


MANDATORY REPORTING *of* CHILD PORNOGRAPHY *in* MANITOBA

2021-22 Annual Review

cybertip!ca®



This report was prepared in June 2022 by the Canadian Centre for Child Protection Inc. (the “Canadian Centre”) It highlights the Canadian Centre’s role under Manitoba’s mandatory reporting legislation and is a summary of activities from April 1, 2021 to March 31, 2022 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, 2021 and March 31, 2022. Reasonable efforts have been made to ensure the accuracy and completeness of the records.

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Terminology used in this report:

The term “child pornography” is a legally defined term used in section 163.1 of the Criminal Code of Canada, and used in other legislation in Canada, as well as Manitoba. The term “child pornography” will be used when referencing specific language used in legislation, or specific Criminal Code offences. Otherwise, the term “child sexual abuse material” (or the abbreviation “CSAM”) will be used, as it more accurately reflects the abusive nature of this material. This is the term recommended in the *Terminology Guidelines for the Protection of Children from Sexual Exploitation and Sexual Abuse*¹ (known as the “Luxembourg Guidelines”) and is term preferred by the Canadian Centre. In addition, the word “pornography” is generally associated with content of adults engaged in consensual sexual acts. In C3P’s view, this term does not fit the material described in section 163.1 of the Criminal Code.

Social Media & Public Awareness Terminology:

Social media statistics relate to platforms such as Facebook* or Twitter* and are provided by the platform. The Canadian Centre regularly collects this information from its social media accounts and compiles point-in-time information at the end of campaigns.

A social media account is considered to have been “reached” if a post about the particular query (a post, Tweet*, handle, hashtag, etc.) appeared in the newsfeed of that social media account over the period being measured. “Impressions” are the number of times a post is displayed in a newsfeed, whether or not it is viewed and whether or not the newsfeed is unique (this term is also used in the context of physical public awareness — see below).

Physical public awareness (billboards, signs, etc.) is typically measured in terms of “impressions”. Impressions are the number of times a public awareness medium is seen, whether or not the viewer is unique. Impressions in this context are estimates provided by the company that supplied the physical promotional space.

¹ ECPAT International, *Terminology Guidelines for the Protection of Children from Sexual Exploitation and Sexual Abuse* (adopted 28 January 2016), available online: <http://luxembourgguidelines.org/english-version/>.

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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.

The public submits reports to Cybertip.ca involving one of the following types of crimes commonly committed against children online:



Models in images and intended as illustrative.

As of March 31, 2022, at total of **371,177 reports** from the public and **8,788,794 reports** related to Project Arachnid were processed by Cybertip.ca. In 2021-22, we processed **18,166 reports from the public** and **4,338,206 reports related to Project Arachnid**. Cybertip.ca has seen a decrease in public reporting of websites hosting CSAM to the tipline. Factors that may have contributed to reduced public reporting totals of CSAM specifically, include Project Arachnid’s efficiency in detecting known CSAM thereby reducing the public’s exposure to CSAM, and updates to the Cybertip.ca report form now allow for multiple URLs to be submitted in a single report.

At the same time, there has been a marked increase in the complexity of reports Cybertip.ca is receiving, which are resource intensive in nature, and require multiple department support and external outreach.

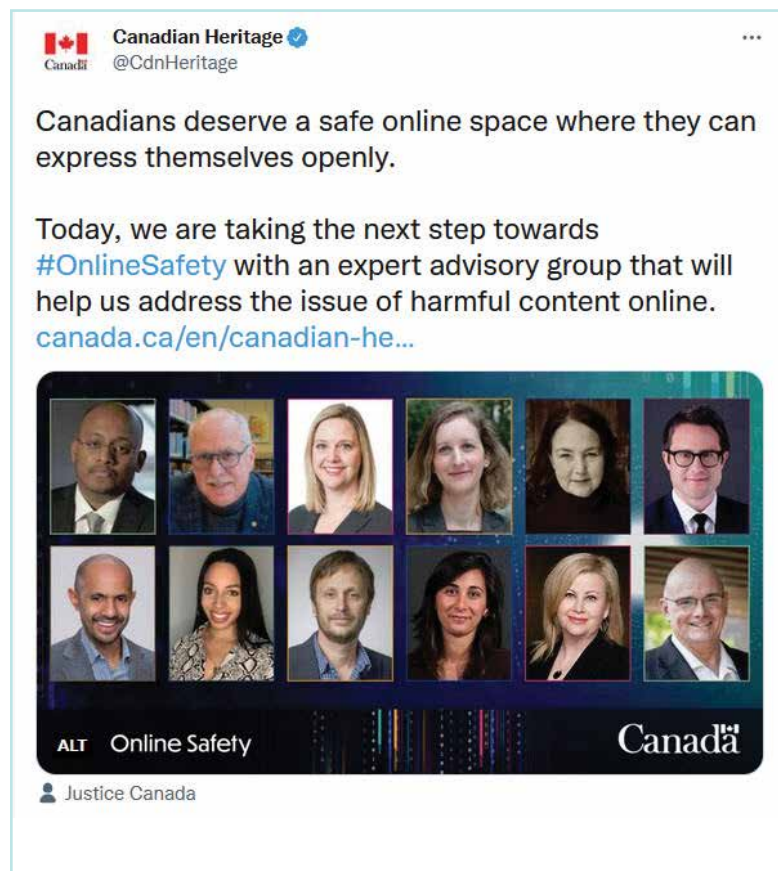
Approximately **99%** of the child sexual exploitation (CSE) reports processed in 2021-22 were either forwarded to one, or a combination of, the following entities: law enforcement agencies (LEAs), child welfare agencies, and/or other international hotlines, or, a notice was sent to an electronic service provider (ESP).



As of March 31, 2022, Cybertip.ca was aware of **at least 600 arrests executed by LEAs** and **at least 550 children removed from abusive environments** in connection with reports submitted to the tipline by the Canadian public since inception.

Government of Canada Advisory Group

On March 30, 2022, the Government of Canada announced an expert advisory group on online safety, including C3P's Executive Director Lianna McDonald as a member. The expert advisory group was tasked to provide the Minister of Canadian Heritage with advice on how to design the legislative and regulatory framework to address harmful content online.


Composed of 12 individuals, the group participated in planned workshops weekly over the following 3 months on the components of a legislative and regulatory framework for online safety, including an introductory workshop and a summary concluding workshop. This was a critical opportunity for C3P to share our expertise, data, and understanding of what is happening online to create change for future generations of children.





 Canadian Heritage 
@CdnHeritage

Canadians deserve a safe online space where they can express themselves openly.

Today, we are taking the next step towards [#OnlineSafety](#) with an expert advisory group that will help us address the issue of harmful content online. [canada.ca/en/canadian-he...](https://canada.ca/en/canadian-her...)



ALT Online Safety 

 Justice Canada



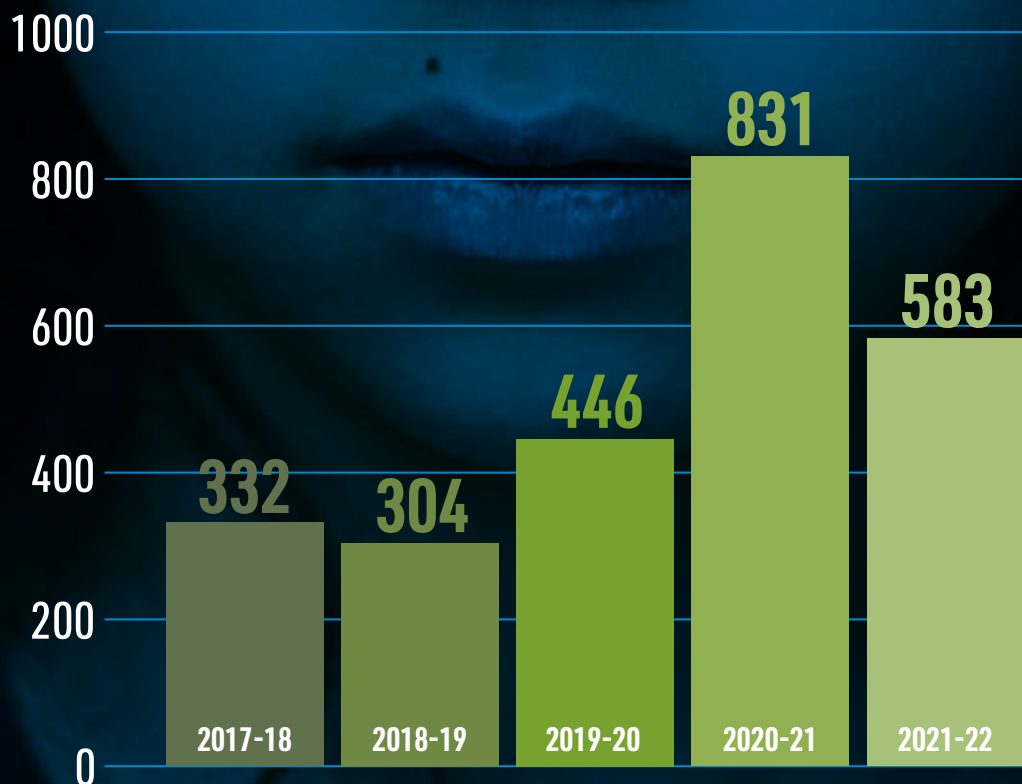
2021-22 HIGHLIGHTS

The *Child Pornography Reporting Regulation*, M.R. 79/2009, under the *Child and Family Services Act*, SM 1985-86, c.8 together obligate all people in Manitoba to report suspected “child pornography” to C3P for assessment, which is done through Cybertip.ca. **The goal of mandatory reporting is to facilitate the reporting of children potentially in need of protection.**

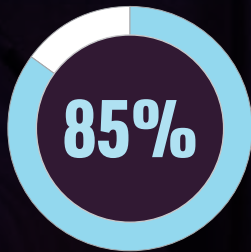
Where Cybertip.ca has determined that a CSAM incident may have occurred in Manitoba, Cybertip.ca reports the matter to a child and family services agency, an LEA, or both as necessary, as per the *Act*, and takes further action as may be set out in the regulations to the *Act*.

A **total of 5,471 reports** have been submitted by individuals within Manitoba and classified as CSAM since proclamation of mandatory reporting of “child pornography” in Manitoba in 2009. In 2021-22, Cybertip.ca processed **583 reports** submitted by individuals within Manitoba under the category of CSAM. While there was a 30% drop from the 2020-21 fiscal year, the number of reports submitted in 2021-22 was still a **34% increase** over the average submissions for the last five years (435).

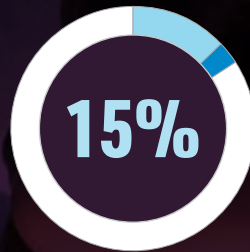
CSAM REPORTS SUBMITTED WITHIN MANITOBA



Between April 1, 2021, and March 31, 2022, of the **583 reports** by individuals within Manitoba under the category of CSAM:



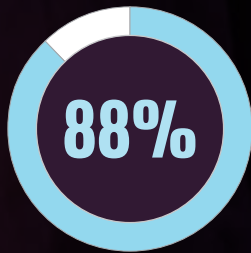
85% of the reported incidents² pertained to websites



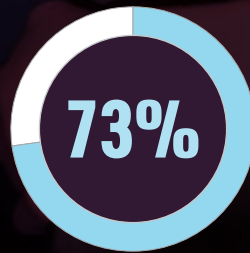
15% of the incidents were classified³ as CSAM and another **3%** of incidents were classified as harmful material of a child



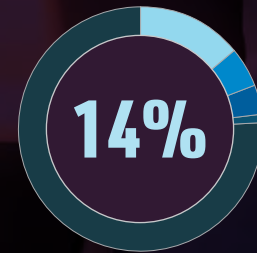
98% of reports were submitted through Cybertip.ca's online report form, while the remaining **2%** were submitted via the toll-free phone line



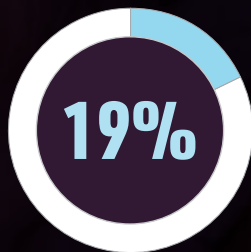
88% of individuals reporting CSAM concerns chose not to provide contact information



73% of individuals that submitted a report involving child victim and/or suspect information provided their contact information



14% of reporting persons purported to be 18-30 years of age, **5%** 31-50 years of age, **4%** under 18, **1%** 51 and over, and the remaining **75%** did not specify an age



19% of reports submitted by individuals within Manitoba and classified by the reporting person as CSAM were forwarded to LEAs/other international hotlines or a notice was issued to an ESP to have the reported material removed

NINE REPORTS

classified by Cybertip.ca as CSAM were sent to child welfare and LEAs within Manitoba

TWO REPORTS

classified by Cybertip.ca as something other than CSAM were also forwarded to child welfare

Feedback from child welfare on the **nine reports** classified by Cybertip.ca as CSAM includes:

- One report concluded as Substantiated Allegations
- One report concluded as Inconclusive Abuse
- Five reports remain as Open Investigation
- Two reports concluded as No Apparent Child Protection Concerns

² 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.

³ 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.

Of the reports received through mandatory reporting since inception, 1,895 were forwarded to a LEA, sent to another international hotline, or a notice was issued to a service provider for removal. A total of 202 reports classified as CSAM 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.**

2021-22 Manitoba Mandatory Reporting Case Examples

1. In September 2021, Cybertip.ca received a report regarding a male who was alleged to be making and distributing CSAM, as well as sexually abusing children in the community. Allegations also indicated that other unnamed individuals in the same community were distributing CSAM through social media with the reported individual. The report was forwarded to both law enforcement and child welfare. Police and child welfare are currently investigating the allegations.
2. Also in September 2021, Cybertip.ca received a report regarding a male who was alleged to have CSAM of an underage individual who he sexually abused. The allegations included concerns of the individual's access to multiple children. The information was forwarded to both law enforcement and child welfare who are currently investigating the allegations.

Additional Highlights

In 2021-22, 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:

- **620+** Manitoba educators, parents/guardians, childcare workers, and post-secondary students were reached through webinars hosted by C3P education staff. *Pg. 7*
- Providing **access to online training to 33,100+ professionals and volunteers** in Manitoba on the issue of child sexual abuse through the Commit to Kids® program. *Pg. 7*
- Preparing and submitting victim impact statements and community impact statements in Manitoba courts and across Canada, along with providing Manitoba Crowns periodic case law updates related to CSAM. *Pg. 22*
- 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. 11*
- **76,300+ Kids in the Know® digital lesson accounts**, including child sexual abuse prevention, and online safety lessons, were provided to educators across Manitoba. *Pg. 7*
- 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. 16*
- Releasing a report which further strengthens C3P's global efforts to support survivors and reduce the availability of CSAM. *Pg. 17*

TRAINING, EDUCATION, *and* RESOURCES

In 2021-22, C3P provided training and resources for child welfare and other professionals as it relates to the issue of sexually exploited children. This included:

- **133,000+ education and awareness resources** distributed in Manitoba.
- **620+ Manitoba educators**, parents/guardians, childcare workers, and post-secondary students reached through webinars hosted by C3P education staff.
- **76,300+ Kids in the Know® digital lesson accounts**, including child sexual abuse prevention, and online safety lessons, provided to educators across Manitoba.
- **33,100+ Manitoba users** provided with online access to Commit to Kids training

Zoom® and Digital Presentations

C3P has continued to develop new facilitated presentations for educators surrounding digital learning environments. For educators and schools, the training covers trends in online child exploitation, particularly those seen through Cybertip.ca, professional boundaries when working with children online, and developing policies and procedures to better safeguard children both in school and in online education settings.

“There are so many great resources available to help teach students about safety and becoming responsible individuals. It is our duty as educators to educate students on these topics and to be aware ourselves.” – Manitoba Educator

Schools also reached out to C3P for help in supporting parents with online safety information. To meet this need, C3P continues to offer safety presentations for families. These facilitated Zoom meetings 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 start conversations about online safety, and what additional resources and services C3P can offer families. These sessions have been extremely well attended online and generated some incredible dialogue.

“[Most important takeaway]...knowing how to create dialog with my 10 year old and begin with my 6 year old about appropriate content on the internet.” – Manitoba parent after participating in the Online Risks and Trends session

FULL CIRCLE SUPPORT

Through the Manitoba Justice Federal Proceeds of Crime 2021-2022 Grant, C3P was able to support safeguarding initiatives 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 2021-22 grant included Louis Riel School Division (41 schools / 4,200 accounts), as well as Pembina Trails School Division (35 schools/ 3,600 accounts).

POST-SECONDARY EXPANSION

The University of Manitoba and Université de Saint-Boniface have once again mandated the Commit to Kids full training for all teacher candidates.

TUNING IN

In 2021-22, the C3P education team facilitated **43 digital sessions** to educators, parents, and other child serving organizations, reaching approximately 3,288 participants.

BIG FEELINGS COME AND GO

As a response to the war in Ukraine, our Finnish ally, Suojellaan Lapsia ry, translated the extremely popular storybook, *Big Feelings Come and Go*, into Ukrainian and Russian for C3P. Over **1,000 copies** were printed by C3P to provide to refugees fleeing to Manitoba; the vast majority being given out at the Immigrant and Refugee Community Organization of Manitoba reception centre. Suojellaan Lapsia ry printed more than **500 copies** in Finland to also distribute at multiple refugee centres across the country.

This initiative generated media attention—Director of Education Noni Classen gave several interviews on the storybook launch—which resulted in donations from the public to print more books in the coming months.

Additionally, C3P worked with Manitoba's Toba Centre for Children and Youth (Toba Centre) who funded a print of *Big Feelings Come and Go* in both Ojibwe and Cree. In total, 400 storybooks were printed and will be distributed at Toba Centre to support families to whom they provide support services.

SUPPORTING SEXUALLY VICTIMIZED CHILDREN AND YOUTH: ONLINE AND OFFLINE

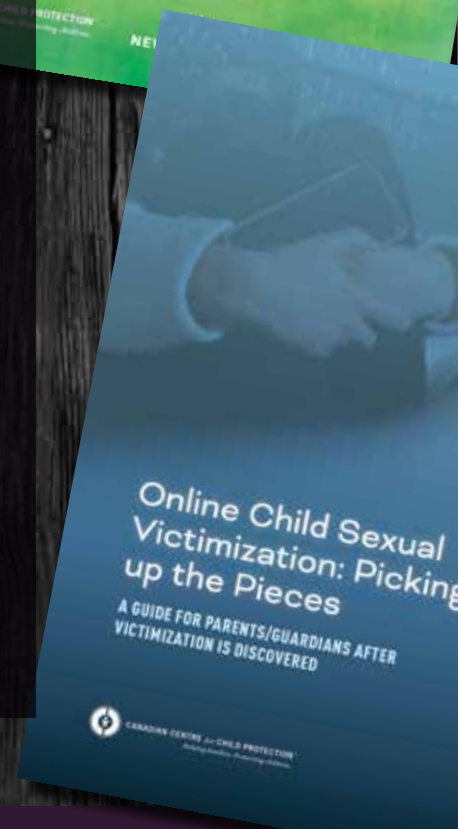
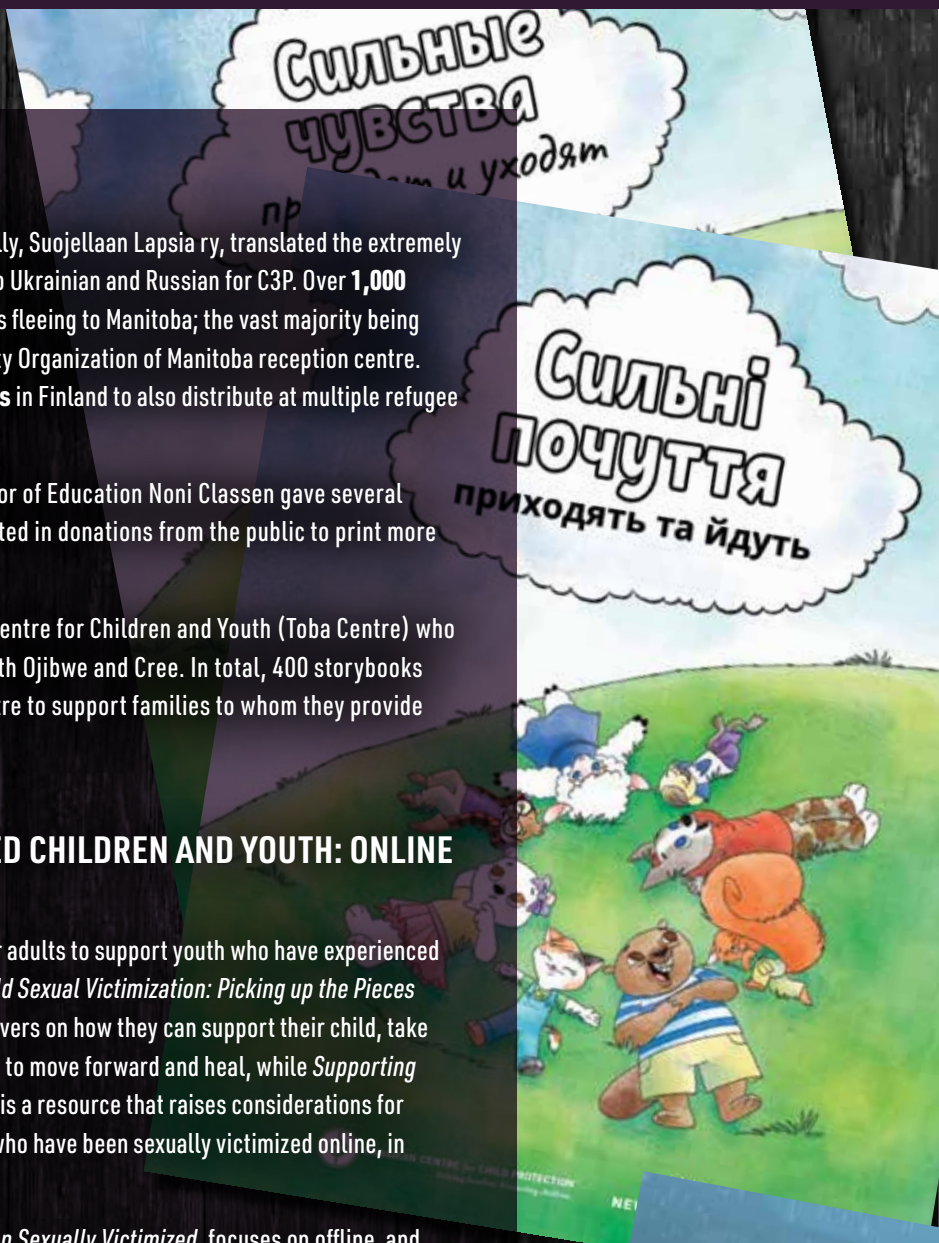
In 2021-22, C3P released three new resources for adults to support youth who have experienced sexual victimization online and offline. *Online Child Sexual Victimization: Picking up the Pieces* offers practical considerations for parents/caregivers on how they can support their child, take appropriate action to protect them, and help them to move forward and heal, while *Supporting Youth Who Have Experienced Sexual Victimization* is a resource that raises considerations for teachers and other safe adults supporting youth who have been sexually victimized online, in person, or both.

The sheet *Support Your Child When They Have Been Sexually Victimized*, focuses on offline, and helps caregivers understand how they can help a child/youth restore a sense of safety.

Since the release of these three resources in February 2022, there have been **more than 90 downloads from Manitoba**.

SAFEGUARDING CHILDREN AND YOUTH FROM HUMAN TRAFFICKING FOR SEXUAL EXPLOITATION

In late 2021, C3P launched a training video that provides adults within schools and other youth-serving organizations information to build capacity in order to safeguard youth from trafficking for sexual exploitation. The 17-minute module helps caregivers learn about trafficking in Canada, signs to watch for, what to do if you have concerns, and how to support youth. Since its release, the module has been viewed almost **40 times by Manitobans**.





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

Due to COVID-19, C3P's 2021 Missing & Exploited Children Training Conference (MECC) 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 Legal Professionals


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. In 2021-22, **29 Manitoba officers** took the Commit to Kids online training and were given access to C3P's Expert Interview Series, while almost **4,000 education and prevention resources** were provided to Manitoba law enforcement.

Presentations for Legal Professionals

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

In March 2022, C3P's legal department presented to the Judgment Distribution Committee of the Manitoba Provincial Court, the Manitoba Court of Queen's Bench, and the Manitoba Court of Appeal. The objectives of the presentation were to provide a brief overview of C3P and its work with victims/survivors, along with highlighting issues that can arise for victims/survivors, particularly victims/survivors of CSAM, when identifiable information about them is included in a reported legal decision. The C3P legal department also flagged how Manitoba's online court registry system can be used to circumvent the protections ostensibly provided to a victim/survivor through a publication ban.



Clare's Law: In 2021, C3P met with the Manitoba Status of Women Secretariat and Justice Manitoba regarding Manitoba establishing a provincial version of Clare's law, which was originally introduced in the U.K. The law is intended to provide Manitobans with access to information on whether their partner has a documented history of violence, as well as access to public and community-based supports if the relationships end. In certain circumstances, the bill would also help parents or guardians apply on behalf of their young child- for example, if a caregiver notices early warning signs of trafficking in their child by an intimate partner. The bill was introduced in late May 2022.

PUBLIC AWARENESS CAMPAIGNS:

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.

Unwanted Followers

Survivors whose child sexual abuse was recorded and spread online continue to be exploited by every person who views and shares recordings of their abuse. To mark Project Arachnid's five-year milestone, C3P has publicly released a three-minute video called "Unwanted Followers", which initially premiered at a November 2021, G7 meeting in London. The video is based on real accounts of survivors whose abuse was recorded and shared online. Survivors have had to live this traumatic and tragic reality for decades due to platforms and services on the internet that have been allowed to operate with minimal oversight. C3P consulted with a number of survivors, who felt the video's message was both powerful and accurate.

The video drove viewers to protectchildren.ca/change, where an open text box let the public share thoughts on what they thought needed to change and how we can all better support survivors. More than **410 people from around the world**—from Oman, to India, to Poland, to Pakistan, to South Africa, to Canada and beyond—have contributed.

"I never usually watch ads on YouTube but watching this one was totally worth it. I appreciate and applaud everyone who is behind this great initiative that could save millions of warriors (won't call them survivors because they are warriors indeed). Everything about this needs to change." – Oman

"I cried watching this. I was abused when I was 5yo and nobody knows until now. Sometimes I dream about it, and sometimes I cry a lot alone with it. Now I'm 26yo and I have no courage to tell my mother. It would destroy her. I have problems to have contact with children because I think that everybody will say that I'm a pedophile or I'm abusing. I know that I don't do this and maybe have no sense but I remember about my experience and was the same. A nice adult, funny and someone that my family knew. Thank for doing this for the childrens, thanks for doing this for me... [sic]" – Brazil

"Proper legislation needs to be done and this issue should be tackled at a global level by global organisations." – Pakistan



Press and social

The video has generated **one million views on YouTube® alone**. On average, people are watching 68% of the video, which adds up to 32.4K hours of watch time. It has also generated **1.3 million impressions** across Facebook®, Twitter®, Instagram®, and Pinterest®.

Instagram comment: "Super hard to watch that. For a silent film it sure said a lot."

In traditional press, articles about the film garnered **12+ million earned media impressions**, including *The Message* and *Strategy Magazine* in Canada, as well as *AdWeek*, one of the largest trade publications in the U.S., *The Drum*, and U.K.'s *Campaign* where the film was awarded Ad of the Week.

Concerned Someone is Hurting Your Child Online?

Parents may feel at loss as to what to do if something is happening, or they think something is happening, to their child online. This campaign reminds the public that Cybertip.ca is a place where Canadian families can turn to for help with concerns around online exploitation.

The Manitoba-based social media campaign resulted in **3.6 million impressions** across Facebook, Twitter, YouTube, Instagram, and Pinterest, while digital ad campaigns through CBC and Bell Media generated **1.6 million impressions**. Billboards across 10 Manitoba communities, including Winnipeg, bolstered the messaging, leading to 1.7 million impressions, while street level and transit ads in Brandon and Winnipeg added up to more than **20 million impressions**. Cybertip.ca saw a **380% increase in traffic** during the May campaign over the previous month, with the report page receiving 20,000+ page views.



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 through public awareness campaigns and other initiatives.

For Cybertip.ca Awareness Day 2021, Cybertip.ca issued a new Cybertip.ca Alert after seeing a **62% increase in reports of teens being sextorted** over the past six months, with males aged 15-17 being the biggest target. The Alert included not only how sextortion is happening and where, but messaging for parents on what to do if their teen is being sextorted, and for youth about how Cybertip.ca can help.

Director of Cybertip.ca, Stephen Sauer, conducted several media interviews, which generated a reach of over 20 million. LEAs, including the RCMP's official account, Winnipeg Police, among several others, shared #CybertipAwarenessDay widely.

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. In 2021-22, Cybertip.ca issued five Cybertip.ca Alerts, much of which focused on the increasingly alarming tactics being used to sextort teens:

April 2021, New Sextortion Tactics Reported to Cybertip.ca:

Offenders are superimposing a youth's face in a video or photo to make it look like they are nude or engaging in a sex act. Then they demand the youth send them money or gift cards, or they will send the video or photo to the victim's friends and family.

October 2021, Alarming escalation in sextortion tactics targeting teens:

Threats to send youth's sexual images to news outlets, creating fake newspaper articles, and modelling scams are just some of the aggressive tactics offenders are using to sextort teens.

December 2021, Hacking Snapchat® accounts or using the threat of hacking to sextort teens:

An alarming trend in reports from teens who have had their Snapchat accounts hacked and had their intimate images or videos shared on the social media platform.

March 2022, Dangerous Reality: What parents need to know about the metaverse:

Urging parents to be aware of the metaverse and the emerging risks that may come along with children and teens being in the largely unrestricted virtual space.



New logo, new sign-ups: Delivered right to users' inboxes, Cybertip.ca Alerts help to bring online safety messaging directly to families. In fall 2021, we released a new **Cybertip.ca Alerts logo** as part of a campaign to encourage parents and caregivers to sign up for these important emails.

Using social media and specialized posts for law enforcement and education, the campaign resulted in more than **500 new sign ups** over the course of the month-long campaign.

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 **46 million suspect images and sent 12+ million removal notices⁴** to content providers. **In 2021-22, Project Arachnid detected an average of 666,000 unique suspect images per month.**

The Project Arachnid platform is significantly enriched by collaborations with child protection hotlines from around the world. Using a device called the **Arachnid Orb™**, other international hotlines work collaboratively with analysts from C3P to pool their collective expertise, reduce the duplication of assessment, and ultimately increase the number of notices that can be sent through Project Arachnid.

In 2021-22, New Zealand and Cambodia signed on bringing the total number of hotlines to 12, working to scale up the capacity and impact of Project Arachnid in identifying CSAM.

In November 2021, Project Arachnid hit an important but grim milestone – **10 million notices** for the removal of CSAM sent out to across the globe. While this is a mark of Project Arachnid's success, it is also a sad reminder of the need for the platform in the first place.

These efforts are possible thanks to the hotlines and child-protection organizations working alongside C3P within Project Arachnid. Together, a difference is being made for survivors all over the world who have had no control over the distribution of their CSAM. Together, C3P and the hotlines are offering hope.

Rather than waiting for Project Arachnid to detect material and send a notice, industry can use Shield by Project Arachnid™ to assist in detecting known CSAM on their service, which will, in turn, speed up its removal. Currently 35 companies are utilizing Shield by Project Arachnid. Other companies, such as filtering providers, can download real-time lists of URLs that are believed to currently contain CSAM for filtering purposes.

⁴ As of March 31, 2021.

Project Arachnid: Five years

January 17, 2022, marked five years since the launch of Project Arachnid. In that timeframe, the powerful, global tool has led to the removal of **six million images** of CSAM, across more than **1,000 electronic service providers**, spanning nearly **100 countries**. However, as a victim-centric tool, its true success lies with it breaking the cycle of victimization for children/survivors.

This success is in part due to a growing, international collaboration involving **12 child protection organizations** whose analysts are working with C3P to scale up the capacity and impact of Project Arachnid. These organizations were provided with statics from Project Arachnid to share within their own countries, and mark their contribution to global disruption of CSAM.



Support on social





Harmful/Abusive: Expanding Beyond the Definition

Industry is also able to have no-cost access to Project Arachnid’s harmful-abuse content 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 stills of a known CSAM victim before/after the abusive event, self-generated intimate images that were shared online without consent, or images of children in sexualized clothing or poses. Removal of this material falls directly in line with 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 criminal threshold, it can often violate a provider’s terms of service (TOS). Project Arachnid is sending automated harmful/abusive notices to industry in order to request the removal of this content. Since adding this function, Project Arachnid has issued over **1.5 million notices** of harmful/abusive content to ESPs.

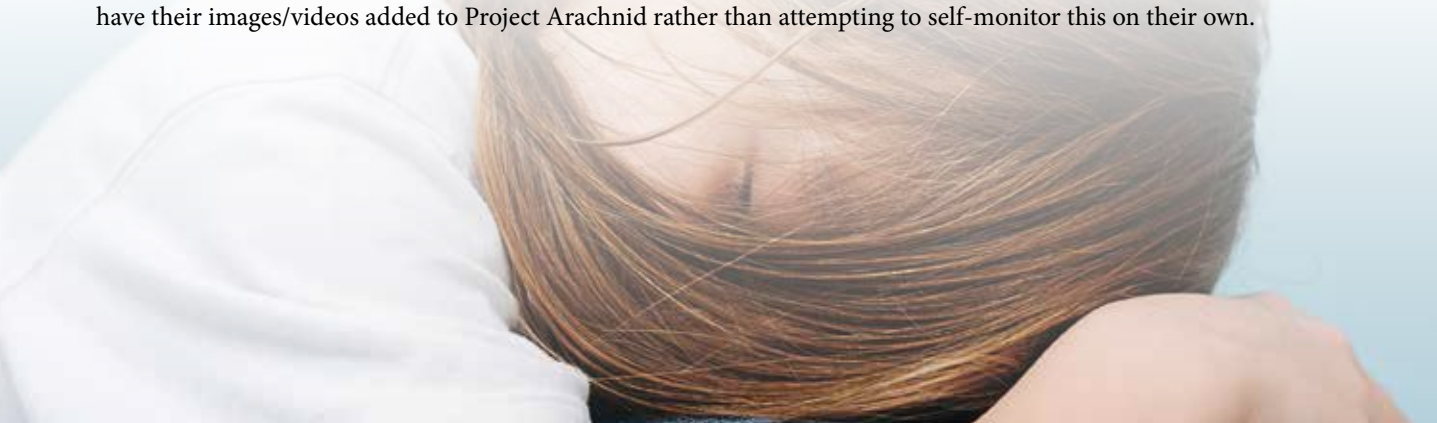
New Innovations to Reduce the Backlog

The rate at which Project Arachnid detects suspect media continues to outpace the human resources available to assess the content.

As such, in 2021-22, C3P started developing Ocellii™, another in-house media-matching tool, to run against the more than 37 million suspect media that has yet to be assessed. As of the end of the fiscal year, pilots of the tool have seen promising results, including surfacing images from the backlog, which we had not found with other methods. While C3P is making good headway by bringing on more in-house analysts and hotlines from around the world, there will continue to be need for more resources to address the backlog as it grows.

Breaking the Cycle of Abuse for Survivors

Knowing there is a system like Project Arachnid dedicated to detecting harmful images online and sending notifications for their removal offers some psychological relief for survivors. It also removes the burden of searching for and requesting the removal of their own imagery. C3P continues to work with survivors from around the world who have reached out to have their images/videos added to Project Arachnid rather than attempting to self-monitor this on their own.



Research: Knowledge Equals Change

The data pulled from Project Arachnid and our derived research has given us a unique insight and knowledge into the availability and distribution of CSAM online, which reveals how industry is failing to prioritize the protection of children and survivors.

Project Arachnid: Online Availability of Child Sexual Abuse Material

There is an entire chain of ESPs, image boards, file-hosting providers, and other entities which all play a role in making CSAM accessible online. In June 2021, using data from Project Arachnid, C3P authored a first-of-its-kind report which offers a never-before-seen look into the availability of CSAM online and how these companies respond to removal notifications from Project Arachnid.

The findings show that relying on industry to voluntarily invest in resources to prevent the availability of CSAM has been an ineffective strategy, and points to a need for governments at a global scale to impose meaningful regulation that prioritizes the protection and privacy of children and survivors.

Key findings:

- The vast majority of CSAM detected by Project Arachnid is **not physically hosted on the dark web**. However, the dark web does act as the main conduit for directing individuals on where to find it on the clear web.
- Project Arachnid is an effective tool that has achieved a median content removal time of 24 hours. However, alarmingly 10% of actioned media took more than seven weeks (42 days) before becoming inaccessible.
- Overall, images depicting older teenagers (post-pubescent) **take significantly longer** to remove than images with younger victims (pre-pubescent).
- **Nearly half (48%)** of all images Project Arachnid has issued a removal notice on, had previously been flagged to the service provider.
- The rate at which Project Arachnid detects suspect media far outpaces the human resources available to assess the content. As of writing the report, C3P was facing a **backlog of more than 32.8 million** suspect media that have yet to be assessed. That backlog has risen to 37 million as of the writing of this document.

Rooted in C3P's extensive experience in issuing removal notices and tracking responsiveness, the following set of recommendations were put forth and are intended to assist policy makers in developing effective regulatory frameworks to combat CSAM and harmful-abusive content online:

- Enact and impose a duty of care, along with financial penalties for non-compliance or failure to fulfill a required duty of care.
- Impose certain legal/contractual obligations in the terms of service for electronic service providers and their downstream customers.
- Require automated, proactive content detection for platforms with user-generated content.
- Set standards for content that may not be criminal, but remains severely harmful-abusive to minors.
- Mandate human content moderation standards.
- Set requirements for proof of subject or participant consent and uploader verification.
- Establish platform design standards that reduce risk and promote safety.
- Establish standards for user-reporting mechanisms and content removal obligations.

POWER OF MEDIA: PROJECT ARACHNID DATA IN *FORBES* LEADS TO A LARGE TAKEDOWN OF CSAM

One of the report's key findings also noted that nearly half of all media detections (48%) were linked to a file-hosting service operated by publicly traded French telecommunications company, Free. Over the reporting period, notices on more than 18,000 archives files had been issued through Project Arachnid, collectively containing nearly 1.1 million verified image or video files assessed as CSAM or harmful-abusive content to minors. Multiple access points to these archive files were routinely detected by Project Arachnid across the web, representing total media detection of more than 2.7 million.

Coverage of the report in an online article from *Forbes*⁵ focused heavily on the findings surrounding Free. On June 10, 2021, within 36 hours of the release of the research report and the publication of the *Forbes* article, Free's file-hosting service changed to stop allowing anonymous users to upload content, effectively eliminating this service as a means of anonymous online CSAM distribution. In addition, all previously uploaded archives were removed from the service, ending the distribution of two million images and 35,000 videos.

After Free made these changes, there was an immediate reaction in the dark web with a thread titled, "They finally figured it out." In the forum, users mourned the loss of Free's file hosting service as a means of sharing CSAM. They cited media coverage about our report and pointing out that things will only get worse because clearly [C3P's] strategy is to "harass" ESPs until they remove content or improve their moderation.

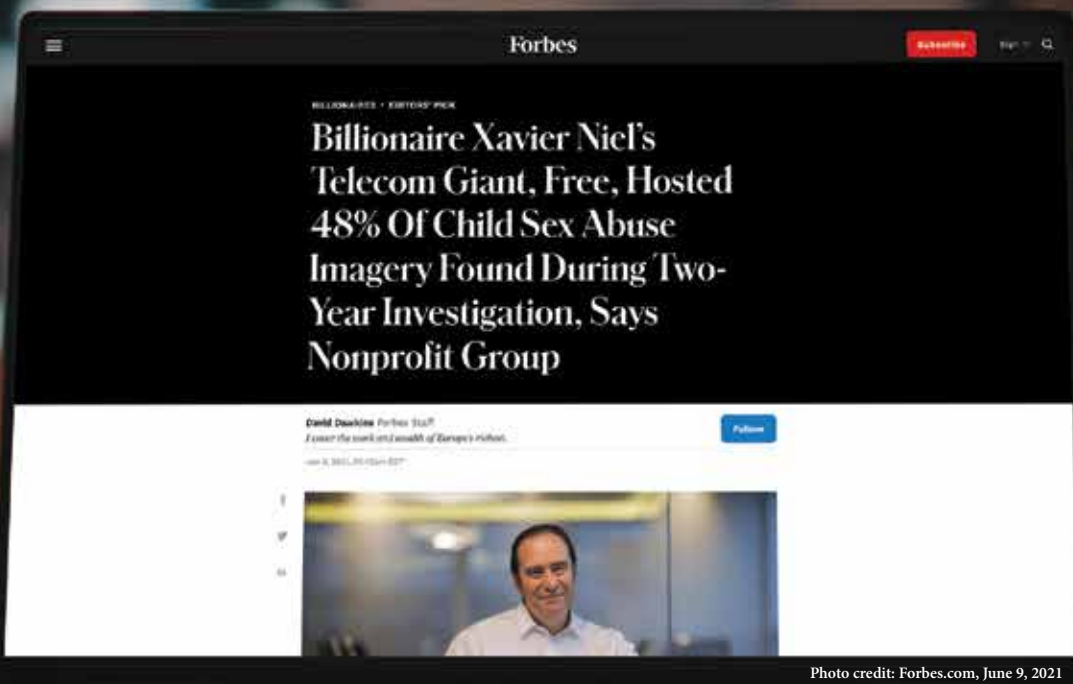


Photo credit: Forbes.com, June 9, 2021

5 David Dawkins, "Billionaire Xavier Niel's Telecom Giant, Free, Hosted 48% Of Child Sexual Abuse Imagery Found During Two-Year Investigation, Says Nonprofit Group" (9 June 2021) *Forbes* available online: <<https://www.forbes.com/sites/tableau/2022/05/17/data-fabrics-bring-the-power-of-data-to-the-people/?sh=41cc01af760d>>

Second edition of *International Survivors' Survey*, and New Family Survey

No one understands the unique needs of survivors of CSAM better than those who have been victims of this horrific crime. In order to learn about the life-long impacts of CSAM and its online distribution from victims around the world, C3P launched two new surveys for survivors and their protective parents.

The second edition of C3P's *International Survivors' Survey*, and the new *Survey for Protective Parents*, seek to further understand the challenges survivors and their families' face—from mental and physical wellbeing, to safety concerns such as being stalked by online offenders for years after the abuse, to trying to get their CSAM removed from the internet.

The resulting information will be utilized to implement recommendations that include improving education and training around the issue of child sexual abuse, developing comprehensive systems to support the unique rights and needs of victims, and giving survivors a voice in the conversation about the epidemic of online CSAM.

HEAR FROM THE WORLD

Surveys were made available in English, French, Spanish, Dutch, and German, as were some of the social media promotion to ensure a variety of voices, cultures, and experiences were being heard.

As of the end of the fiscal year, **180 survivor and 18 family surveys** have been completed from countries including Canada, the U.S., Austria, Australia, France, Mexico, Germany, India, Sweden, the Netherlands, and the Philippines.

From the first post, both individuals who intersect with survivors and survivors themselves, quickly began to share and underscore the importance of the surveys:



SUPPORTING VICTIMS/SURVIVORS

As we continue to hear from a wider range of survivors – different ages, different genders – our understanding of the CSAM survivor experience broadens. However, many of these survivors have consistently not received adequate care or resources on their journey to healing because they were unable to connect with the services they needed, did not know how to begin the process, and/or the supportive systems were not equipped to meet their needs.

As such, C3P developed a survivors system that integrates Cybertip.ca staff with C3P support services, and utilizes evidence-based practices to support survivors from a multidisciplinary lens. Through this, C3P links survivors to third party supports and ensures all accessible support is considered for each survivor.

In addition to Project Arachnid interrupting the distribution of CSAM, the C3P casework team guides survivors and protective parents to locate supports. The casework team can help locate appropriate therapeutic services, access financial supports, assist with safety planning, implement protective supervision plans, and discuss healthy relationships, online safety and the impact of trauma.

In the last year alone, C3P has **managed more than 3,000 requests** from survivors, youth, and/or their caregivers. On average, there are **200 open cases at once**.

Throughout 2021-22, C3P assisted survivors and their families in reducing the risk of re-victimization and healing from these crimes. In 2021-22, Cybertip.ca assisted in **23 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 2021-22, C3P made **six referrals** for a Manitoban to systems such as legal supports, therapy or support services, provincial/territorial victim services, and child welfare.

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 to increase general safety education and reduce the potential for re-victimization.

A 2021-22 Manitoba example of this kind of support:

C3P provided support to mother and male youth, over the age of 16, who was being groomed online for nearly three years. This youth experienced repeated harassment by an individual online, including sending packages to the child's school and counselling harm of other individuals. The situation caused significant stress and anxiety for the family.

C3P supports provided:

- Trauma informed support and regular calls with family to provide support and guidance.
- Coordination of multi-system response including school, community supports and law enforcement.
- Educational resources and information provided to school and community supports to help better understand online victimization impacts.
- Coordination of application for Compensation for Victims of Crime.
- Assistance in making a connection to trauma informed therapist.

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 work alongside a number of survivor advocacy groups—the Phoenix 11, the Chicago Males, mothers of child sexual abuse material survivors—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 submission of written and recorded VISs in Canadian sentencing proceedings. These VISs are submitted when images/videos of a CSAM survivor (who has prepared a VIS) appear in an accused person's collection. C3P's involvement in submitting these VISs protects the identities of survivors while ensuring they have a voice in sentencing proceedings.

C3P has also been developing and submitting 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). C3P also continues to coordinate all submissions of the CIS prepared by the Phoenix 11 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 submit a VIS.

In 2021-22, C3P submitted at least one VIS and/or one CIS in approximately **70 different legal proceedings across Canada**. With the new submissions, C3P has **now submitted in every province and territory in Canada, except for Newfoundland and Labrador and Nunavut**. Since January 2021, C3P has received a significant increase in requests to submit a VIS and/or CIS in comparison to previous years. To illustrate, in 2020 C3P had 21 VIS/CIS requests, and, in 2021 alone, C3P had 81 requests, meaning **the number of requests to submit almost quadrupled**.

Some Manitoba specific VIS/CIS highlights include:

- C3P regularly submits VIS/CIS in Manitoba cases. In 2021-22, C3P **completed 11 requests**. Of those, **eight statements were admitted** in a 2021-22 sentencing (for the other three, the case continued into 2022-23).
- C3P supported the efforts of Humane Canada to develop the first ever CIS submitted on behalf of all animals in Canada who have been subjected to animal sexual abuse. That CIS was submitted in a Manitoba case that involved the creation of bestiality recordings and CSAM. Both the Humane Canada CIS, and the Phoenix 11 CIS, were submitted to the court with agreement of Crown and defence.
- C3P saw numerous positive responses to CIS and VIS filed in Manitoba:
 - *R v Van Vu Rosin, 2022 MBPC 10* - a case about the admissibility of the luring CIS: *"In this case the statement provides context enabling the Court to appreciate the nature and gravity of the offences of this type and their impact on real people."*
 - *R v AS, 2022, MBPC 12* - a CSAM case: *"The CIS observed that the responses to the Survivor's Survey C3P conducted internationally "were strikingly consistent and revealed common experiences" despite the respondents being from different countries, language groups and the fact that it was a qualitative survey with open-ended as opposed to multiple choice questions. There were significant impacts to victim's emotional, physical and economic well-being."*
- It is important to note that any CIS submitted in Manitoba takes, on average, at least twice as long for C3P to process. This is because Manitoba does not allow the CIS materials to be provided directly to the Crown (as is the case in other provinces/territories, and as is the case with VIS materials). In Manitoba, materials must first be submitted to a court clerk in Winnipeg, then separately sent out to Crown and defence by C3P, which also puts C3P in direct contact with defence counsel – something that does not occur anywhere else. The process markedly increases the time and effort required to process every request, and the cost of each request.

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 2022-23 fiscal year, C3P will continue to actively pursue the following objectives:

FURTHER ADVANCEMENTS WITHIN PROJECT ARACHNID TO REDUCE THE AVAILABILITY OF CSAM

We are seeing an increase in the number of providers utilizing Shield by Project Arachnid to prevent and disrupt the propagation of CSAM on their services. C3P has also added harmful/abusive material to the type of notice that are issued by the Project Arachnid system. While the material might not meet a legal threshold, it often violates a provider's terms of service. In 2021-22, C3P issued 1.2 million notices dealing with harmful/abusive material to providers and we anticipate continuing to send an increasing number of these types of notices moving forward.

In 2021-22, we also created a hashing technology called Ocelli to complement other technology used in the operation of Project Arachnid in the detection of known CSAM. Ocelli is now being used by analysts as a regular practice to find images that are visually similar but not detected by current technology due to cropping, rotation, addition of borders, or other changes. Using the current hybrid process of both hashing technologies has resulted in C3P analysts associating 66% more images than we did using past technology alone. We will continue to fine tune this technology in 2022-23 to assist in the detection and removal of CSAM.

ADVANCING SUPPORT SERVICES FOR VICTIMS/SURVIVORS

In 2021-22, C3P managed more than 3,000 requests for support from survivors, youth and/or their caregivers. On average, there are over 200 cases open at any given time. This coming fiscal year, C3P will continue to advance the services offered which includes but is not limited to:

- Assisting survivors by ensuring their CSAM is added into Project Arachnid to disrupt its availability.
- Connecting survivors and their caregivers to other support services, such as counselling/therapy or victim services that may be available in their region.
- Assisting with victim impact statements for situations specific to online exploitation.
- Providing survivors with information about financial options/remedies specific to online victimization that may be available in their region.
- Offering informational resources and guidance around safety planning specific to online risks and concerns to assist survivors and their caregivers in moving forward.

DIGITAL AND TRAINING RESOURCES FOR CHILD WELFARE

C3P will continue to offer digital training and resources for child welfare professionals. New additions to the virtual training academy portal include the following:

- Teatree Tells online training for child care workers regarding child sexual abuse and early identification (including a Record of Participation)
- Commit to Kids online training and revising the knowledge validation test
- Human trafficking training video
- Online risks and trends training video
- New expert video series – adding training on topics such as incest, position of mothers, parental perpetrators, and detecting family based sexual abuse
- Trauma education modules

PUBLIC AWARENESS CAMPAIGNS

In 2022-23, C3P will execute a public awareness campaign in Manitoba focused on reporting concerns involving online child sexual abuse and exploitation. This campaign will involve ads showcased through mediums such as billboards, social media, print, and video.







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