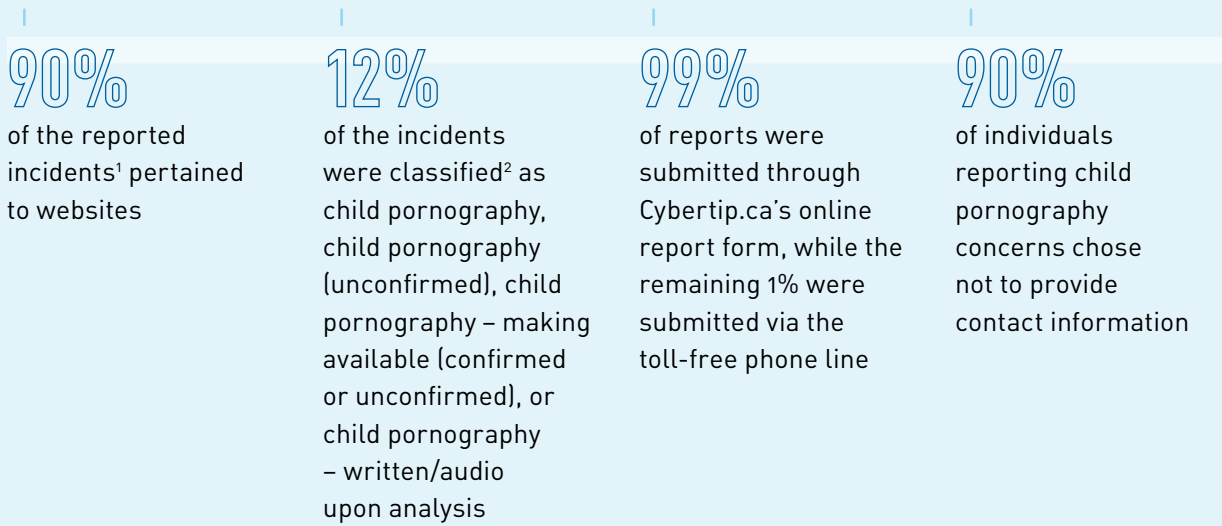
Under the legislation, where Cybertip.ca has determined that a child pornography incident may have occurred in Manitoba, Cybertip.ca reports the matter to a child and family services agency or a LEA, or to both as necessary, and takes further action as may be set out in the regulations.

A **total of 4,888 reports** have been submitted by individuals within Manitoba and classified as child pornography since proclamation of mandatory reporting of child pornography in Manitoba in 2009. In 2020/2021, Cybertip.ca processed **831 reports** submitted by individuals within Manitoba under the category of child pornography, a **142% increase** over the average submissions for the last five years (344).



CHILD PORNOGRAPHY REPORTS SUBMITTED WITHIN MANITOBA

Between April 1, 2020, and March 31, 2021, of the **831 reports** by individuals within Manitoba under the category of child pornography:



¹ Reports are broken down into their component parts based on the number of incidents in a report. For example, one public report may contain information about a website and a chatroom. This would be considered two separate incidents and are analyzed independently.
² Each incident is assigned a secondary (Cybertip.ca) classification by a child protection analyst based on the *Criminal Code* (Canada). This is either a confirmation or correction of the reporting person's classification.

Feedback from child welfare on the 17 reports classified by Cybertip.ca as child pornography includes:



Of the reports received through mandatory reporting since proclamation on April 15, 2009, 1,778 were forwarded to a LEA, sent to another international hotline or a notice was issued to a service provider for removal. A total of 193 reports classified as child pornography and containing information on an identified child victim and/or suspect in Manitoba have been forwarded to child welfare since proclamation on April 15, 2009. The majority of what is reported by individuals within Manitoba does not relate to content/incidents within the province. **This demonstrates the importance of having a reporting entity to vet and forward reports to the appropriate agencies/jurisdictions and is consistent with the triaging rate for other provinces.**



2020/21 Report Examples

In April 2020, Cybertip.ca received a report regarding a male who was alleged to be accessing child pornography. Allegations of historical child abuse by the individual were also included in the report. The report was forwarded to both law enforcement and child welfare. The concerns were substantiated by child welfare.

In March 2021, Cybertip.ca received a report regarding a male who was alleged to be recording voyeuristic child pornography. The allegations included concerns the individual may have access to children. The information was forwarded to both law enforcement and child welfare. The allegations are currently being investigated by child welfare.

ADDITIONAL HIGHLIGHTS

In 2020/21, C3P engaged in the following activities which helped to underscore the importance of this legislation and the ongoing significance of training, education, and public awareness. Further detail is provided in subsequent sections:



150+ Manitoba educators, parents/guardians, childcare workers, and post-secondary students were reached through webinars hosted by C3P education staff. Pg. 12



Providing **access to online training to 16,400+** professionals and volunteers in Manitoba on the issue of child sexual abuse through the Commit to Kids® program. Pg. 12

Preparing and filing victim impact statements and community impact statements in Manitoba courts and across Canada, along with keeping Manitoba Crowns updated on relevant case law. Pg. 34

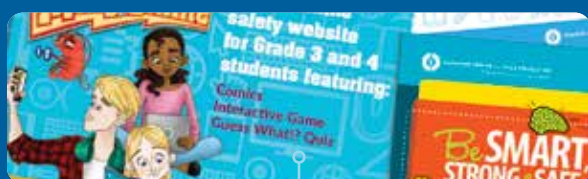


COVID-19 has resulted in more youth being exploited on websites.

CONCERNED A SEXUAL IMAGE INVOLVES A MINOR?

cybertip.ca

Executing public awareness campaigns to inform Manitobans about current issues, risks, and how they can get help, as well as highlighting the importance of Cybertip.ca's services. Pg. 18



Distributing **58,500+** education and awareness resources in Manitoba. Pg. 14



Providing **870+** Manitoba educators with new FREE grade 3 to 8 online safety lessons. Pg. 11

Pivoting to support Manitoba families, educators, and child-serving organizations during COVID-19 with adapted resources. Pg. 10



Expanding the removal notice criteria for Project Arachnid for content that doesn't fall under the *Criminal Code* to support victims of online exploitation and imagery in Manitoba and across the country. Pg. 30



Releasing a report which further strengthens C3P's global efforts to support survivors and reduce the availability of CSAM. Pg. 24



COVID-19 RESPONSE

As COVID-19 gripped the province and the country, families found themselves at home, facing virtual classrooms, unrestricted online access, and with it all, increased risk to children. During the first two weeks of the pandemic reports to Cybertip.ca increased by 40%. By the end of the fiscal year, that number shot up to a 106%³ rise in reports that included children receiving sexual messages or images/videos from adults online, being coerced into sending sexual images/videos or engaging in sexual activity, or having sexual images/videos of themselves shared online.

C3P responded with online safety tips and resources for educators and families. Highlights include:



A dedicated COVID-19 support page, linked from Cybertip.ca, which amalgamated all new and existing resources in to one spot so families, educators, and child-serving organizations could navigate and access information easily. This has been the most visited area on C3P’s website since March – **more than 2,600 Manitobans have visited the page** - and will continue to be updated in order to meet changing needs. Visit protectchildren.ca/covid to learn more.



A Cybertip.ca Alert based on the increasing chatter the tipline was seeing on the dark web amongst child sex offenders, who saw this as an unprecedented time to mobilize and share “best practices” for targeting children in order to record and create child sexual abuse material.

³ Fiscal year comparison – 2019/20 versus 2020/21.



A specialized campaign that highlighted Cybertip.ca’s “Report” function so Canadians knew where to turn should they need help with matters of online exploitation.



Increased public awareness and outreach through social media and direct contact with stakeholders to ensure important resources were making their way to Canadian educators, law enforcement, and families. C3P staff also continued to do media interviews to discuss some of the risks seen through the tipline, and what parents can do to help keep their kids safe during this unprecedented time.



The launch of free digital online safety lessons for children and youth in grade 3 to grade 8 to help support remote learning. Lessons address what to do when you see something “weird” online, the risks of sharing photos/videos, healthy and unhealthy relationships, consent, and how to get help.

Model in image and intended as illustrative.



TRAINING, EDUCATION, AND RESOURCES

In 2020/21, C3P provided training and resources for child welfare and other professionals as it relates to the issue of sexually exploited children. This included:



150+

Manitoba educators, parents/guardians, childcare workers, and post-secondary students were reached through webinars hosted by C3P education staff.



28,000+

Kids in the Know® digital lesson accounts, including child sexual abuse prevention, and online safety lessons, were provided to educators across Manitoba.



16,400+

Manitoba users have been provided with online access to Commit to Kids training

Pivoting Support for Schools: C3P worked with The Manitoba Government Remote Learning Support Centre on a plan for access to 5,000 FREE digital lesson accounts—including child sexual abuse prevention lessons, as well as the new online safety lessons and grade 9/10 modules— for educators supporting remote learning the province.



Zoom and Digital Presentations

Even before the pandemic shut down travel and in-person presentations, need for online professional development has exploded. As such C3P has continued to develop new facilitated presentations for educators surrounding trends in online child exploitation, particularly those seen through Cybertip.ca during the pandemic tied to children and youth being lured and extorted into creating child sexual abuse images and videos. The presentations also cover professional boundaries when working with children online, and developing policies and procedures to better safeguard children both in school and in online education settings.

“Exceptional session and incredible work.”

— MANITOBA EDUCATOR

Schools also reached out to C3P for help in supporting parents with online safety information , particularly in regards to sharing images/videos. To meet this need C3P developed a new online safety presentation for families. These facilitated Zooms focused on the risks to children and youth we’ve seen through Cybertip.ca, what families can do to keep their kids safe, talking points to get the conversation around online safety started, and what additional resources and services C3P can offer families.

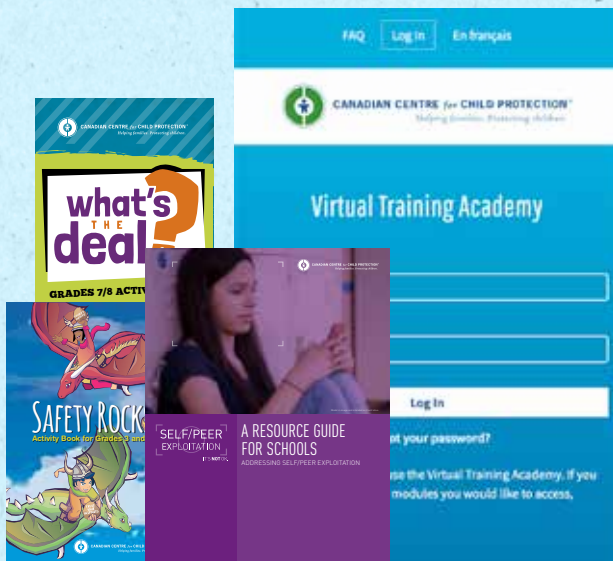
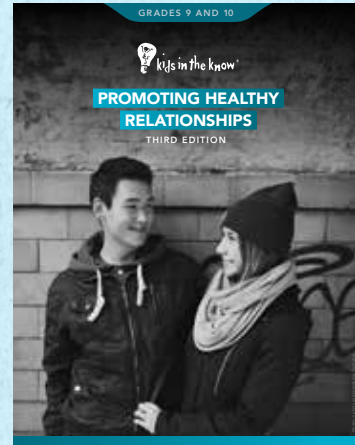
“[The session] was so helpful and clear. I’ve been looking at many websites and asking friends for recommendations for the past months and this presentation summed everything up along with sharing such user-friendly resources... I now feel my questions are clarified and I have a clearer way to speak with my child about her online usage...It’s something all parents/caregivers/teachers should have the chance to listen to.”

— PARENT WHO PARTICIPATED IN ZOOM SESSION

KIK 9/10: Promoting Healthy Relationships: In 2020, C3P launched a new grade 9/10 digital lesson plan and video series to facilitate important conversations and empower students with information to help them make healthy choices in difficult situations, including what to do when being pressured into sending sexualized images/videos online. The module videos also covers topics such as boundaries, sexual consent, stereotypes, and healthy versus unhealthy behaviours in relationships, while the outcomes of the lessons will equip youth with critical thinking skills to reduce their risk of victimization.

More than 17,200 educators in Manitoba have been given access to the lessons and videos since their release.

School example: C3P Increased access to Kids in the Know lessons for Pembina Trails School Division by issuing **3,400 accounts** for the grade 9/10 lessons.

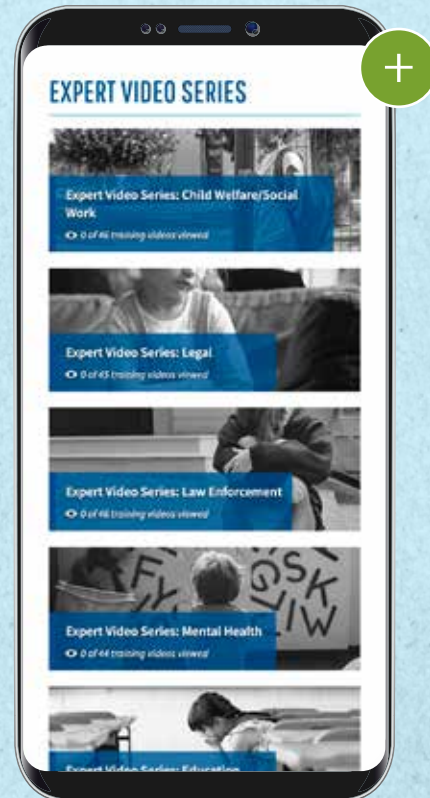


Full Circle Support: Through the Manitoba Justice Grant, C3P was able to support safeguarding children from sexual victimization by providing training and resources to school staff, children and their families across the province. This comprehensive approach builds the capacity of schools to be protective and responsive, and reduce the risk of child sexual victimization. The reach of the 2020-21 grant included Seven Oaks School Division (**26 schools / 2,600 accounts**), as well as Division scolaire franco-manitobaine: (**24 schools/ 2,500 accounts**).

Expert Video Series Expansion: Along with providing child-serving organizations with access to a specialized development learning, they were provided a new category in C3P's highly popular Expert Video Series - Experiences Shared. The section features firsthand accounts from survivors who not only bravely share their stories, but provide further insights in the impacts of child sexual abuse, what supports worked and didn't work as part of their recovery, and how adults can better safeguard children in their care.

The first account in the series is extremely relevant to educators - Peter Hamer was sexually abused by his high school music teacher as a teen. His videos not only touch on the stigma of being a male survivor, but also some of the ways in which the other educators and adults in his life failed to protect students, and what it was like going through the process of trying to bring his offender to justice.

Close to 120 professionals from Manitoba have accessed the Expert Video Series in 2020/21.



Public Place Safety: In our continued work with the City of Winnipeg, **500 + accounts** for C2K intro training were issued as refresher training for existing staff who have taken part in previous in-person comprehensive training.

Along with enhancing staff training at city-run facilities to protect children from sexual exploitation, the initiative also targets facility users to notify staff of unusual behaviour, such as taking pictures of children without permission or phones/cameras in change rooms.

Missing & Exploited Children Training Conference: Professional Development for Protecting Children

Unfortunately due to COVID-19, C3P’s 2020 Missing & Exploited Children Training Conference was cancelled. However, registered attendees were given the opportunity to access some of C3P’s online professional development opportunities, including our Expert Video Series, which features several past MECC speakers.

Specialized series have been created for law enforcement, child welfare, crown attorneys, medical and mental health professionals, and educators. The videos include a panel of experts speaking on issues related to:

- Child sexual offending
- Child sexual abuse material
- Disclosure and discovery of abuse
- Impacts of child sexual abuse



Training for Law Enforcement Agencies and Crowns

Law Enforcement Agencies

Over the past year, we provided LEAs across the province with education and prevention resources, as well as providing the medium and message to promote public awareness. Highlights include:

- Ongoing outreach to Manitoba law enforcement ICE units on C3P’s increased support services for CSAM victims/survivors and/or their families. This included discussions about support with CSAM removal through project Arachnid, assistance with safety planning to assist survivors and their caregivers in moving forward, connecting victims/survivors and their caregivers to other support services such as counselling/therapy or victim services.
- ICE Officers in Manitoba who attended ICE Investigation courses through the Canadian Police College were provided with in-depth knowledge of Project Arachnid, C3P support services, and access to the Project Arachnid LEA Portal, a tool to assist with investigative material.

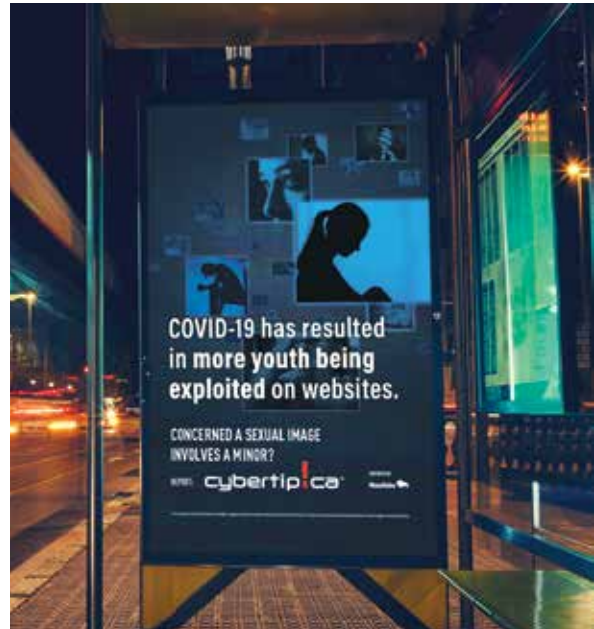
Crowns

C3P's legal department continues to host semi-annual updates to Crown Attorneys in Manitoba, updating them on C3P's recent initiatives, important contextual information gleaned from C3P's operations, and recent legal developments from a child-centered perspective.

Legal research project into the offence of “make child pornography”: On March 31, C3P completed the first report on its research into the production of child sexual abuse material in Canada. This research was supported in part by a grant from the Canadian Bar Association Law for the Future Fund. Over 500 legal decisions were vetted, with the March report focusing on victims whose offenders were convicted of the offence of “making child pornography”, acted alone in making such material, and made the material in person. The report details data on 274 Canadian victims and 150 offenders, and considers what the cases tell us about detecting and prosecuting offenders and supporting victims. An executive summary is being prepared, and it is anticipated that one or more resulting papers will be submitted for publication in a legal journal.

PUBLIC AWARENESS CAMPAIGN: MANDATORY REPORTING

Cybertip.ca is tasked with raising the public’s awareness in the province of Manitoba regarding the mandatory reporting of child pornography. Public awareness and outreach activities continue to be a key focus for Cybertip.ca.



Online Safety Starts with Conversations

This collaborative campaign with Tracia’s Trust, supported with Manitoba Government funding, urged families to talk with their tweens and teens about the risks of online activities such as live streaming, online gaming and live chatting, and directed them to resources to help get the conversation started.

Supported by television, print, digital and social media tools, the campaign directed parents/ caregivers to protectkidsonline.ca, C3P’s website which provides tips on what families can do to keep kids safe online, along with age-appropriate points to talk about with tweens and teens. Families and educators were also provided free access to online safety lessons for grade 3 to 8, developed from C3P’s national education program Kids in the Know.



C3P Associate Executive Director Signy Arnason spoke to CTV Winnipeg Live about the campaign and the importance of opening up these discussions with kids.

Protection during the pandemic: Through 2020-21, C3P participated in **35 interviews** surrounding the increase in online child exploitation over the past year, along with highlighting our resources and service to help families, educators, and child-serving organizations keep children and youth in their care safe.

Increase in Exploitation

Over the past year, Cybertip.ca saw **an 106% rise in reports to the tipline** surrounding online child exploitation, mainly due to the pandemic. The campaign, which focused on an earlier statistic showing an 88% increase, not only drew the public’s attention to this alarming increase, but also urged them to report concerning images or videos of minors to Cybertip.ca.

Across Facebook®, Twitter®, YouTube®, and Instagram® the campaign video generated 2.1 million impressions and resulted in 9,800+ link clicks to [Cybertip.ca/report](https://cybertip.ca/report).



Public placements in Winnipeg, Brandon and other locations in Manitoba, included street level/transit ads, billboards, and garbage/recycling receptacle, all which drew **33+ million impressions** combined. Digital ads on BellMedia, CBC, and CTV Winnipeg, which included a morning show segment, offered up another 880,000+ impressions.

As a result there was **a 109% increase in reports⁴** from Manitoba over the previous 28 day period.



⁴ 44 reports versus 92 reports.



Annual Awareness Days

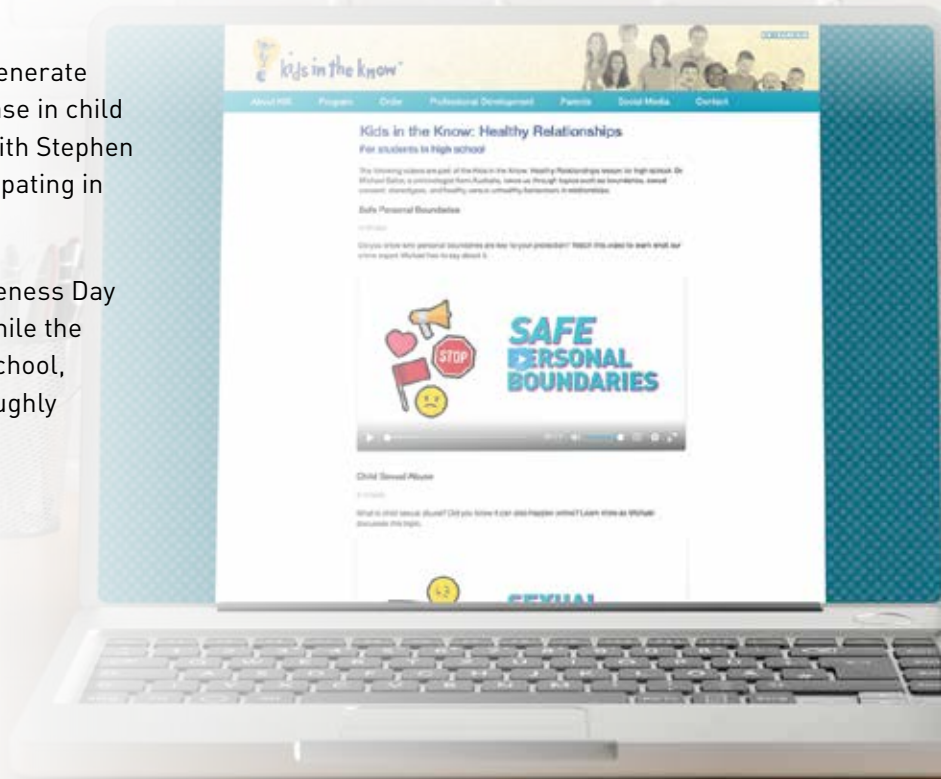
CYBERTIP.CA AWARENESS DAY

September 26th marks Cybertip.ca’s inception date, and to recognize the anniversary each year, C3P highlights the importance of this national service with public awareness campaigns and other initiatives.

For Cybertip.ca Awareness Day 2020, C3P promoted a new series of video lessons targeted to teens and tweens, featuring Dr. Michael Salter. The videos discuss everything from healthy relationships to consent, boundaries and stereotypes in order to empower youth and educate parents on the things teens and tweens can do to help keep themselves safe online and offline.

The day also offered the chance to generate further discussion around the increase in child exploitation reports to Cybertip.ca with Stephen Sauer, Director of Cybertip.ca participating in **two media interviews**.

Social posts about Cybertip.ca Awareness Day had a combined **reach of 97,000+**, while the video’s site, kidsintheworld.ca/highschool, saw almost **700 page views**, with roughly **3% coming from Manitoba**.





SAFER INTERNET DAY

Held at the beginning of February each year, Safer Internet Day (SID) provides an opportunity for people around the world to join forces to educate children and youth about using online technology in a safe and responsible way. For SID 2021, C3P launched a series of videos for youth around sextortion. The short clips addressed what sextortion is, how it can happen, and how youth can get help, while the accompanying page on Cybertip.ca offered prevention material for families and educators to help protect youth from being victimized.



Select videos from the series were promoted across social media, including C3P's first TikTok® ad which generated **8+ million impressions, 47,000 link clicks, 15,000 likes, and 380+ comments**, including:



"Casually saves video" 1d



"I gotta send this to my health teacher" 3d



"Finally, this is the first ad I saw that mattered" 3d



"The one ad that should go viral cause it actually helps people" 4d



TikTok accounted for 85% of the social media traffic driven to [Cybertip.ca/sexortion](https://www.cybertip.ca/sexortion) which received a huge spike in traffic on February 9 with 4,200+ visits, roughly 7% of those coming from Manitoba, compared to 550 visits the previous week.

C3P was featured on TikTok's Discovery page about SID2021.



Media interest was also high, with eight unique articles published with information directly from C3P's SID press release on sextortion, and a total of seven interviews conducted (three in Manitoba) with TV and radio across Canada.

Partner support

C3P's education department reached out to 11 Manitoba school divisions who actively share C3P information, with ways to get involved with SID, including web buttons, resources, and social media posts. Our Manitoba law enforcement agency partners also shared the messaging on social.

Cybertip.ca Alerts

Cybertip.ca Alerts are notifications sent out to inform the public of concerning technology trends and new resources designed to increase children's personal safety. Cybertip.ca issued an alert in June 2020 based on the increasing chatter the tipline was seeing on the dark web amongst child sex offenders, namely the capper community, who saw this as an unprecedented time to mobilize and share "best practices" for targeting and abusing children.

Cybertip.ca Director Stephen Sauer participated in three national interviews tied to the Alert, and within 24 hours of its release, the Alert on Cybertip.ca saw 700+ page views – 5% of which came from Manitoba.



Additionally, C3P released a blog post on family-focused ProtectKidsOnline.ca, which asked parents to face the tough reality of the risk to kids online during the pandemic. Along with explaining what cappers are and how they exploit children and youth, the blog

offered parents some tangible steps and conversation points to have with their children. During the first week, the blog saw more than 300 page views – 12% of readers came from Manitobans - and continued to be one of the most visited pages on the site for the month.

VICTIM IDENTIFICATION AND SUPPORT

In October 2014, C3P launched its transformational plan, the *Digital Agenda for Protecting Canada's Youngest and Most Vulnerable Children*. The *Digital Agenda* has served as the cornerstone of our agency's efforts for past number of years, and has been further strengthened with the addition and expansion of our *Victim Identification and Support Strategy*.

From these initiatives, C3P has focused on two pillars: reducing the availability of CSAM, and improving support systems for survivors. In 2020/21, global advocacy, research, and resources played a key role in strengthening these resolves. Highlights include:



Reviewing Child Sexual Abuse Material Reporting Functions on Popular Platforms

Prompted by feedback from survivors, as well as concerns voiced by citizens reporting into Cybertip.ca, C3P undertook a systematic examination of the availability of CSAM-specific reporting mechanisms available on 15 major platforms, including Facebook, YouTube®, Twitter, Instagram, as well as adult content sites such as Pornhub® and XVideos.

With the exception of Microsoft's Bing® search engine, none of the platforms provided users, at the time of the review, with content reporting options specific to CSAM directly from posts, within direct messages, or when trying to report a user.



In order to clarify and streamline the process for reporting CSAM, the review presented five recommendations for companies that allow user-generated content on their service:

1
Create reporting categories specific to child sexual abuse material

2
Include CSAM-specific reporting options in easy-to-locate reporting menus

3
Ensure reporting functions are consistent across the entire platform

4
Allow reporting of content that is visible without having to create or log into an account

5
Eliminate mandatory personal information fields in content reporting forms

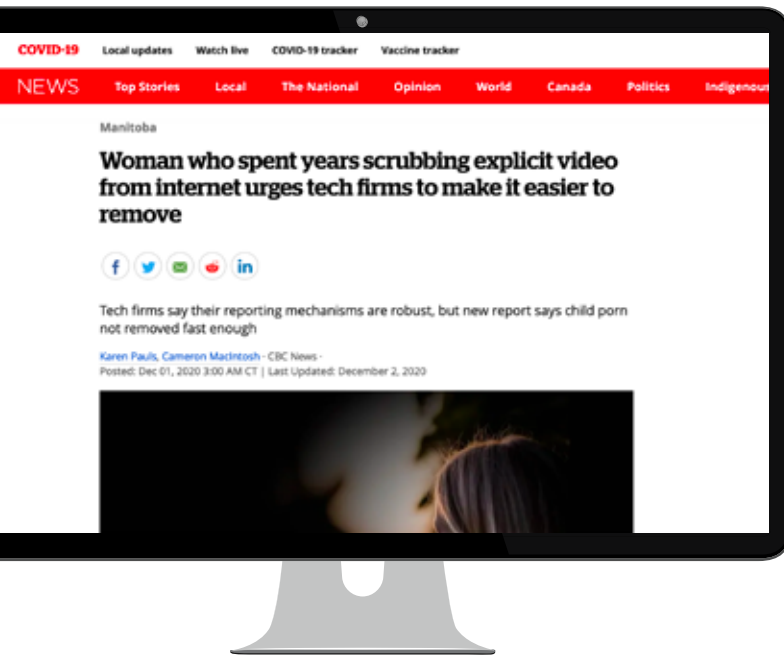
Following its release, C3P was notified by some companies named in the report that they would be making changes to their reporting functions:

- XVideos added a “child pornography” reporting category on all reporting forms and pop ups, and made it possible to report a user without being logged in – two modifications taken directly from our recommendations.
- Facebook also began to offer an “involves a child” option under the “Nudity & Sexual Activity” reporting category; something C3P noted was lacking.
- The release of the report also opened the door to further conversations with platforms like TikTok, surrounding how they could make their services safer for children and youth.

To read the full report visit protectchildren.ca/CSAMreview

“This report is amazing! I am so grateful you all are doing this! I hope this report gives the world a wakeup call. I find it funny how they have reports for all kinds of basic and trivial things, but they do not have options for the most sinister and perverse things going on their platforms... A recurring theme of no CSAM specific options, or forced identification of the individual that stumbled across it... I want to thank you all from the bottom of my heart, this work you are doing will change my life for the better as well as many others. I really hope this information is used and implemented, it needs to be!”

– AN EMAIL FROM A SURVIVOR REGARDING THE REPORT



Promotion and media response

CBC National reporter Karen Pauls accepted the story under embargo as an exclusive and interviewed C3P Associate Executive Director Signy Arnason, Dr. Hany Farid, and a Canadian survivor. Along with an online written feature, a three-minute piece ran on the CBC’s *The World at Six*, which was syndicated on CBC Manitoba as well.

The report was supported on social media with organic and paid posts, culminating in 40,000+ impressions, while the report’s page on protectchildren.ca saw more than 5,600+ in the first week of its launch – with 5% of those views coming from Manitoba.

Testimony in front of Parliamentary Standing Committee on Access to Information, Privacy and Ethics

Following an explosive article in the *New York Times* called, “The Children of Pornhub,” which brought to light how the adult website has profited of the victimization of children and non-consenting adults, the Standing Committee on Access to Information, Privacy and Ethics ordered a multi-week review of its Montreal-based parent company MindGeek. As part of the proceedings the committee invited C3P Executive Director Lianna McDonald, and Director of IT Lloyd Richardson, to provide testimony on the state of safety and privacy for children online.

C3P representatives outlined the many ways a regulatory vacuum and lack of a coordinated response in the digital space is harming, not only children, but also non-consenting adults. And while the focus of the committee had largely been on the activities of MindGeek/Pornhub, Lianna McDonald made clear that several mainstream platforms and service providers could have just as easily been put under the microscope.

C3P, which also submitted a briefing paper as part of the testimony, recommended to the committee a creation of a legal framework that compels ESPs to adopt practices that include: use readily available tools to prevent the re-uploading of illegal and harmful content; ensure moderation staff is to scale; keep detailed records of reports that can be audited; and build by design, features that prioritize the safety, privacy, and best interest of children and survivors.

Model in image and intended as illustrative.



Twitter Birthday Plea

Survivors that we work with have told us about having to spend hundreds of hours self-monitoring and reporting their own CSAM on platforms, including Twitter. In the lead up to and on Twitter's 15th birthday, C3P helped survivors - those who have been exploited on the platform and other social media sites like it - wish the company an unhappy birthday by sharing their experiences of having their CSAM spread online, and the continued trauma they face with every re-Tweet.

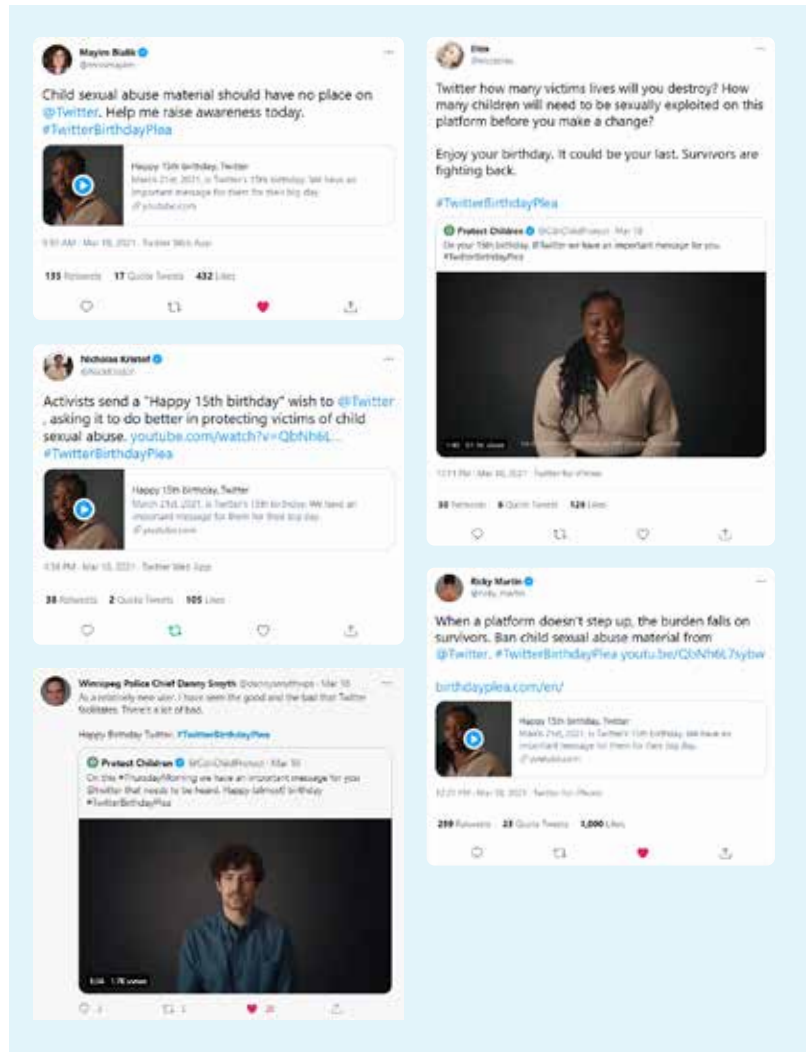
Through a powerful video, released online and through a complementing microsite, **birthdayplea.com**, actors relayed a collective of real survivor experiences—the abuse they suffered and the lengths they've gone to try and get Twitter to remove their CSAM. The actual survivors could not appear in the video for their own safety and anonymity.

While C3P used Twitter's milestone birthday to call out tech giant for their shortcomings, the organization was also quick to underscore CSAM is not just a Twitter problem, or just a social media problem. There is an entire chain of electronic service providers, hosts, sites, and entities that allow this devastating material be available and spread online. The messaging reflected that now is time to demand Twitter and other online platforms to do better for survivors and prioritize the removal of CSAM.

Media and promotion

By the end of March, the campaign had garnered 330+ million impressions from more than 128 hits across both traditional and social media.

Driven largely on organic social media, specifically Twitter, the hashtag **#TwitterBirthdayPlea** has been used more than 2,300 times, resulting in 29.8+ million potential impressions. Notable Twitter mentions about the campaign included posts from Ricky Martin, Mayim Baylik, survivor Eliza Bleu, and New York Times columnist Nicholas Kristof, as well as tweets/re-tweets from international allies, such as NSPCC, WeProtect, and ECPAT International. Even Winnipeg Police Chief Danny Smyth took to Twitter to share the campaign messaging:



The campaign also generated over **7.2K video views on YouTube** and **12k on Instagram**, where it saw high engagement such as comments, reactions, and post saves; all strong indicators that the content resonated with the audience.

Along with a story from CTV Winnipeg, the campaign saw international online news coverage appearing on 15 of Yahoo! News' global outlets; Postmedia's network, including the *National Post*; and *The Stable*, an Australian publication.

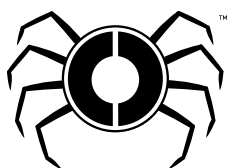


Project Shadow: Child exploitation is often driven by monetary gain. Launched in December 2020, Project Shadow is a public-private initiative co-led by C3P and Scotiabank, supported by Canadian law enforcement and FINTRAC, to combat online child sexual exploitation and help financial institutions do their part in detecting this heinous crime.

FINTRAC issues operational alerts that provide financial services companies with typologies for detecting money laundering and proceeds of crime and passes information on to the RCMP. The operational alert for Project Shadow lists 40 indicators of money laundering related to online child sexual exploitation.

With the reports that it has received since the creation of Project Shadow, FINTRAC has produced more than 30 financial intelligence disclosures in relation to online child sexual exploitation for police and law enforcement partners.

TECHNICAL SOLUTIONS ADDRESSING CHILD SEXUAL ABUSE MATERIAL



Project
Arachnid™

PROJECT ARACHNID

In early 2016, C3P undertook the effort to create a global platform to reduce the availability of CSAM. Launched in 2017, the Project Arachnid platform was initially designed to crawl links on sites previously reported to Cybertip.ca that contained CSAM and detect where these images/videos were being made publicly available. Once CSAM was detected, a takedown notice was sent to the provider hosting the content requesting its removal.

Project Arachnid is continually evolving and adapting to enhance its capabilities to proactively detect CSAM. Processing tens of thousands of images per second, it is able to detect and address harmful content at a pace that far exceeds the capacity of traditional methods. Since its launch in 2017, Project Arachnid has detected more than **37.6 million suspect images and sent 7+ million removal notices⁵** to content providers. **In 2020/21, Project Arachnid detected an average of 233,000 unique suspect images per month.**

Expanding Beyond the Definition

In addition to crawling functions, Project Arachnid has evolved into a platform that includes methods for industry to proactively respond to CSAM, including Shield by Project Arachnid® (Shield). Rather than waiting for Project Arachnid to detect material and send a notice, industry can use Shield to quickly detect known CSAM on their service, which will, in turn, speed up its removal. Industry members that do not wish to interact directly with Shield can register their service/domain with C3P to have any notices sent directly to them instead of being sent to their hosting provider.



SHIELD
By Project Arachnid

Currently, 25 industry members are utilizing Shield.

⁵ As of March 31, 2021.

Other industries, such as filtering providers, can download real-time lists of URLs that are believed to currently contain CSAM for filtering purposes.

Industry also has access to Project Arachnid's hash list, which flags online content that doesn't meet the global standard of CSAM but is still harmful to survivors and children through its public availability. This could include images of children in sexualized clothing or poses, self-generated intimate images that were shared online without consent, or stills of a known CSAM victim's face before/after the abusive event. Removal of this material falls directly in line with the C3P's recommendations in our children's protection and rights framework, *How We Are Failing Children: Changing the Paradigm*, which expresses the rigid adherence to narrow criminal law definitions means a significant percentage of harmful images remain online.

While the material might not meet a legal threshold, it can often violate a provider's terms of service (TOS). Project Arachnid is sending automated TOS notices to industry in order to request the removal of this content. Since adding this function, Project Arachnid has issued over 350,000 TOS notices to electronic service providers (ESP).

Leveraging Data: The international data regarding CSAM held by Project Arachnid, and the insights this information can provide, is significant to the fight against online child exploitation.

Using Project Arachnid's data, C3P is developing a series of performance metrics designed to hold tech platforms accountable for their content. The results will be presented in a Project Arachnid transparency report which will evaluate the degree to which content providers employ proactive measure to limit the spread of CSAM on their platforms, as well as how responsive they are to takedown notices issued by Project Arachnid.

The anticipated release date for this document is summer 2021.

Project Arachnid: Breaking the Cycle of Abuse

Knowing there is a system like Project Arachnid, dedicated to helping remove harmful images online, offers some psychological relief for survivors. It also removes the burden of searching for and requesting the removal of their own imagery. C3P has encountered an increasing number of survivors reaching out to have their images/videos added to Project Arachnid rather than attempting to self-monitor this on their own.

"I'm extremely grateful for the creation of Project Arachnid and its ability to reduce the amount of my and other victims' images being viewed online which further harm us by re-victimizing us all over again."

– A MEMBER OF THE PHOENIX 11

Assisting Victims/Survivors

C3P, through our trusted relationships, has been in the privileged position of hearing and learning from CSAM victims. Many of these survivors have not received adequate care or resources on their journey to healing either because they were unable to connect with the services they needed or did not know how to begin the process.

In 2020/21, C3P has developed a system that assists staff in managing support for survivors from a multidisciplinary lens and will ensure that all areas of support available are being considered for each survivor. In addition to the work of Project Arachnid in interrupting the distribution of CSAM, the C3P casework team provides survivors and protective parents with guidance in locating appropriate therapeutic supports in their community, support and advocacy when necessary in navigating systems and accessing financial supports where available, assistance with safety planning, implementing protective supervision plans, and psycho-education regarding impacts of trauma, healthy relationships and online safety. Since the system's launch in January, the survivor support team has managed 140+ requests for support. This includes, survivors (where we have ongoing support), outreach or offer of support to survivors, inquiries for support that come in through C3P/survivor emails and consultations with the tipline.

Throughout 2020/21, C3P assisted survivors and their families in reducing the risk of re-victimization and healing from these crimes. In 2020/21, Cybertip.ca assisted in **11 cases** to get online accounts and material that presents a risk to the survivor and/or their family removed from the internet. This would include:

- Reporting social media accounts for offenders who have shared personal information about their victims, thereby putting them at risk.
- Reporting social media accounts for individuals who are harassing, threatening and/or stalking survivors and/or their families.

In 2020/21, C3P made **6 referrals** to systems such as legal supports, therapy or support services, provincial/territorial victim services, and child welfare, as well as assistance in applying for victim services funding programs and for filing Victim Impact Statements (VIS).

C3P also spends a great deal of time advocating for survivors/families within systems (e.g., coordinating with police, schools), working with families to provide education around trauma impacts and responses, and assisting with safety and supervision plans and working with parents to increase general safety education to reduce the potential for re-victimization.

A 2020/21 Manitoba example of this kind of support:

C3P provided support to a youth over the age of 16 who was exploited on several social media platforms, had sexual images shared as a result and was harassed repeatedly online by a number of men. She also received threats of physical harm from the original offender, who stated he knew her location. The youth exhibited significant impacts of trauma including self-harm.

C3P supports provided:

- Weekly calls with family to provide support and guidance
- Trauma education resources
- Financial support for therapeutic extra-curricular activity
- Sexually exploitative images of youth added to Project Arachnid for online detection and removal
- Offending accounts reported and removed
- Support is ongoing at this time

ADVOCACY AND UNDERSTANDING THE UNIQUE NEEDS OF SURVIVORS

C3P has been in the privileged position of hearing and learning from survivors whose child sexual abuse was recorded and may have been distributed online. The information gleaned from these survivors guides our advocacy efforts pertaining to the enhancement of supports available to this population.

In addition to working with individual survivors, C3P continues to walk alongside a number of survivor advocacy groups—the Phoenix 11, the Chicago Males, and the Aramid Collective—who are using their powerful, collective voices to effect change that will create a safer world for children.

For more information about these groups and their work, visit protectchildren.ca.

Facilitating the Recording and use of Victim and Community Impact Statements in Manitoba

Since 2016, C3P has been assisting identified CSAM survivors, or their parents/guardians as the case may be, with recording victim impact statements (VISs), and in coordinating the filing of written and recorded VISs in Canadian sentencing proceedings. These VISs are filed when images/videos of a CSAM survivor (who has prepared a VIS) appear in an accused person's collection. C3P's involvement in filing these VISs protects the identities of survivors while ensuring they have a voice in sentencing proceedings.

C3P has also been developing and filing community impact statements (CISs) in Canadian courts on behalf of discrete communities, such as victims of CSAM, victims of voyeurism, victims of luring, and victims of non-consensual distribution of intimate images (NCDII), and continues to coordinate all filings of the Phoenix 11 CIS in Canadian courts. CISs provide a way for potential or future victim harm to be communicated to the court in circumstances where it may be difficult or impossible to file a VIS.

Some Manitoba specific VISs/CISs highlights include:

- C3P's CIS on behalf of CSAM survivors was quoted extensively in a Manitoba Provincial Court decision. Over three pages were devoted to information from the CIS, along with quotes from C3P's *International Survivors' Survey*, to address CSAM of children posing. This inclusion of detail appears to have greatly aided the court's understanding of the harms associated with this type of CSAM, and sets a precedent for future cases involving this type of material.
- The first successful filing of C3P's voyeurism CIS
- Almost all VISs filed by C3P have now been translated and can be filed in both English and French legal proceedings.

"I will say that the VIS's were very effective in delivering the message that these are real people who suffer real harm by the viewing/distribution of these child sexual abuse images."

– CROWN ATTORNEY

C3P intervenes in Manitoba case involving accused seeking access to CSAM: In November 2020, C3P was represented by external counsel in a hearing where the accused was seeking access to the CSAM he is alleged to have possessed as part of his defence. The court accepted C3P's expertise in the area of CSAM and the impact on victims, and found that C3P's contribution would be helpful to the case. C3P made submissions on the terms and conditions that would be prudent should the court determine that the accused's expert may access the material on behalf of the defence. A written decision is expected in the near future.

MOVING FORWARD

Since the inception of Manitoba's mandatory reporting of child pornography legislation, we have witnessed the ongoing importance of public awareness, education, and training. For the 2021/22 fiscal year, C3P will continue to actively pursue the following objectives:

Leverage Technology to Address Child Sexual Abuse Images



Small to medium-sized electronic service providers are connecting with C3P to gain access to Shield by Project Arachnid – an application programming interface (API) to interrupt the propagation of child sexual abuse material. C3P has also added harmful-abusive material to the type of notice that are issued by the Project Arachnid system. This could include:

- Stills of a known CSAM victim before/after the abusive event
- Self-generated intimate images that were shared online without consent
- Images of children in sexualized clothing or poses

While the material might not meet a legal threshold, it can often violate a provider's terms of service (TOS). Project Arachnid is sending automated TOS notices to industry in order to request the removal of this content. In 2020/21, C3P issued 350,000 TOS notices to providers and we anticipate that number increasing significantly in the coming year.

Support Victims of Child Sexual Abuse Imagery

In 2021/22, C3P plans to:

- Continue to work with law enforcement and child welfare to ensure information related to the imagery of identified victims is included in Project Arachnid for detection and removal.
- Enhance reporting mechanisms for victims/survivors who believe sexual abuse or exploitation material has been distributed online in order to assist in removal.
- Launch a condensed version of our *International Survivors' Survey* for (now adult) individuals who were victims of child sexual abuse imagery.
- Continue work with survivor advocacy groups to strengthen the responses to online child sexual abuse and push for changes in how it is addressed.



- Continue to work with survivors and their attorneys (where applicable) in creating/updating VISs, and making them available to Crowns/Prosecutors in Manitoba and across Canada for use in court proceedings.
- Identify legal and financial remedies for victims who have had their child sexual abuse recorded and advocate for changes in legislation where necessary.
- Launch a survey for protective parents (non-offending family members) of victims of child sexual abuse imagery in order to provide them an opportunity to share their story and help shape recommendations for supports and resources for family members.

Continued Training and Provision of Resources for Child Welfare

C3P will continue to offer training and resources for child welfare professionals as it relates to the issue of sexually exploited children. This includes:

- Our annual Missing and Exploited Children Training Conference (2022 date TBD).
- Presentations/information sessions at the request of child welfare agencies/authorities.
- Adding online training modules on the issue of child sexual abuse, including — access to expert interview series.
- Assist victims who child welfare intersects with to help remove online material of their abuse/exploitation.
- Distributing education and intervention material to child welfare for the purpose of sharing with survivors and protective parents (<https://protectchildren.ca/en/resources-research/support-for-families-of-survivors/>).
- Initiate regular follow-up with child welfare officials in relation to Cybertip.ca reports.
- Continuing to update the child welfare portal to increase efficiencies and maintain regular updates to child welfare contacts.



Public Awareness Campaigns



In 2021/22, C3P will execute a public awareness campaign in Manitoba focused on reporting concerns involving child sexual abuse. This campaign will involve ads showcased through mediums such as billboards, social media, print ads, and video ads.



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Cybertip.ca is operated by the Canadian Centre for Child Protection Inc., a registered charitable organization dedicated to the personal safety of all children.