

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 A: Background to the Global Coalition for Online Safety

- The Global Coalition for Digital Safety is a public-private platform for global, multi stakeholder cooperation to develop innovations and advance collaborations that tackle harmful content and conduct online.
- The Coalition aims to accelerate public-private cooperation and will serve to exchange best practices for new online safety regulation, take coordinated action to reduce the risk of online harms, and drive forward collaboration on programs to enhance digital media literacy.
- The Coalition is part of the WEF Media, Entertainment, and Sport platform, under the Advancing Global Digital Content Safety Project. This has focused on three key workstreams:
 - Content Moderation,
 - Regulation, and
 - Business Models and Competition.
- The focus of the Coalition is expected to cover health misinformation, terrorist and violent extremist content, and the exploitation of children online.
- Through this work, key focus areas that now require coordinated action were identified.
 - Share Best Practices on Safety Standards: Exchange knowledge on policies and practices for improving online safety, considering content policies, remedies, transparency reports, use of data, and new technologies.
 - Address Balance of Privacy and Safety: Share best practices on addressing the growing tension between privacy and safety as harmful content on encrypted channels risks evading detection
 - Market Competition: Drive better alignment between regulations focused on safety and competition to foster market innovation and enable consumer choice.
 - Cross-Jurisdictional Content Cooperation: Enable action on content that spans jurisdictions and requires greater coordination amongst countries (e.g. content created in one county but causing harm in another).
 - Definitional Alignment: Support work on consistent definitions for content categories, such as self-harm and cyber-bullying to enable standardized enforcement, reporting, and measurement across regions.

Attachment B: Members - Global Coalition for Online Safety



Julie Inman Grant
Commissioner,
eSafety Commissioner, Australia



Dame Melanie Dawes
Chief Executive,
Ofcom, United Kingdom



H.E. Johnny G. Plate
Minister of Communication and Informatics
of Republic of Indonesia



H.E. Mykhailo Fedorov
Deputy Prime Minister,
Minister of Digital Transformation of Ukraine



The Hon. Zunaid Ahmed Palak
Minister of State for Information and
Communication Technology of Bangladesh



Tan Kiat How
Minister of State, Ministry of Communications and
Information & Ministry of National Development,
Singapore



Courtney Gregoire
Chief Digital Safety Officer,
Microsoft, United States of America



Maggie Louie
CEO and Founder,
Otto, United States of America



Anna Borgström
CEO,
NetClean, Sweden



Chris Priebe
Founder and Executive Chairman,
Two Hat Security



Charlotte Petri Gornitzka
Deputy Executive Director, Partnerships,
UNICEF



Joanna Rubinstein
Former President and Chief Executive Officer,
World Childhood Foundation, USA



Victoria Nash
Director, Associate Professor, and Senior Policy
Fellow, Oxford Internet Institute



Iain Drennan
Executive Director,
WeProtect Global Alliance



Susan Ness
Distinguished Fellow,
German Marshall Fund of the United States