

# Children's Groups Express **Strong Support** for Apple's New Policy

Thank you, Apple, for showing what more is possible **to protect children**

The publication and exchange of child sexual abuse images and videos over the internet expands and compounds the grave harm already done to the victims of these crimes.

The testimony of the now adult survivors of child sexual abuse should leave nobody in any doubt about the enormity and long-lasting nature of the damage done by the continued publication of images and videos of them being abused.

The detection of child sexual abuse material leads not only to that material being taken down from the platform it is being shared on, but also makes it possible to identify and safeguard children from ongoing or imminent abuse and to arrest offenders. For all these reasons, it is of paramount importance that every technology company, in all parts of the value chain and regardless of size, does everything in their power to detect, remove and report child sexual abuse material as quickly as possible from their systems.

For those same reasons we, as a coalition of child protection organisations and child rights advocates from many different parts of the globe, are writing to support, in the strongest possible terms, the recent policy announcement made by Apple.

In August 2021, Apple announced that in the next update of their operating system, they would include privacy-respecting technology that would enable the company to detect known child sexual abuse images on devices prior to being uploaded to iCloud. We applaud Apple's decision not to ignore this issue, but rather to confront it.

Apple's contribution is **hugely significant** and very welcome

For many years, other companies large and small have been taking steps to identify and delete child sexual abuse material and report it to the relevant authorities. In 2020, for example, nearly 300 companies submitted 21,751,085 such reports to the NCMEC CyberTipline. Apple accounted for only 265 of these, so the company is a late but most welcome actor.

Crucially, Apple is also the first major global technology company to propose the processing and detection of CSAM at device level. It is equally important to note that while the proposed CSAM detection technology used is not new, Apple is proposing to add layers of encryption and other complex technologies to protect the privacy and security of iCloud users. This emphasis on privacy and security is highly noteworthy as a consistent feature of the Apple brand.

The issue may be less about technology or privacy than **about trust**

We note Apple's decision to pause implementation of its announced policy towards child sexual abuse material. The company says it is doing so following "feedback from customers, advocacy groups, researchers and others". Apple goes on to say: "we have decided to take additional time over the coming months to collect input and make improvements before releasing these critically important child safety features."

While we are disappointed at the delay, we are greatly encouraged that the company gave no indication of an intention to reverse its decision or abandon the policy. On the contrary, Apple appears intent on making improvements, perhaps also taking more time to explain its methods and reassure critics they have nothing to fear in relation to privacy.

Apple's declared intention is solely to create a capacity to identify verified child sexual abuse material. Nothing more, nothing less. The company's licence agreement expressly forbids any user from using their systems to "plan or engage in any illegal activity", and the company, reserves the right to undertake inspections with a view to enforcing the license agreement.

The rights of children to life, safety and wellbeing cannot be the casualties of policies that place the privacy of all users, including people who produce, share and consume child sexual abuse material, above the rights of a child in need of protection or a child whose privacy rights have been violated.

State pressure on technology companies to modify or repurpose their products for political aims is a wholly distinct issue. It requires a specific response and cannot be an argument against protecting children where the technology exists to do so. Rather, the solution lies in increased transparency and accountability globally.

We all look forward to a time when Apple's products will become a synonym not only for the highest standards of privacy as at present, but also for the highest standards of child protection. As things stand today, Apple's stance is a hugely important step forward, both for Apple and for the sector as whole. Having been told repeatedly that "nothing more can be done", Apple has shown precisely what more can be done. If there is a will to do it.

## Our collective **call to action**

- We call on Apple to remain on course and to **establish a clear timeline for implementing these vital steps** to prevent the repeated sexual exploitation of children.
- We strongly encourage Apple to go further, and **we welcome dialogue with the company** on how to do this.

## Join us now to act

Join us in encouraging and working with Apple to ensure its announced policy stays on track and provides children with the protection they need and deserve.

**Together we can make a difference.**

For more information or to add your name and organisation to the list please contact ECPAT International at [amyc@ecpat.org](mailto:amyc@ecpat.org)

Please see next page for signatories >

# Signatories



**ECPAT International**  
Dr. Dorothea Czarnecki  
Acting Executive Director



**Internet Watch Foundation**  
Susie Hargreaves OBE  
Chief Executive Officer



**Canadian Centre for Child Protection**  
Lianna McDonald  
Executive Director



**Child Helpline International**  
Patrick Krens  
Executive Director



**Child Rescue Coalition**  
Carly Asher Yoost  
Founder &  
Chief Executive Officer



**IJM's Center to End Online Sexual Exploitation of Children**  
John Tanagho  
Executive Director

## INHOPE

**INHOPE**  
*INHOPE signs on behalf of members represented on this list*  
Jean-Christophe Letoquin  
President of the INHOPE Board



**International Centre for Missing and Exploited Children**  
Bob Cunningham  
Chief Executive Officer



**Missing Children Europe**  
Aggie Ieven  
Secretary General



**National Centre for Missing and Exploited Children**  
John F. Clark



**Thorn**  
Julie Cordua  
Chief Executive Officer



**WeProtect Global Alliance**  
Iain Drennan  
Executive Director



**End Violence Against Children**  
Dr. Howard Taylor  
Executive Director



**#stop\_sexting**  
Anastasiya Dzyakava  
Chief Executive Officer



**5 Rights Foundation**  
Beeban Kidron OBE



**AjudAjudar**  
Sónia Rodrigues  
President



**AMANE Morocco**  
Aude EHLINGER



**Applied Research and Communications Fund**  
Nikolay Badinski  
Executive Director



**ARSIS Association for the Social Support of Youth**  
Valbona Hystuna-Doka



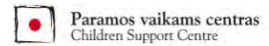
**Borders Beyond Canada**  
Arly Akerstream  
Vice President to the Board of Directors of Beyond Borders Canada



**C-Sema Tanzania**  
Thelma Dhaje



**Childnet International**  
Will Gardner OBE  
Chief Executive Officer



**Children Support Centre Lithuania**  
Ausra Kuriene  
Director



**ChildSafeNet**  
Anil Raghuvanshi  
Founder/President



**CRCA / ECPAT Albania**  
Altin Hazizaj  
Executive Director



**Defence for Children-Liberia**  
Foday M.Kawah  
Executive Director



**ECPAT Austria**  
Astrid Winkler  
Executive Director



**ECPAT Ethiopia – Emmanuel Development Association (EDA)**  
Dr. Tessema Bekele  
Executive Director



**ECPAT Germany**  
Andrea Wagner  
Chief Executive Officer



**ECPAT Japan**  
Ms.Junko Miyamoto  
Co-representative

continued



# Signatories (continued)



**ECPAT Korea (TACTEENNAEIL)**  
Hyeon-sook Lee  
Executive Director



**ECPAT New Zealand**  
Jane Foster  
Acting Executive Director



**ECPAT Nigeria**  
Morenike Omaiboje



**ECPAT Norway**  
Ann-Kristin Vervik  
Executive Director



**ECPAT Philippines**  
Dolores SD. Alforte  
Executive Director



**ECPAT Portugal (Associação Centro Integrado de Apoio Familiar)**  
Wilson Lins de Oliveira junior  
Co-founder of CIAF



**ECPAT Sweden**  
Anna Karin Hildingson Boqvist  
Secretary General



**ECPAT Taiwan**  
Yi-Ling Chen  
Secretary General



**ECPAT Thailand**  
Ketsanee Chantrakul  
Programme Manager



**ECPAT UK**  
Patricia Durr  
Executive Director



**ECPAT-USA**  
Lori L. Cohen  
Executive Director



**Empowering Children Foundation Poland**  
Monika Sajkowska  
President



**EndCSEC Malaysia**  
Dr. Raj Karim



**Foundation Together Albania**  
Vera Remškar  
Executive Director



**Forum for Digital Equality Nepal**  
Babu Ram Aryal  
Executive Director



**Future Worlds Center**  
Yiannis Laouris  
Founder &  
Chief Executive Officer



**GNOUS Labs**  
Yiannis Laouris  
Founder &  
Chief Executive Officer



**Grupo Luna Nueva**  
Raquel Fernández  
Coordinadora de Proyectos



**Halley Movement Coalition & ECPAT-Mauritius**  
Mahendranath Busgopaul  
Secretary-General



**Icelandic Safer Internet Centre**  
Guðberg Jónsson  
Programme Manager for  
Icelandic Safer Internet Centre



**IJM Germany**  
Dietmar Roller  
Chief Executive Officer



**International Justice Mission U.K.**  
David Westlake  
Chief Executive Officer



**Innocence in Danger e.V.**  
Julia von Weiler  
Chief Executive Officer



**International Centre on Sexual Exploitation UK**  
Haley McNamara  
Director



**ISPCC**  
John Church  
Chief Executive



**JellyBeans**  
Edith Kriel  
Executive Director



**Kancelaria Prawnicza Lipeles Law Group Poland**



**Kinderschutz Schweiz**  
Mrs. Regula Bernhard Hug  
Executive Director



**Latvian Safer Internet Center**  
Maija Katkovska  
Chief Executive Officer



**Lifeline Childline Namibia**  
Zelnadia de Waal  
Programme Manager



**Ministère de la Population, de la Protection Sociale et de la Promotion de la Femme, Madagascar**  
Monsieur  
Auguste Rasolonjatovo  
Directeur de l'Enfance et De la Famille



**National Center on Sexual Exploitation USA**  
Dawn Hawkins  
Chief Executive Officer



**National Society for the Prevention of Cruelty to Children (NSPCC)**  
Peter Wanless  
Chief Executive

continued >

## Signatories (continued)

TE MANA WHAKAATU  
**Classification Office**

**New Zealand Classification Board**  
David Shanks  
Chief Censor



**ЗАБОТА**  
кризисный центр  
**NGO «Crisis centre «Zabota» Kazakhstan**  
Ulzhan Luwwkpanova  
Director



**PantallasAmigas**  
**PantallasAmigas**  
Jorge Flores  
President



**Projecto MiudosSegurosNa.Net**  
Tito de Morais  
Founder



**Suojellaan Lapsia**  
Protect Children  
**Protect Children Finland**  
Nina Vaaranen-Valkonen  
Executive Director

**RAINN**

**RAINN**  
Camille Cooper  
Vice President of Public Policy



**Rede da Criança Mozambique**  
Ms. Amélia Fernanda Cardoso  
Executive Director



**Royal Virgin Islands Police Force**  
Kendolph Bobb  
Detective Inspector



**Red Barnet**  
Save the Children Denmark  
**Save the Children Denmark**



**SAWN**  
**Association for the Protection of Children and Teenagers against Violence and Sexual abuse**  
Amel Nefoussi Koubaa  
Cofounder



**SOS Violences Sexuelles**  
Prof. Ossei Kouakou



**Spletno oko Hotline**



**STOP Trafficking and Oppression of Children and Women**  
Professor Roma Debabrata



**Te Protejejo**  
Carolina Piñeros  
Executive Director



**Telefono Azzurro**  
Professor Ernesto Caffo  
Chief Executive Officer



**Terres des Hommes Netherlands**  
Arnold van Boven  
Acting CEO,  
Head of Finance & ICT



**The Centre for Social Justice UK**  
Olivia Robey  
Abuse and Exploitation  
Policy Lead



**The Lucy Faithfull Foundation**  
Deborah Denis  
Chief Executive



**The Smile of the Child**



**Tulir – Centre for the Prevention and Healing of Child Sexual Abuse**



**Uganda Youth Development Link (UYDEL)**  
Mr. Kasirye Rogers  
Executive Director



**UK Safer Internet Centre**  
David Wright  
Director



**Unizon**  
Olga Persson  
President



**VACR**  
Mrs. Nguyen Thu Ha  
Member of Central Executive Committee,  
Officer Manager of Vietnam Association for Protection of Child's Rights



**WAO AFRIQUE**  
Mally Kwadjo Cléophas

## Individuals

**Abhilash Nair**  
Aston University  
Birmingham

**Maud de Boer-Buquicchio**  
President of Missing Children Europe, Member of WPGA Management Board, former UN Special Rapporteur on the sale and sexual exploitation of children, former Deputy Secretary General of the Council of Europe

**Professor Hany Farid**

**Professor Sonia Livingstone**  
London School of Economics and Political Science

**Tink Palmer OBE**  
Tink Palmer Consulting