

- **67% of the hashes are category A or B – the rape or sexual torture of children**
- **3,040 of the hashes were assessed as babies and toddlers – two years old, or younger**

**IWF CEO Susie Hargreaves OBE** says: “We’ve been working on the technology to make the Image Hash List a reality for some time. Microsoft provided a cloud-based solution to allow companies all over the world to use our hash list with minimal fuss and no expense to those who want to protect their customers, their brands and do the right thing for victims of sexual abuse.

“Now our Image Hash List, coupled with Microsoft’s Cloud technology is an absolute game-changer. The service is unparalleled globally.”

IWF analysts have already created huge number of hashes; to date the list stands at 125,583.

**Susie continues:** “Every eight minutes our analysts identify a new webpage showing a child being sexually abused. We always ensure that image is taken down. But in the past it could be uploaded again, and again. This was incredibly frustrating for us and dreadfully sad for those victims. Now our new technology allows us, and any company which uses the Image Hash List, to hunt out those abusive images, meaning internet companies can completely stamp out copies, stop the sharing, and even stop the image being uploaded in the first place.

“This is a major breakthrough. Each and every one of these images is the painful record of a child being sexually abused. Their suffering is very real. These victims have the right to know someone is fighting this important battle.”

## **Technical details: IWF/Microsoft collaboration**

The IWF and Microsoft have teamed up to make it easy for companies to use the Image Hash List. Microsoft PhotoDNA has been the industry standard since 2009 and previously companies had to integrate hashes internally, often incurring high costs due to extensive engineering.

From today, the Microsoft and IWF collaboration has enabled a cloud-based delivery solution. The obstacles of in-house engineering have been removed, meaning that proactive monitoring of a company’s platform is no longer just for the big industry members.

Companies can compare anything from a single image to the millions of images uploaded through their platforms daily, using the cloud solution. For most companies, it’s not possible to manually scan every image which is uploaded onto their platforms as the numbers are too high. So the IWF Image Hash List, deployed through the cloud solution, can do it for them.

Companies can do all of this without affecting the users’ experience due to the speed and efficiency of the cloud solution. Any IWF member can integrate the cloud solution into their platform and be proactive in monitoring against the distribution of online child sexual abuse material.

**Report here (<https://report.iwf.org.uk/en>)**