

Polaris/Unseen

29. Polaris is a US organisation dedicated to the global fight to eradicate modern slavery. Polaris serves on the Thorn Technology Task Force (referred to 27 above) to combat CSAM.
30. Google has made significant donations to Polaris (USD 5m since 2012) to support its anti-CSAM and modern slavery objectives. Google also contributed GBP 1m in seed funding to Unseen in order to set up a UK-specific Modern Slavery Helpline in 2016.

The Technology Coalition

31. The Technology Coalition is an industry trade association formed by technology companies. Google joined the Technology Coalition in 2006 and donated USD 150,000 as part of its collaboration to develop technical solutions to prevent the distribution of CSAM. Today the coalition includes the following members: Adobe, Apple, Dropbox, Facebook, GoDaddy, Google, Kik, Microsoft Corporation, PayPal, Snapchat, SmugMug (including Flickr), Twitter and Oath (including Yahoo and Tumblr). The Technology Coalition works with NCMEC and the International Centre for Missing & Exploited Children, to identify and promote technology solutions to CSAM. By way of example of its work, the Technology Coalition facilitated the establishment of an image hash (see paragraph 53 below) repository for known apparent CSAM through NCMEC. Google mentors new entrants to the Technology Coalition each year, and served as chair for 3.5 years.

Lucy Faithfull Foundation

32. The Lucy Faithfull Foundation is a UK-wide charity dedicated solely to preventing child sexual abuse.
33. Google worked with the Foundation on the “Stop it now!” campaign, designed to deter those attempting to find CSAI using the internet and to educate them about the consequences of accessing CSAM; how to seek help regarding CSAM; and how to report CSAM online⁵.

N-Gage Outreach Program

⁵ Please see **Exhibit-7** for a link to Google’s collaboration with the “Stop it now!” campaign.