

**cybertip!ca**

A 10 YEAR REVIEW OF CANADA'S  
TIPLINE FOR REPORTING THE ONLINE SEXUAL  
EXPLOITATION OF CHILDREN



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Model(s) in photo. Intended as illustrative.



# letter to Canadians

The Canadian Centre for Child Protection is pleased to present *Cybertip.ca: A 10 Year Review of Canada's Tipline for Reporting the Online Sexual Exploitation of Children*. It is with mixed feelings that we acknowledge the 10th anniversary of Cybertip.ca; as we had hoped in starting this journey over a decade ago that the issue of online child sexual abuse and exploitation would have been eradicated. Yet, we are proud of the important role that Cybertip.ca has played, and will continue to play, in our efforts to better protect children in Canada.

The accelerated pace at which social and technological shifts are occurring have directly impacted Canadian families and children, demanding greater responsiveness to emerging child safety concerns. Fortunately, navigating the complex reality of today's connected and wireless world has been made easier by Cybertip.ca — offering Canadians free educational resources, support, advice and a mechanism for reporting their concerns.

Perhaps one of the most significant achievements of the tipline's role has been its ability to be innovative and responsive to the needs of all Canadians. Whether it be assisting a concerned parent, encouraging a concerned citizen to report, problem-solving with the private sector, providing information to law enforcement, partnering with government on public awareness, or sharing educational materials with schools, Cybertip.ca has adapted to the unique needs of those involved in keeping children safe.

As we celebrate the many successes of the tipline, we recognize its role as an instrument of change and catalyst for collaboration between the public, private and non-profit sectors. Over the last 10 years, the tipline has evolved as a central component of the Government of Canada's *National*



*Strategy for the Protection of Children from Sexual Exploitation on the Internet*. Working closely with law enforcement agencies across the country, the tipline has responded to over 67,000 child sexual exploitation reports from the public. Hard work and close partnerships with police have resulted in over 100 arrests, the removal of numerous children from abusive environments and the protection of countless children both within Canada and abroad. Key to our success has been the unwavering support of law enforcement, industry, the Government of Canada and provincial governments, along with a willingness to partner and leverage resources to help promote the important services of Cybertip.ca.

The following report is meant to highlight some of the successes and accomplishments of Cybertip.ca over its 10 years of operation as Canada's national tipline. While not exhaustive, the report paints a picture of Cybertip.ca's research and work as well as provides information about the larger issue of child sexual exploitation on the Internet. We take the enormous responsibility of operating

this charitable service seriously and are proud of our results. We also recognize the need to continually evaluate, adapt, and stay attuned to the needs of Canadians.

As we continue our fight against online child sexual exploitation and abuse, we cannot afford to become complacent or uninformed about the ways in which people use and abuse new technologies for the purpose of harming children. Nor can we combat this complex problem without continued collaboration and an understanding of our shared responsibility. We must simultaneously call into question what more can be done to better protect Canada's children? They deserve nothing less.



Sincerely,

Lianna McDonald,  
Executive Director

Over the years, thanks to the incredible partnerships we have formed within the private sector, Cybertip.ca has been able to do important work in the area of child protection. We would like to express our sincere heartfelt gratitude to four of our key partners who have stood by us since the very inception of the tipline many years ago — Bell, TELUS, Shaw, and MTS Allstream. Countless children across Canada are safer today thanks to our work together. We are also very grateful to the Government of Canada for their long-standing support of the work of Cybertip.ca, demonstrating a commitment to making Canada a safer place for all children to grow and thrive.

## letter from Minister Toews

Greetings,

As Canada's Minister of Public Safety it gives me great pleasure to acknowledge and congratulate Cybertip.ca on your 10th anniversary. You do tremendous work to protect Canada's most vulnerable citizens.

As a government, one of our priorities has been to give law enforcement the tools they need to tackle crime and make Canadian streets and communities safer, stronger, and more prosperous. We're delivering on that commitment by enacting new laws that strengthen our justice system and impose tougher penalties on dangerous and violent offenders — including those who target our children.

Organizations like the Canadian Centre for Child Protection and its Cybertip.ca program are critical partners in this undertaking. You have the knowledge and expertise to provide insight into the multi-faceted world of cybercrime. Specifically, Cybertip.ca provides services that support Canada's law enforcement agencies in the fight against individuals who use the Internet to target children. This is important work and it goes a long way in making our streets and communities safer places to live, work, and raise our families.

Please accept my heartfelt congratulations on reaching this exceptional milestone. I want to extend my best wishes to the Cybertip.ca team for many more years of success.



Sincerely,

A handwritten signature in blue ink that reads "V Toews".

Hon. Vic Toews, P.C., Q.C., M.P.  
Minister of Public Safety



# introduction



The online sexual exploitation of children has been a growing problem with immense challenges over the past decade. While the Internet has proven to be a powerful educational tool over the years, it has had a profound impact on children in terms of sexual abuse and exploitation. It was acknowledged early on that addressing these types of crimes against children would require new and innovative solutions. In response, Internet-based tiplines around the world were established to address the misuse and abuse of technology in the harm of children.

Cybertip.ca was established as a pilot initiative on September 26, 2002. It then expanded to a national service in January 2005 when the government of Canada designated Cybertip.ca as Canada's national tipline for reporting the online sexual exploitation of children. As an independent, charitable, non-governmental agency, Cybertip.ca offers the public a level of reassurance when reporting sensitive information concerning child sexual exploitation.

## CYBERTIP.CA ACCEPTS REPORTS REGARDING:

- Child sexual abuse material (child pornography)
- Online luring
- Children exploited through prostitution
- Child sex-tourism
- Child trafficking
- Making sexually explicit material available to a minor
- Agreement or arrangement between two individuals to commit a sexual offence against a child

Cybertip.ca, along with the RCMP's National Child Exploitation Coordination Centre, is part of the Government of Canada's *National Strategy for the Protection of Children from Sexual Exploitation on the Internet*.

Model(s) in photo. Intended as illustrative.



## CYBERTIP.CA SUCCESS STORY:

Cybertip.ca received a number of reports in the fall of 2007 with regard to instant messaging logs between an adult male and a youth. The adult male was attempting to have the young girl perform sexual acts on webcam, and was sending nude images of himself to the child. After identifying the suspect's location as Toronto, the reports were immediately forwarded to the Toronto Police Service's Child Exploitation Unit. Following an investigation, a male in his 50s was arrested and charged with six counts including *luring, invitation to sexual touching, and carrying a concealed weapon*.

Model(s) in photo. Intended as illustrative.

## cybertip.ca – what we do



Cybertip.ca operates as the “front door” to the Canadian public for reporting concerns about the online sexual exploitation of children. The tipline is often the public’s first point of contact as it provides an easy and anonymous way for Canadians to report. Since police resources are limited, **Cybertip.ca plays an important role in reducing the workload of child exploitation units across Canada** —this allows their efforts to be dedicated to investigating crimes within their jurisdiction.

The tipline also serves as an educational resource, with analysts providing the Canadian public with information on how to keep themselves and their families safer while on the Internet. Child protection is more than simply shielding children from harm – it involves educating parents, teachers, and children about the risks that exist in the world and the strategies to combat these risks. In reviewing the reports made by the public to Cybertip.ca, we have been able to create critical prevention materials containing personal safety strategies for children that are both current and effective.

**Cybertip.ca provides a fully bilingual service. 10% of reports entered at [www.cybertip.ca](http://www.cybertip.ca) are completed in French.**

Cybertip.ca relies on complaints submitted by the Canadian public. **The following are the steps involved when a member of the public wants to submit a report and what the Cybertip.ca analysts do upon receiving a report:**



**CLICK HERE TO REPORT**



An individual comes across information or content related to possible online child sexual exploitation.

They go to [www.cybertip.ca](http://www.cybertip.ca) or phone 1-866-658-9022 to report the information. Reporting persons have the option to remain anonymous when submitting a report.

The Cybertip.ca webserver receives the information in a secure fashion.



A report is prioritized for analysis based on the information it contains and then according to the order it was received. Reports containing information about a child victim and/or suspect are given priority for analysis.



Each incident is assigned a secondary (Cybertip.ca) classification based on the *Criminal Code* (Canada). This is either a confirmation or a correction of the public classification.



The analyst validates the reported incident(s) and supplements the information through Internet searches and use of technology tools.



If the information pertains to a potentially illegal incident, the report is sent to the appropriate law enforcement jurisdiction and/or INHOPE partner hotline. Reports that involve a child in possible need of protection are also forwarded to the appropriate agencies (i.e. child welfare).

Reports about potentially illegal content or activities are forwarded to law enforcement within a 48-hour timeframe. Reports that identify a child potentially in need of protection are sent to child welfare within a 24-hour timeframe. Of note, to date:

- 45% of all reports submitted to Cybertip.ca have been forwarded to law enforcement and/or child welfare agencies (55% of reports have either required an educational response or involve legal content (i.e. adult pornography))
- Given the global nature of the Internet, only 20% of the reports that are forwarded to law enforcement agencies have stayed within Canada

## our results: public reporting

Over the past 10 years, Cybertip.ca has played an important role in protecting children in Canada from sexual abuse and exploitation. While the work of Cybertip.ca has focused on online child sexual exploitation, we educate the public that child sexual abuse and exploitation first begins in the offline world. Cybertip.ca has made a concerted effort to inform the public about the connection between child pornography and child sexual abuse.

Public reporting is making a difference. Through reporting, Canadians play a critical role in the removal of children from abusive environments and in the protection of countless children from harm. The following are some of the results over the past 10 years:

**67,000+**  
Reports received

**17,500+/140+**  
Reports forwarded to law enforcement/child welfare

**12,000+**  
Reports forwarded to other hotlines around the world

**100+**  
Arrests executed by law enforcement in connection to a Cybertip.ca report

**50+**  
Children removed from abusive environments

*"I submitted a report on July 14 and was subsequently contacted by phone by someone from Cybertip.ca and then by an officer at the Hamilton Police Department. An officer called today to inform me that an arrest had been made. Thank you so much for your amazing website. I just needed to thank you. I will sleep better knowing that you have this monster off the street. You have given me back trust and hope in others. Please keep at it to get these creeps off the streets."*

- comment submitted to cybertip.ca

**6,700+**  
Direct educational requests

**1,000,000+**  
Educational downloads

**15,000+**  
Unique URLs added to Cleanfeed Canada

**2,500,000+**  
Canadians' page views of Cybertip.ca website  
(since January 2009)

**7,600,000+**  
Pieces of safety education material distributed to schools, law enforcement agencies, child welfare agencies, industry and other stakeholders

*"As a Family Court Judge sitting in Toronto and someone who has taught law for the past 30 years, I just became aware of your website, great and important work - keep it up."*

- comment submitted to cybertip.ca

*"Again, thank you very much for your prompt response. I will definitely continue to monitor my daughter's activities on the web...and have a good conversation with her. Thank you again. Way to go for your GREAT WORK to protect our youth."*

- comment submitted to cybertip.ca

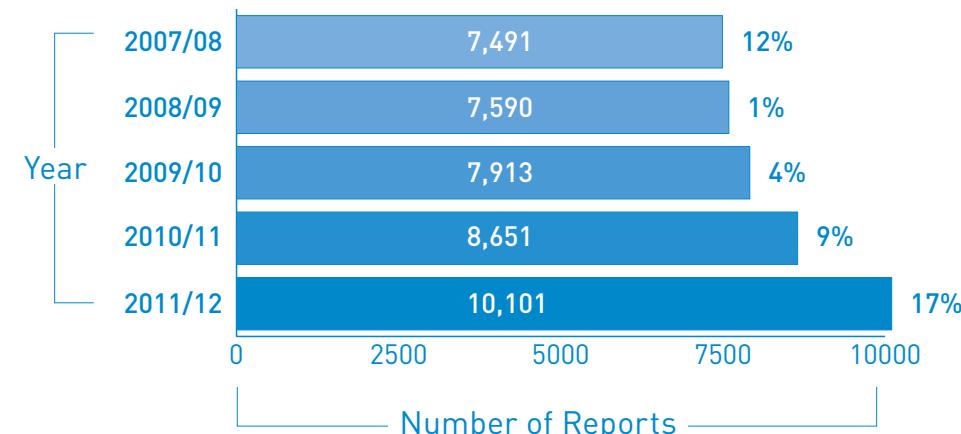
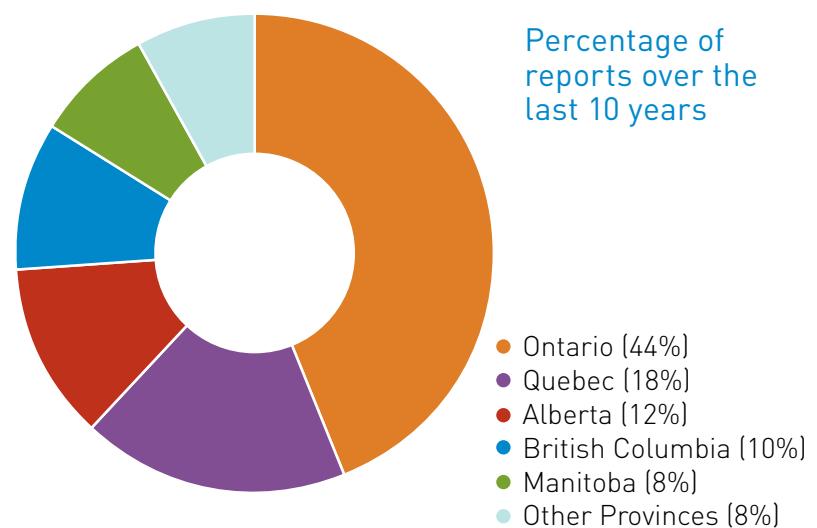
**CYBERTIP.CA SUCCESS STORY:**

An anonymous report was submitted to Cybertip.ca at the end of December 2009 indicating that a male suspect may be in possession of child pornography on his home computer. According to the reporting person, the child sexual abuse content involved a girl under 14 years of age who was known to the suspect. The mother of the child was reported as sending the images to the male suspect. The Cybertip.ca analyst completed various online searches and quickly forwarded the report to the Durham Regional Police Service. The Durham Regional Police, in conjunction with the Ontario Provincial Police, completed an investigation resulting in the identification of the girl child and the arrest of her mother and the male suspect. The child victim's mother was charged with *Sexual Assault, Invitation to Sexual Touching, Sexual Interference, Making Child Pornography, Distributing Child Pornography and Possession of Child Pornography*. The male suspect was charged with *Making Available Child Pornography, Sexual Assault, Invitation to Sexual Touch and Sexual Interference*.



Model(s) in photo. Intended as illustrative.

Reports to the tipline have increased over the past 5 years by an average of 9% per year. In 2012/13, Cybertip.ca is anticipating a 20% increase in reports.

**YEARLY REPORTS TO CYBERTIP.CA****REPORTS TO CYBERTIP.CA BY PROVINCE**

Percentage of reports over the last 10 years

75% of the reports submitted to the tipline are from individuals residing within Canada. The remaining 25% are submitted from individuals in the United States and various countries across Europe.

## CYBERTIP.CA SUCCESS STORY:

In February 2006, Cybertip.ca received a report from a parent in Australia expressing concerns about a suspect who had contacted his daughter (under the age of 12 years) online. In May 2006, Cybertip.ca received a second report from a parent in the United States who described similar concerns regarding what appeared to be the same suspect contacting her daughter online. The Toronto Police Service received the reports and were already involved in an investigation pertaining to the suspect. The suspect was arrested following an undercover investigation. He was charged with two counts of *Luring a Child Under 14, Invitation to Sexual Touching, Access Child Pornography, Possess Child Pornography and Indecent Exposure*.

## CYBERTIP.CA SUCCESS STORY:

Cybertip.ca received an anonymous report of an Internet forum posting images of child pornography. Analysts conducted various searches and forwarded the information to the RCMP's National Child Exploitation Coordination Centre. This information, combined with other intelligence, enabled law enforcement to identify three young children in Northern Germany, all of whom had experienced sexual abuse. The suspect, who lived in the same home as the children, was arrested and charged with a number of criminal offences.

30% of the reports made to Cybertip.ca that resulted in arrests were submitted by reporting persons who chose to remain anonymous.

# the issue of online child sexual exploitation

Model(s) in photo. Intended as illustrative.



Over the past 10 years, the public's awareness of the issue of online child sexual exploitation has significantly increased. **There no longer exists the same culture of silence surrounding the issue of child sexual abuse and exploitation.** Extensive media coverage with regard to this issue has resulted in an increased awareness and level of concern among Canadians. While the Internet did not create the problem of child pornography, it has facilitated its exponential growth and reduced the likelihood of detection. It has also provided a forum to collect and trade abusive images, making child sexual abuse more visible to the public and drawing attention to the issue.

Unfortunately, no country in the world is immune to the issue of online child sexual exploitation. There are a number of technological challenges that exist in dealing with child sexual abuse images on the Internet. The reality is that illegal content is widely and publicly available and regularly moves in an effort to avoid being shut down. Constant movement and challenges in accurately identifying site operators require the need for additional solutions to better address this problem.

As Canada's tipline, Cybertip.ca is in a unique position to collect and analyze data on the subject and offer a lens into how children are being sexually exploited on the Internet. Child pornography continues to be, by far, the most significant form of child exploitation online, with over 90% of the reports submitted to the tipline involving concerns about child sexual abuse images. Of note:

- **82%** of the images analyzed by Cybertip.ca depict pre-pubescent children under 12 years of age (57% of those under 8 years of age).
- Over **35%** of all images analyzed show serious sexual assaults, with children under 8 years of age most likely to be abused in this way.
- Of the children between 0 – 8 years of age, **7.3%** of the images involved toddlers.

This raises significant concerns surrounding the demand by offenders for very young children in sexual abuse images and the imperative role child protection agencies play in understanding the direct relationship between offenders possessing child pornography images and the potential risk to children.



**Over the past three years, Cybertip.ca has seen a 214% increase in the number of reports concerning mobile devices.**

The issue of online sexual exploitation also impacts teens. With the rapid evolution of new technologies and the appeal of such technologies to youth, Cybertip.ca is seeing an increasing number of reports of offenders targeting and victimizing adolescents via the Internet. Over the past three years, Cybertip.ca has seen a 214% increase in the number of reports concerning mobile devices. **There are significant obstacles for parents when it comes to monitoring their teen's online activities in a way that ensures their safety — namely, the gap in knowledge and understanding of these new technologies between parents and adolescents.** With great ease, youth are continuously expanding their social world online, while parents are struggling to keep up with the latest technological trends. Offenders who target youth take advantage of both this gap in knowledge between parents and their teens and reluctance from youth to tell their parents if they've gotten themselves into trouble online — fearing the punishment of having their Internet or cell phone privileges taken away. All of this creates an environment that presents significant challenges for parents in the effective monitoring of their teen's online relationships and activities.

## CYBERTIP.CA SUCCESS STORY:

In January 2009, Cybertip.ca received a report from the mother of a girl who was under 16 years of age, indicating that her child was engaging in text message exchanges with an individual purporting to be a 15-year-old male. The male was allegedly attempting to lure the girl to meet him in Kingston. The girl had met the suspect on a speed dating website and was planning to run away with him. After confronting her daughter and going through the cell phone text messages, a report was submitted to Cybertip.ca, whereby an analyst immediately forwarded the information to the Kingston Police Service. Following an investigation, a male in his 20s was arrested. The male was known to the police as he had just been released from custody after serving time for physically assaulting another girl that he had met on the Internet. In addition, the accused was wanted in three provinces for charges including sexual assault and threats against a girl whom he had met on the Internet and then moved in with.



Canada has made significant progress. **In the last 10 years, the following important steps have been taken:**



The Government of Canada implemented a *National Strategy for the Protection of Children from Sexual Exploitation on the Internet* (May 2004) involving the establishment of Cybertip.ca as Canada's tipline and the National Child Exploitation Coordination Centre;



In several provinces, specialized crown prosecutors are designated to work on cases involving online child sexual exploitation;



New federal and provincial legislation has been passed to address the online sexual exploitation of children (i.e. age of protection, federal and provincial mandatory reporting of child pornography and new *Criminal Code* provisions regarding making sexually explicit material available to a minor and agreement or arrangement with another person to commit a sexual offence against a child);



The establishment of Cleanfeed Canada and partnerships between the major Internet service providers and Cybertip.ca resulted in blocking access to prepubescent images of child pornography hosted on websites outside Canada.



Every province in Canada has specialized law enforcement units to tackle the online sexual exploitation of children;



Amendments have been made to provincial educational curriculum outcomes mandating the teaching of personal safety and strategies to reduce sexual exploitation;



The formation of the Canadian Coalition Against Internet Child Exploitation — a voluntary group of stakeholders representing industry, government, non-government agencies and law enforcement across the country working in collaboration to address the problem of online child sexual exploitation.

## raising public awareness



*"Keep up the good work. We're all counting on you guys to crack down on these sick people. I really appreciate your work."*

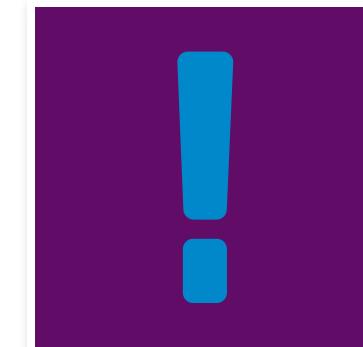
– comment submitted to cybertip.ca

Over the past 10 years, Cybertip.ca has conducted a number of public awareness campaigns. These campaigns have resulted in a greater awareness of this important national service. Since 2005, Cybertip.ca has initiated 30 campaigns regarding the issue of children being sexually exploited on the Internet.

Initially, Cybertip.ca's efforts were focused on raising the public's awareness of the issue of adults targeting children on the Internet for sexual purposes and of ways to reduce the risks for children. In recent years, awareness efforts have shifted to more accurately reflect the reality of how child pornography is produced – sexual abuse begins in the offline world and only thereafter, ends up on the Internet in the form of images/videos. As a result, many Cybertip.ca campaigns focus on child sexual abuse and adults' responsibility to report any concerns they may have regarding a child in need of protection. When adults take action and report their concerns, we reduce the likelihood of these images/videos circulating on the Internet.

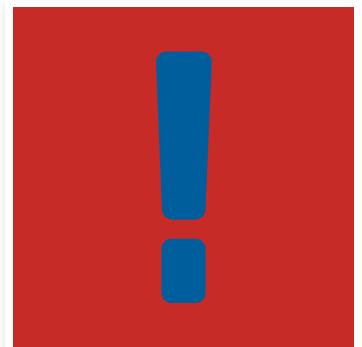
### "IT'S A CRIME"

Created to establish the link between child pornography and child sexual abuse in order to encourage reporting.



Children are being lured online for sex  
It's a crime!

Report at [www.cybertip.ca](http://www.cybertip.ca)



Sex is being bought from a child right now.  
It's a crime!

Report at [www.cybertip.ca](http://www.cybertip.ca)



Child Pornography It's happening.  
It's a crime!

Report at [www.cybertip.ca](http://www.cybertip.ca)

### "TEDDY BEAR"

Designed to encourage reporting to Cybertip.ca by associating child pornography with child sexual abuse.



## "STOP IT! REPORT IT!"

Meant to drive home the message that an image of child pornography is photographic evidence of the abuse of a real child.



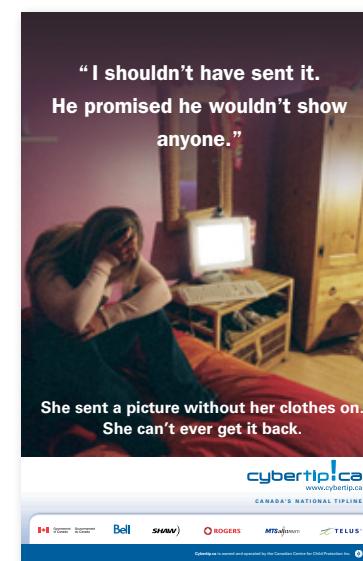
## "EVERY REPORT COUNTS"

Highlighted the impact the Canadian public makes when reporting incidents of online child sexual exploitation.



## "WEBCAM"

Designed to alarm parents about the issues tied to webcam use and the online sexual exploitation of children.



## "NOT IN THE LOOP"

Designed to increase adults' awareness of the risks to children when they communicate via instant messaging.



### "IT IS YOUR BUSINESS"

Designed to raise awareness and to encourage the public to become familiar with the signs of child sexual abuse.



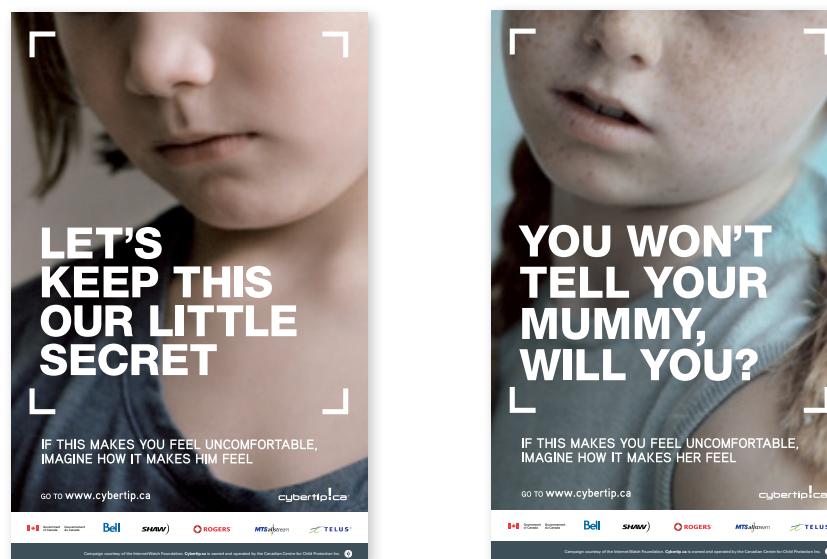
### "KNOW WHERE TO REPORT"

Designed to raise awareness about where to report online child sexual exploitation.



### "LET'S KEEP THIS OUR LITTLE SECRET"

Designed to raise awareness about the techniques used by offenders to keep child sexual abuse a secret.



### "AGE OF PROTECTION"

Meant to ensure Canadians were aware that the previous age of consent (now age of protection) had been raised in Canada from 14 to 16.



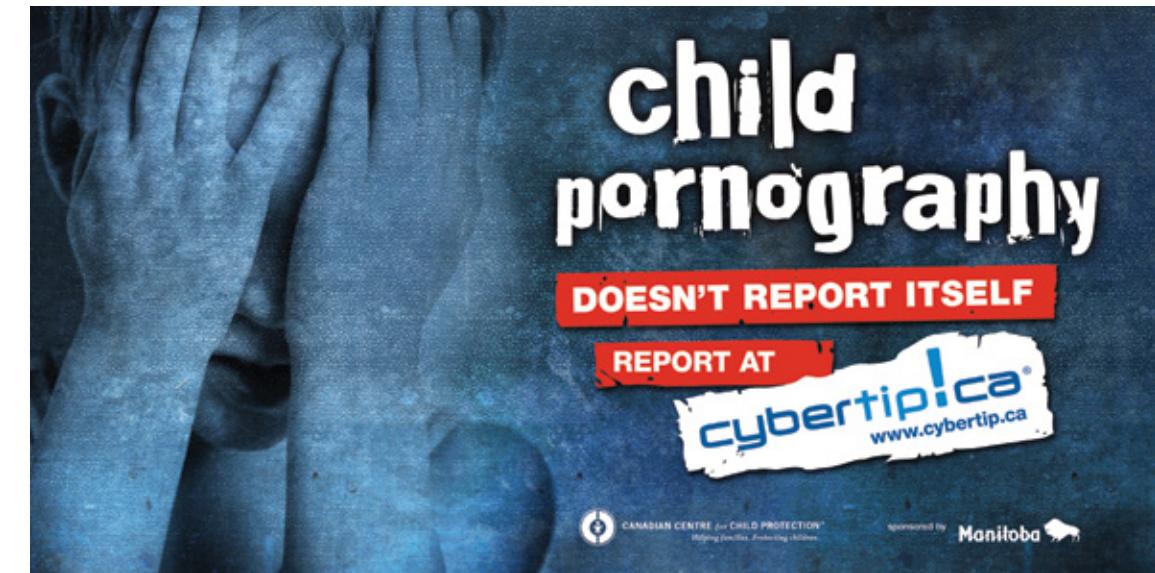
## "RESPECT YOURSELF"

Designed to raise awareness amongst young teens about the risks of sharing photos online.



## "CHILD PORNOGRAPHY DOESN'T REPORT ITSELF"

Created to encourage reporting of online child sexual exploitation to Cybertip.ca.



## "CHILD PORNOGRAPHY IS CHILD ABUSE"

Designed to inform Manitobans of the enactment of the provincial government's legislation with regard to making the reporting of child pornography mandatory for all of its citizens.



## "CANDY HEARTS"

Designed to encourage the reporting of online child sexual exploitation to Cybertip.ca.



**"I REPORTED IT"**

Designed to raise awareness about the important role individuals play in the reduction of online child sexual exploitation by reporting incidents to Cybertip.ca.

**research: leading the way**

Cybertip.ca has one of the most comprehensive databases of information in Canada with regard to the online sexual exploitation of children. The data collected through the tipline provides insight into child sexual exploitation, its victims and their vulnerabilities, and its perpetrators and their techniques.



Cybertip.ca, as the only tipline of its kind in Canada, is in a unique position to collect and analyze statistics to help address this issue of child sexual exploitation.

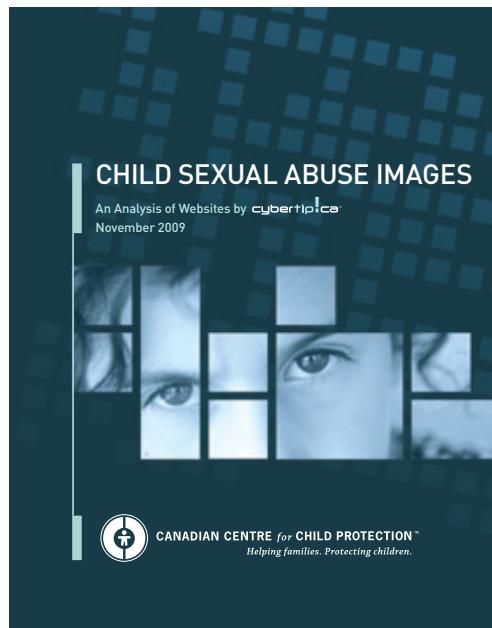
**CYBERTIP.CA SUCCESS STORY:**

Cybertip.ca received a report from an individual wishing to remain anonymous concerning a suspect believed to be in possession of and sharing child pornography content. The reporting person indicated that the suspect had a very young daughter. The Cybertip.ca analyst completed various online searches, confirming that the content appeared to be child pornography. The report was forwarded to law enforcement and a search warrant was executed on the suspect's home where thousands of DVDs, CDs and diskettes of child pornography content were uncovered. It was determined that the suspect had sexually assaulted his pre-pubescent daughter and the child's step-sibling, as well as other children. The suspect pleaded guilty to two counts of *Sexual Assault, Accessing, Distributing and Creating Child Pornography*.

## CHILD SEXUAL ABUSE IMAGES: AN ANALYSIS OF WEBSITES BY CYBERTIP.CA

In November 2009, Cybertip.ca released its first research report titled *Child Sexual Abuse Images: An Analysis of Websites by Cybertip.ca*. Nearly 16,000 websites hosting child pornography and close to 5,000 unique images were examined for this report. A series of recommendations for educators, policy makers, law enforcement officials, and other stakeholders working to reduce the online sexual abuse and exploitation of children were put forward.

The *Child Sexual Abuse Images* report has been downloaded from the cybertip.ca/research page 149,510 times since November 2009.



Model(s) in photo. Intended as illustrative.

## CYBERTIP.CA SUCCESS STORY:

On April 26, 2010, Cybertip.ca received a report regarding a website believed to be displaying images of child sexual abuse. A Cybertip.ca analyst completed an analysis of the website and determined that the site appeared to be hosted in London, Ontario. In addition, the analyst was able to locate the website registrant's name and possible location. The report was forwarded to the London Police Service who completed an investigation resulting in an adult male being charged with *Making Available Child Pornography*.

## LURING, GROOMING AND ONLINE SEXUAL EXPLOITATION: AN ANALYSIS OF REPORTS OF PROBLEMATIC ADULT ENGAGEMENT WITH YOUTH

Online lurking refers to a process through which someone with a sexual interest in a child prepares them for future sexual contact. To date, Cybertip.ca has received 773 reports that were classified as lurking. In August 2007, Cybertip.ca released its first lurking report detailing the scope of the problem and in September 2012 completed a second report.

### Examining over 300 reports, some of the key findings include:

- Mean age of the suspect was 26
- 85% of identified lurking victims were girls and 15% boys
- Contact requests were made in 17.5% of confirmed cases
- Exhibitionistic behaviour by the suspect was seen in 20.5% of cases
- Threats were evident in 13% of cases
- The suspect referenced child pornography in 50% of the cases

## CYBERTIP.CA SUCCESS STORY:

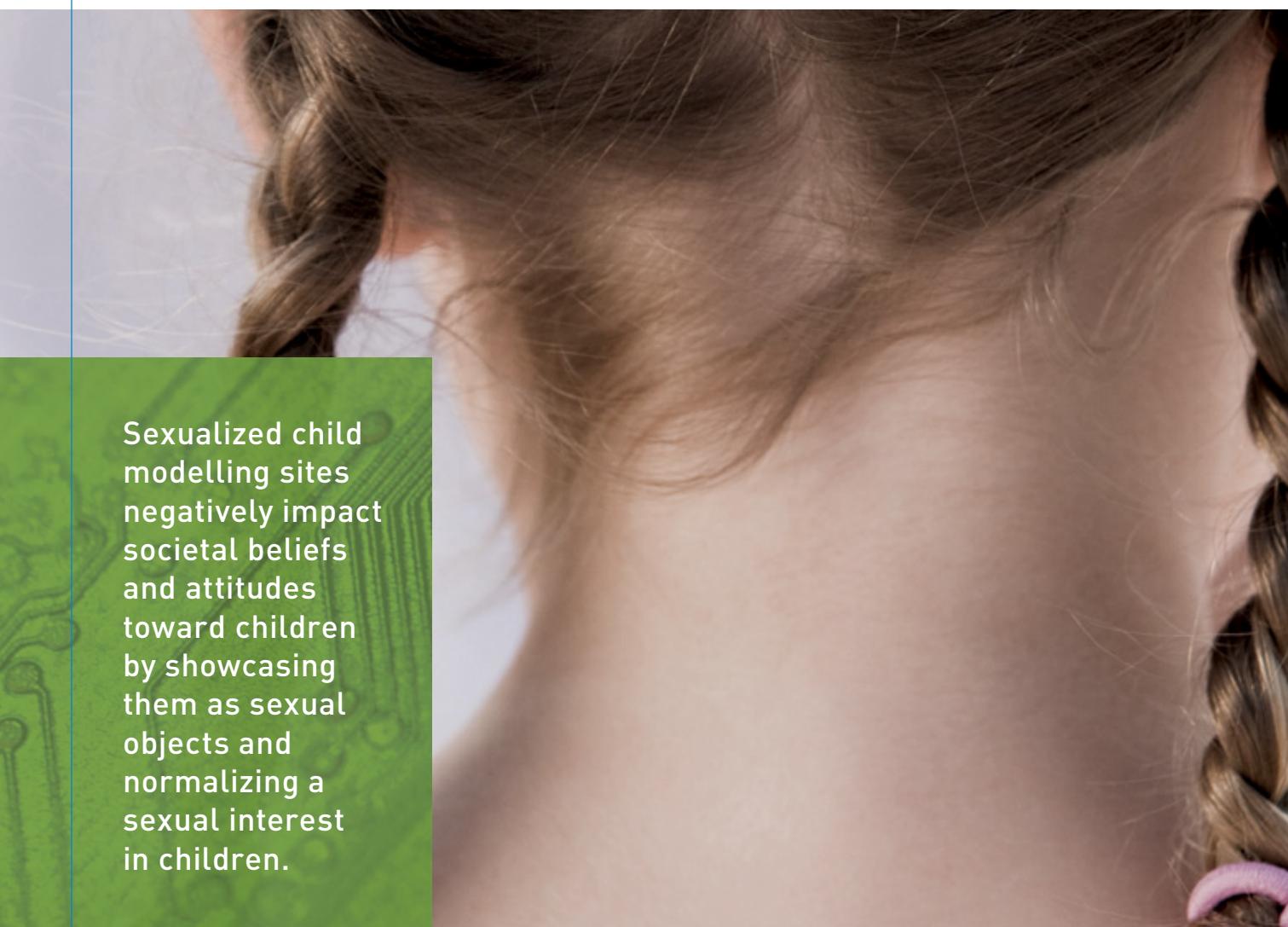
On January 25, 2008 Cybertip.ca received a report from a girl (under 14 years of age) who was approached on a social networking site by the suspect who was in his 20s. Using a variety of threats, the suspect demanded that the girl undress and engage in sexual acts. He threatened to post naked and sexual images/videos of her online if she did not continue to comply with his requests. A Cybertip.ca analyst completed various online searches and located a possible name, age and location of the suspect. The report was forwarded to both the Montreal Police Service and Sûreté du Québec Cybersurveillance. An investigation ensued and a search warrant was executed at the suspect's home. The suspect has been charged with *Luring, Extortion and Manufacturing Child Pornography* that involved multiple victims.

## CYBERTIP.CA SUCCESS STORY:

The mother of a teenage girl contacted Cybertip.ca on July 16, 2003 to report information indicating that her daughter may have been lured online. The child had been threatened by the suspect to send naked images. The Cybertip.ca analyst forwarded the information to the Winnipeg Police Service who also involved law enforcement from the United Kingdom (UK). The suspect was arrested and charged in the UK.

## THE GROWING ISSUE OF SEXUALIZED CHILD MODELLING

Cybertip.ca has seen a marked increase over the last few years in sexualized images that demean children but do not meet the *Criminal Code* (Canada) threshold of child pornography. Categorized by the tipline as “sexualized child modelling,” these types of sites deliberately pose children who are fully or partially clothed in a highly sexualized way without the direct or indirect purpose of marketing a product or service other than the child. These sites negatively impact societal beliefs and attitudes towards children by showcasing them as sexual objects and normalizing a sexual interest in children. In the coming year, **Cybertip.ca will be releasing a first-of-its-kind analysis of this growing social problem and the impacts on children and society.**



## instrument of change

Cybertip.ca has played an instrumental role in Canada's *National Strategy for the Protection of Children from Sexual Exploitation on the Internet*. Beyond providing this important service to Canadians, the tipline has been a catalyst for collaboration between the public, private and non-profit sectors. The following initiatives are examples of the leadership role Cybertip.ca has played over the past number of years:

### CCAICE

The Canadian Coalition Against Internet Child Exploitation (CCAICE) is a voluntary multi-sector group of industry, government, non-governmental and law enforcement stakeholders from across the country. Chaired by Cybertip.ca, CCAICE's mandate is to devise and implement an effective national strategy to help address the problem of online child sexual exploitation. **Cleanfeed Canada, Customer Name and Address (CNA) Template and blocking child pornography spam were all initiated through CCAICE and its members.**



### CLEANFEED

Cleanfeed Canada works by blocking customer access to non-Canadian websites that are hosting child pornography. The purpose is to reduce Canadians' exposure to child sexual abuse images and create a disincentive for those who access and distribute child pornography. Since the launch of Cleanfeed Canada in 2006, there have been over 15,000 distinct URLs on the list.

*“I’m very pleased to see the cooperation between the Canadian Internet Service Providers, Cybertip.ca and law enforcement in the ongoing battle to eradicate the online sexual exploitation of children. The Government of Canada welcomes this latest contribution to protecting children and making the Internet safer for all Canadians.”*  
– Honourable Vic Toews, Canada’s Minister of Justice (November 2006)

## MANDATORY REPORTING OF CHILD PORNOGRAPHY

On April 15, 2009, mandatory reporting of child pornography was proclaimed in Manitoba. The *Child and Family Services Act* was amended to include child pornography in the definition of child abuse and the legislation obligates all people in Manitoba to report suspected child pornography to Cybertip.ca for assessment.

Bill C-22, *An Act Respecting the Mandatory Reporting of Internet Child Pornography by Persons Who Provide an Internet Service*, was legislated on December 8, 2011. This federal legislation requires all persons who provide an Internet service to report any incident of Internet child pornography. **The Government of Canada announced the Canadian Centre for Child Protection, through its Cybertip.ca program, as the designated agency to receive tips regarding websites where child pornography may be publicly available.**

## SELF/PEER EXPLOITATION

The issue of *self/peer exploitation* has become a growing concern for parents and school personnel. Coined in the media as “sexting,” this behaviour is generally defined as youth creating, sending or sharing sexual images and/or videos with peers via the Internet and/or electronic devices.

**The Canadian Centre for Child Protection (through its Cybertip.ca program) has created first-of-its-kind resource guides to assist educators and parents when responding to a *self/peer exploitation* incident.** A youth-related website ([needhelpnow.ca](http://needhelpnow.ca)) has also been developed and has important resources on ways to manage *self/peer exploitation* incidents, including information about how to request images/videos be removed from websites.



## PROVINCIAL GOVERNMENT RELATIONSHIPS

In addition to our many years of working closely with the federal government, Cybertip.ca continues to collaborate with provinces across Canada on important initiatives. Whether it involves public awareness campaigns to raise awareness of Cybertip.ca or the distribution of millions of copies of educational resources, our relationship with provincial governments remains a critical element in the tipline’s success.

## ADVOCACY

The Canadian Centre for Child Protection’s vision is a world where children are protected and safe. **We place a priority on raising awareness of better practices to reduce the online sexual exploitation of children.** Some of our recent advocacy efforts include:

The Canadian Centre for Child Protection stood alongside the Government of Canada when it announced plans to fix the problem in the parole system that allows early release of criminals. The Canadian Centre attended the government’s October 26, 2009 press conference announcing the introduction of legislation to eliminate Accelerated Parole Review.

On November 23, 2009, the Canadian Centre for Child Protection was called as a witness to the Standing Senate Committee on Human Rights which was exploring the issue of child sexual exploitation in Canada. Statistics from the *Child Sexual Abuse Images: An Analysis of Websites* by Cybertip.ca research report were presented along with information about the Canadian Centre’s efforts to reduce the sexual exploitation of children.

The Canadian Centre for Child Protection was in attendance at the November 24, 2009 press conference where the Canadian government announced the introduction of legislation to assist in the fight against the sexual exploitation of children by requiring suppliers of Internet services to report Internet child pornography. The following day, when the bill received first reading in the House of Commons, both the Canadian Centre and its Cybertip.ca research report were positively referenced by all political parties.

In October 2010, the Canadian Centre for Child Protection was called as a witness before the House of Commons Standing Committee on Justice and Human Rights regarding Bill C-22 — *An Act Respecting the Mandatory Reporting of Internet Child Pornography by Persons who Provide an Internet Service*. The presentation provided an overview of online child sexual exploitation, the work of Cybertip.ca, our research findings, and why mandatory reporting will help combat the problem.

In January 2011, the Canadian Centre for Child Protection hosted a roundtable discussion on human trafficking with Canada’s Public Safety Minister, Vic Toews, and Winnipeg Member of Parliament, Joy Smith.



*"I am really glad that you are doing what you are doing. It is good to have you around. Keep up the good work!"*

– comment submitted to cybertip.ca

In February 2011, the Canadian Centre for Child Protection presented to the western attorney generals and solicitor generals. Held at the Manitoba legislature, the presentation focused on the Canadian Centre's programs and services to combat the sexual exploitation of children and partnership plans for future initiatives.

On February 7, 2011, the Canadian Centre for Child Protection presented to the House of Commons Standing Committee on Justice and Human Rights with regard to Bill C-54: *Protecting Children from Sexual Predators Act*. The bill would amend the *Criminal Code* to increase or impose mandatory minimum penalties for certain sexual offences against children. The bill would also create two new offenses — that of making sexually explicit material available to a child, and of agreeing or arranging to commit a sexual offence against a child.

On February 16, 2011, the Canadian Centre for Child Protection presented to the Standing Senate Committee on Legal and Constitutional Affairs regarding Bill C-22: *An Act Respecting the Mandatory Reporting of Internet Child Pornography by Persons who Provide an Internet Service*. This bill passed and received royal assent in March 2011.

## CYBERTIP.CA SUCCESS STORY:

In June 2010, Cybertip.ca received two reports concerning a male suspect believed to be in possession of content related to the sexual exploitation of children, including child pornography, on his work laptop. A Cybertip.ca analyst completed various online searches to add supplemental information to the reports. The reports were immediately forwarded to the Winnipeg Police Service and the information was also sent to the appropriate child welfare agency in Winnipeg as the suspect was believed to have two young children. A search warrant was executed and revealed several hundred images and some videos of child pornography, in addition to sexualized child modelling content. The suspect was arrested in July 2010 and charged with *Possess and Access Child Pornography*.



*"Canadians are rightfully concerned that in 2010, child pornography offences were up by more than 30 percent,"* said Honourable Rob Nicholson, Minister for Justice and Attorney General of Canada.

*"The sexual exploitation of children by Internet sexual predators is a very serious crime and our Government is committed to taking tough action against it."*

## WORKING IN COLLABORATION WITH

*"I routinely rely on Cybertip.ca to assist my team in their investigations. Cybertip.ca conducts queries on their ever-expanding database, provides public education to many referrals we forward to them and receive and process all of our website complaints. Without Cybertip.ca and their ongoing support of law enforcement, many offences would go unchecked which leads me to believe that many children would continue to be exploited."*

– RCMP E Division – NCO i/c Janis Gray, April 2006

*"There is tremendous value to Law Enforcement in what is accomplished at Cybertip.ca — tips relating to potentially illegal content are forwarded to law enforcement immediately... material that is legal is no longer received by police but is dealt with by Cybertip.ca allowing police to deal with child abuse and exploitation investigations. Cybertip.ca has also developed some of the best educational material I have seen. The members of Cybertip.ca have been doing an excellent job in assisting law enforcement and in promoting public education and are recognized throughout the world."*

– Ontario Provincial Police – Det/Sgt Frank Goldschmidt, May 2008

*"Cybertip.ca's leadership role within the Canadian Coalition Against Internet Child Exploitation (CCAICE) has led to the development of Operation 'Cleanfeed'. They have also been the driving force to create legislation making it mandatory to report instances of child pornography."*

– RCMP H Division – NCO i/c Corporal D.S. Fox, July 2008

*"I recognize the financial and human resource benefits that partnering with Cybertip.ca will provide and rely and utilize the accumulated knowledge and expertise Cybertip.ca possesses... I feel Cybertip.ca has become indispensable to law enforcement in Canada. They have become the cyber "front line" in the war against internet child exploitation."*

– Saskatchewan RCMP ICE Unit – NCO i/c Sgt Brent Ross, August 2008

*"Our partnership with Cybertip.ca has increased our own ability to be more effective. The infrastructure and reputation their dedicated employees have developed has assisted us in identifying trends, prioritizing investigations, linking investigations and identifying suspects and victims."*

– Northern Alberta ICE – S/Sgt Howard Kunce, September 2008

*"Cybertip.ca continues to impress with its innovative ideas and continued dedication to improving its services to Canadian law enforcement agencies. While remaining considerate to the needs of its partners and clients, Cybertip.ca has become a national reference in regards to the processing of online reports for law enforcement agencies."*

– Sûreté du Québec – Capitaine Frédéric Gaudreau, August 2009

## CANADIAN LAW ENFORCEMENT

*"Cybertip.ca has become and continues to be a valuable asset to law enforcement providing professional and effective front line triage of tips and reports of child exploitation. They also provide a valuable asset in the data of information they retain as another means to assist in investigations and the identification of suspects. They have truly become a relied upon partner with our agency in the struggle to prevent and investigate cases of Internet Child Exploitation."*

– Winnipeg Police Service – D/Sgt John Siderius, August 2009

*"Over the past several years, Kingston Police in partnership with Cybertip.ca has investigated serious offences against children in our community and we have experienced successful outcomes. Children who have been abused are now getting help and others who may have become victims have been spared. Kingston Police has included a link to Cybertip.ca on our website and we continue to promote Cybertip.ca to our community and in the media."*

– Kingston Police Service - D/C Stephanie Morgan, September 2009

*"Being able to rely on solid partners working in this field helped improve the way that the work was done and how the community protected itself. Partnering with the Canadian Centre for Child Protection on a number of initiatives has been one of the highlights of my CES career. I had the opportunity to meet many equally passionate and talented people who have helped improve how child exploitation units do their work."*

– Toronto Police Service - Det/Sgt Kim Scanlan, June 2011

*"Cybertip.ca continuously demonstrates an enhanced degree of professionalism and effectiveness in the front-line triage of tips and reports on the subject matter of child exploitation. Their data of information is quite beneficial in our investigations specifically in the identification of suspects...They have truly become a relied upon partner with our Units in the challenge of investigating cases of Internet Child Exploitation."*

– Southern Alberta ICE Unit – S/Sgt Steve Lorne, May 2012

*"...since its inception, Cybertip.ca has been a great resource to law enforcement...information is provided in a timely way and is often fruitful for our investigations. It is important to continue to have a central agency receive and accurately distribute tips from the public to the appropriate police agencies, avoiding overlap and inefficiency of important police resources. Without the existence of this critical reporting tool for the public, there is no doubt that many children would be overlooked in the fight against online predators. In Toronto alone, in the year 2011, there were 43 arrests that can be attributed to the Cybertip.ca system."*

– Toronto Police Service - Staff Inspector Mary Lee Metcalfe, July 2012

## over the years



November 2009 press conference [L to R]: Lianna McDonald, Executive Director of the Canadian Centre for Child Protection; Mrs. Laureen Harper; Bernard Lord, President and CEO of the Canadian Wireless Telecommunications Association; and Det. Sgt. Kim Scanlan, Toronto Police Service Child Exploitation Unit.



January 2011 press conference [L to R]: Lianna McDonald, Executive Director of the Canadian Centre for Child Protection; Vic Toews, Canada's Public Safety Minister; and Joy Smith, M.P. for Kildonan-St. Paul.



January 2010 public awareness campaign launch [L to R]: Chief William Blair, Toronto Police Service; Signy Arnason, Director of Cybertip.ca; Det/Cst Bill McGarry, Toronto Police Service; and Det. Susan Burke, Toronto Police Service.



May 2010 press conference [L to R]: Gord Mackintosh, Manitoba Minister of Family Services; Lianna McDonald, Executive Director of the Canadian Centre for Child Protection; and Vic Toews, Canada's Public Safety Minister.



Charlotte Burke, Senior Vice-President, Consumer Internet Services and Lianna McDonald, Executive Director, Canadian Centre for Child Protection



Janet Yale, Executive Vice President and National Chair of TELUS Community Boards, Public Safety Minister Stockwell Day and Treasury Board President Vic Toews



Lianna McDonald, Executive Director of the Canadian Centre for Child Protection, at a National Child Exploitation Coordination Centre press conference in March 2009.



In January 2012, the Hon. Rob Nicholson, Minister of Justice and Attorney General of Canada, announced federal government funding for the Canadian Centre.



April 2010 CWTA awards reception [L to R]: the Right Hon. Prime Minister Stephen Harper; Lianna McDonald, Executive Director of the Canadian Centre for Child Protection; and Bernard Lord, CWTA President and CEO.



May 2011 [L to R]: Andrew Stibbard, Canadian Centre for Child Protection Board Chair, and the Right Hon. Prime Minister Stephen Harper.



March 2012 Safe Streets and Communities Act — [L to R]: René Morin; Signy Arnason; the Right Hon. Prime Minister Stephen Harper; Noni Classen; Lianna McDonald; and Christy Dzikowicz.



April 2010 Francopol awards ceremony [L to R]: Sgt. Yannick Dion, Sûreté du Québec; Emmanuel Adjovi, representative of the International Organisation of La Francophonie; and René Morin, representative of the Canadian Centre for Child Protection.



January 2005 Cybertip.ca national launch event [L to R]: Board members Kathie King and Paul Chard, Signy Arnason, Lianna McDonald, Patrick Bergeron, and Board Chair Bob Johnson



Michael Ferras, Vice-President of Regulatory Affairs – Shaw, Ministers Day and Toews, and Lianna McDonald, Executive Director of the Canadian Centre for Child Protection

## supporting the important work of cybertip.ca over the years

Since the beginning, the important work of Cybertip.ca has been generously supported by both the public and private sector. Contributions made by each and every one of our partners have made a lasting impact on the work of Cybertip.ca in reducing child sexual exploitation and improving the personal safety of children across Canada. As we look forward, we also want to take a moment and say thanks to all those who have supported the work of Cybertip.ca over the years. Each have made important and unique contributions that have directly had an impact on the success of this essential service for Canadians.



Government  
of Canada

Gouvernement  
du Canada



Bell



SHAW)



SaskTel

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AOL  
CANADA

Cybertip.ca has made important strides over the past 10 years of operating as Canada's tipline to report the online sexual exploitation of children — offenders have been arrested, numerous children have been removed from abusive environments and countless children have been protected. Collaboration between the private sector, government, law enforcement, other non-governmental organizations and the Canadian Centre for Child Protection has resulted in tangible and rewarding results in protecting children in the last decade. Looking ahead, we remain steadfast in our commitment to develop effective strategies and innovative solutions for reducing the online sexual exploitation of children. With the support of our partners, we will continue to adapt to the changing needs of children and families across Canada and create a world where children are safe and protected. We remain optimistic about that possibility and thank Canadians for the role they have played in helping us protect children.

## conclusion

We thank  
Canadians  
for the role they  
have played  
in helping us  
protect children.

