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## Remit, Vision and Mission

### Remit

To minimise the availability of potentially criminal internet content specifically:

- Child sexual abuse content\* hosted anywhere in the world.
- Criminally obscene adult content hosted in the UK.
- Non-photographic child sexual abuse images hosted in the UK.

### Vision - Our aspirations

Our vision is the elimination of child sexual abuse images online

### Mission - Our role

We use our expertise to work with partners to:

- **Disrupt** the availability of child sexual abuse content hosted anywhere in the world
- **Protect** children who are victims of sexual abuse from repeat victimisation and public identification
- **Prevent** internet users from accidentally stumbling across child sexual abuse content
- **Delete** criminally obscene adult, and non-photographic child sexual abuse content hosted in the UK.

### Objectives – Our goals

We will achieve our vision by:

#### Building on our work to make the internet free of child sexual abuse images

We will do this by:

- Providing world renowned and trusted Hotline services;
- Researching emerging technological solutions and trends to be used to target the disruption and removal of images;
- Developing innovative tactics and services to minimise the global availability of child sexual abuse images and videos;
- Researching, analysing and disseminating relevant trends data;
- Working with partners to speed up the removal and to minimise the availability of child sexual abuse imagery

to seek out child sexual abuse content.

#### Keeping the UK internet free of criminally obscene adult content

We will do this by:

- Providing an excellent and responsive national Hotline reporting service;
- Working with partners to ensure criminal content in the UK is taken down.

#### Being the best at what we do internationally

We will do this by:

- Promoting partnership working with key international organisations;
- Influencing relevant policy development;
- Build international membership;
- Increase the take up of the IWF Portal worldwide;
- Creating strategic alliances with existing and emerging hotlines worldwide
- Providing countrywide assessments - assessments for countries with no hotline to help them tackle child sexual abuse imagery online.

#### Enhance our national and worldwide reputation

This means we will:

- Become the national "go-to" organisation for information and advice on combating online child sexual abuse images and videos;
- Sharing our expertise with others;
- Maintaining and building a strong international membership base to support global operations;
- Playing an active role in the Safer Internet Centre;
- Actively promoting the IWF model of self-regulation and multi-stakeholder working.

**Caring for our staff and developing their potential**

We will do this by:

- Implementing best-practice welfare policies;
- Embedding our values in everything we do;
- Actively promoting training and personal development for all staff;
- Creating a dynamic and effective working environment.

**Enlisting our Members as partners in tackling online CSA**

We will do this by:

- Working with our members and leveraging their support to help to promote prevention, awareness raising activities and delivery of the four areas of the mission statement;
- Providing a first-class, relevant and responsive service to our Members.

**Delivering an effective and sustainable business model**

We will do this by:

- Ensuring governance arrangements are transparent and fit for purpose;
- Ensuring membership fees provide sufficient funds for delivery of activities;
- Ensuring all business processes are efficient and provide value for money.

\*Please note: The IWF uses the term **child sexual abuse** content to accurately reflect the gravity of the images we deal with. Please note that **child pornography**, **child porn** and **kiddie porn** are not acceptable terms. The use of such language acts to legitimise images which are not pomography, rather, they are permanent records of children being sexually exploited and as such should be referred to as **child sexual abuse images**. If you see such content online please **report** them to the IWF.

Did you find what you were looking for today? Please let us know →

**Can we help you find something?**

**There's something I want to do**

**Make a Report**

Report child sexual abuse images quickly and securely.

**Become a Member**

Your company can join the fight against online child sexual abuse images.

**I'm looking for some information**

**Vision and mission**

Find out how we're working to eliminate online child sexual abuse images.

**Trends and reports**

Visit our resources page for operational trends and useful documents.

**I'd like to keep in touch**



Connect with us on social media

**Contact Us**

For any other questions or queries.

