



Internet Watch Foundation

Strategic Plan 2011-2014

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 worldwide

This means we will:

- Provide world renowned and trusted Hotline services
- Ensure that child sexual abuse content is taken down globally as soon as possible
- Promote our reporting facility to the public
- Develop innovative tactics and services to minimise the availability of child sexual abuse content globally
- Supply partners with an accurate and current URL list to enable blocking of child sexual abuse content.
- Research, analyse and disseminate emerging trends data
- Expand the range and number of our partnerships

Make the UK internet free of criminally obscene adult content, and non-photographic child sexual abuse images

We will achieve this by:

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

Being seen internationally as the best at what we do

We will:

- Enhance our worldwide reputation for effective self-regulation and technical excellence
- Maintain and develop our working relationships with existing and developing Hotlines
- Promote the use of our child sexual abuse URL List abroad
- Be instrumental in influencing policy developments by providing trusted evidence and best practice
- Develop our work with relevant international organisations
- Deliver accurate and comprehensive information about our work

Becoming a centre of excellence in our field

We will do this by:

- Staying ahead in a rapidly changing technical environment
- Providing a first-class, relevant and responsive service to our members
- Supporting law enforcement agencies, and other Hotlines in their work to disrupt the distribution of child sexual abuse images
- Linking up with child protection, social and academic institutions to promote our work
- Maintaining our ISO27001 accreditation

Motivating our staff to use their skills to the full by:

- Supporting the welfare of our employees
- Embedding our values in everything we do
- Achieving Investors in People accreditation
- Promoting a learning environment



