



## Talking points

**In light of Apple's recent announcement, what is your point of view on the best ways tech companies should be tackling CSAM? Note: WEF would like your thoughts are on how regulators should be collaborating, and suggested referring to Hany Farid's article: [link](#)**

- As a global community we must strive to take **every step** we can to combat online child sexual exploitation and abuse wherever it is found.
- I agree with comments made by Professor Farid that for far too long, the tech industry as a whole has been lethargic in responding to the threats posed by the global trade of child sexual abuse material, live-streaming of child sexual abuse, predatory grooming and sexual extortion.
- During the last financial year, eSafety investigators received 14,573 complaints about child abuse material, a 49 per cent jump from the 2019/20 financial year.
- The impact of technological innovation in protecting children and young people from these heinous crimes could be hugely significant — which is why we were pleased Apple took a modest — and long overdue step — to protect children online, announcing that it would deploy on-device matching technologies to protect children from sexual abuse and exploitation.
- Were we surprised when just a few weeks later Apple decided to pause this work? We were disappointed - but perhaps not surprised. For too long privacy and data protection has been prioritised over safety, but it's time we all drew a line in the sand.
- We need to establish global expectations for the way digital platforms operate, and when we are formulating them, safety needs to be on equal footing with data privacy and security.
- We need to fully consider the privacy, safety and dignity of survivors of child sexual abuse as we formulate policies and technologies, ensuring that consideration is given to the needs of those most at-risk. This means considering illegal and harmful content more broadly – and not just solely dealing with illegal content.
- We also need to encourage technology companies to collaborate with external experts and those with lived experiences when developing solutions – and for these analyses to be full and balanced.
- We need to encourage tech companies to be more transparent about their efforts in detecting and actioning CSEM on their services – on the impact and effectiveness of the solutions that they are using – so that we can better drive up evidence-based and effective industry standards and practices.
- We simply cannot keep pitting safety against privacy – and we must tackle this lack of trust in systems, procedures and intent when it comes to addressing child sexual exploitation and abuse online. We need to knock down these artificial barriers – collectively, and in a unified and integrated way.
- It is vital that the global community escalate their efforts to stop the growth of this crime so that we can truly move forward in protecting children and young people, and survivors of child sexual abuse.
- We look forward to working in collaboration with our global partners to ensure that effective solutions are able to be implemented and adopted globally.

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Attachment B: Members - Global Coalition for Online Safety



**Julie Inman Grant**  
Commissioner,  
eSafety Commissioner, Australia



