

A close-up photograph of a child's face, focusing on the nose, mouth, and freckles. The child has a ponytail visible on the right side. The image is framed by white corner brackets in the top-left, top-right, bottom-left, and bottom-right corners.

# YOU WON'T TELL YOUR MUMMY, WILL YOU?

IF THIS MAKES YOU FEEL UNCOMFORTABLE,  
IMAGINE HOW IT MAKES HER FEEL



REMOVE ONLINE IMAGES OF CHILD SEXUAL ABUSE  
AT [WWW.IWF.ORG.UK](http://WWW.IWF.ORG.UK)  
SUPPORTED BY THE ONLINE INDUSTRY



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## INTERNET WATCH FOUNDATION

Combating illegal content online

The Internet Watch Foundation (IWF) operates the only independent internet 'Hotline' in the UK for reporting potentially illegal online content, specifically:

- Child sexual abuse content hosted anywhere in the world
- Criminally obscene content hosted in the UK
- Incitement to racial hatred content hosted in the UK

We were founded by the internet industry and now work in partnership with the police, governments, the wider online industry and the public to combat the availability of illegal online content within our remit.

We strive to ensure UK networks provide the most hostile environment for hosting abusive images and to protect UK internet users from inadvertent exposure to child sexual abuse content.

Through the 'Hotline' reporting system, we help content service providers to combat abuse of their networks through a 'notice and take-down' service alerting them to any potentially illegal content on their systems and simultaneously inviting the police to investigate the publisher.

If you accidentally stumble across potentially illegal child sexual abuse content, you must report it to the IWF where action can be taken to have the content removed wherever it originates in the world. Your reports to the 'Hotline' may help to trace and rescue a young victim from further abuse.

Abusive online images of children are permanent records of their sexual abuse and this abuse is perpetuated each time the image is viewed.

For more information or to report a website visit

**[www.iwf.org.uk](http://www.iwf.org.uk)**