
*Asia-Pacific Region's Best Practice in a New
Internet Era: Safe and Secure Cyberspace for Youth:
Safer Internet Association (SIA) & its Activities*

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Safer Internet Association (SIA)



- Non-profit & non-governmental organization
- Founded in 2013 (<http://www.saferinternet.or.jp/english/>)
- Voluntary efforts by Japanese IT companies
- Evaluated as one of the **“positive steps”** to combat the sexual exploitation of children online by a UN Special Rapporteur in 2015
- Became **a provisional member of International Association of Internet Hotlines (INHOPE)** in May 2016

Regular Members

Yahoo Japan Corporation, Alps System Integration CO., LTD., Pitcrew. Co.,Ltd.

Supporting Members

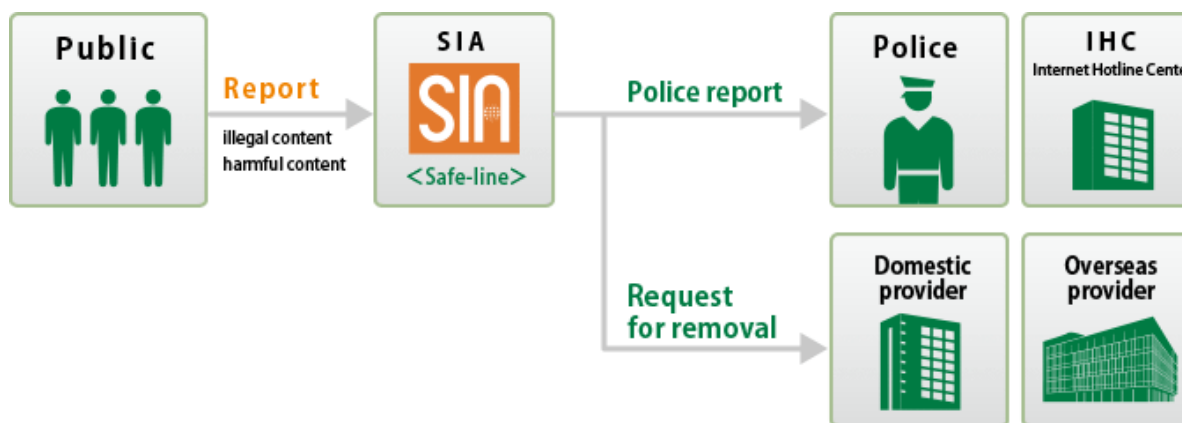
Mixi, Inc., CyberAgent, Inc., Amazon Japan K.K., SAKURA Internet Inc., GMO GlobalSign Inc., Cacco Inc.

Associate Company

Trend Micro Inc.

Safe-line Operations

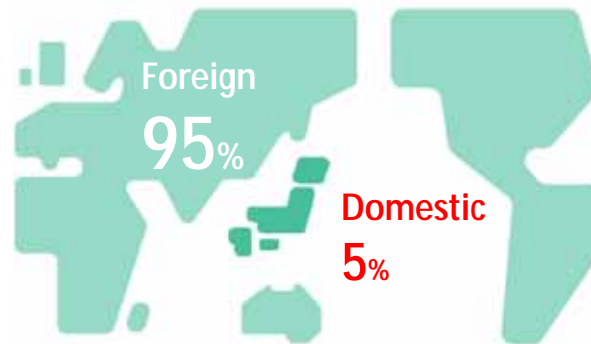
- Hotline responsible for the removal requests of illegal and harmful online contents overseas
- Cover the “missing part” of the domestic NPA/IHC hotline:
 - Removal requests for the online contents posted **outside of Japan**
 - **Flexible and swift responses** to the online contents difficult to be covered by police activities
 - E.g., **Child sexual abuse contents**, Online bullying, “Revenge porn”
- In accordance with the guideline made by the recommendation of SIA’s advisory board (consisting of third-party legal experts)



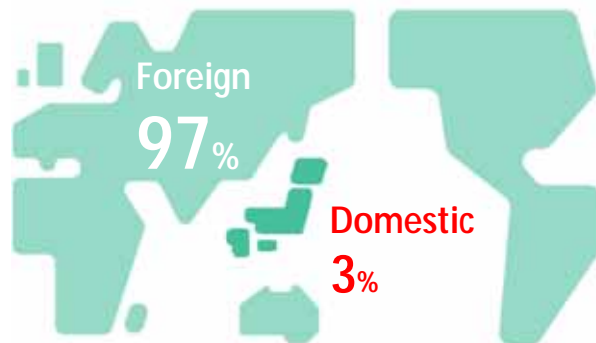
Location of Websites

- In 2015, out of all illegal and harmful online contents (7,064) received or detected by SIA, a significant proportion (6,711) was posted in foreign websites.

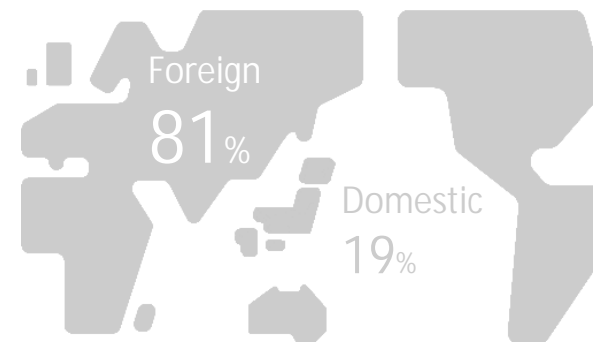
Total



Child Sexual Abuse

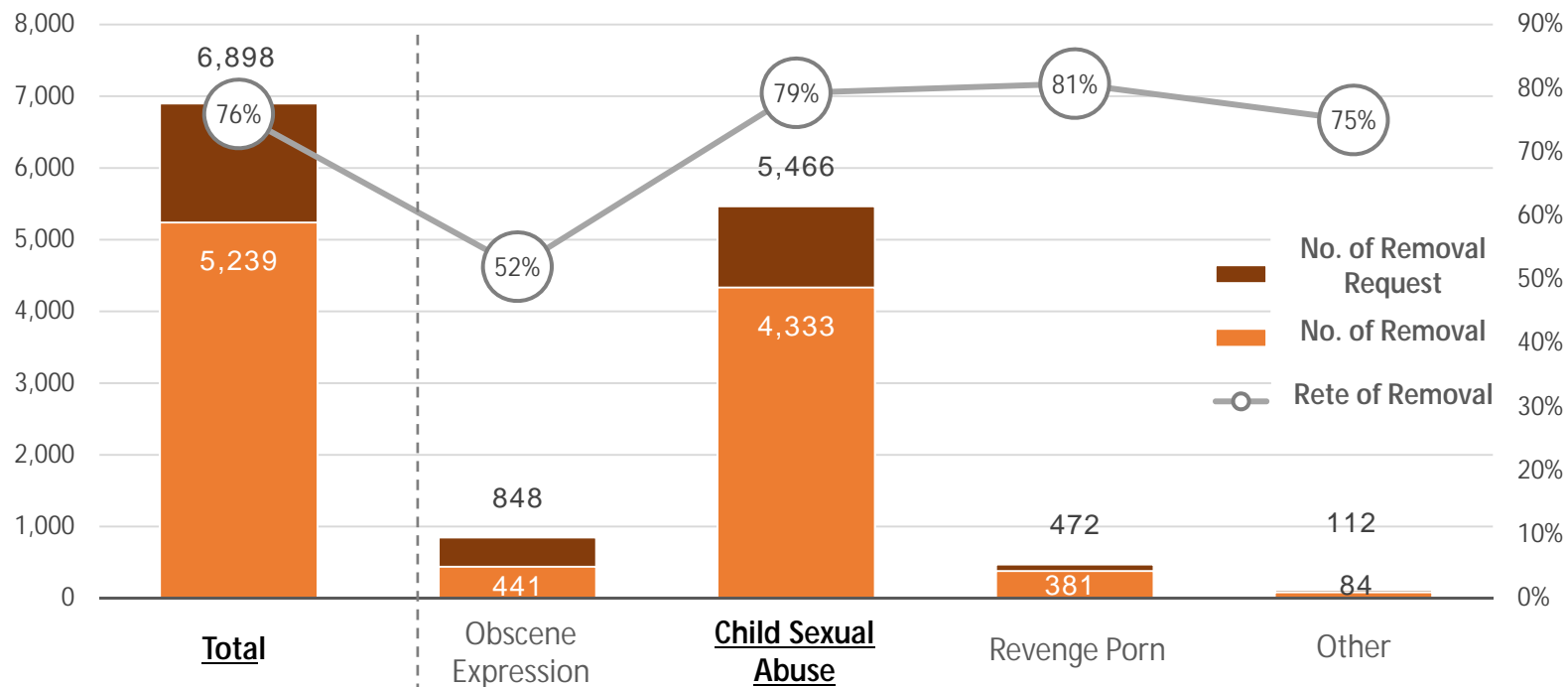


Revenge Porn



Number & Rate of Removal

- In 2015, SIA made a total of 6,898 removal requests to site administrators or hosting providers in accordance with SIA's guideline.
- Out of these requests, 5,239 (76%) were deleted. The number of child pornographies removed was 4,333 (79%).

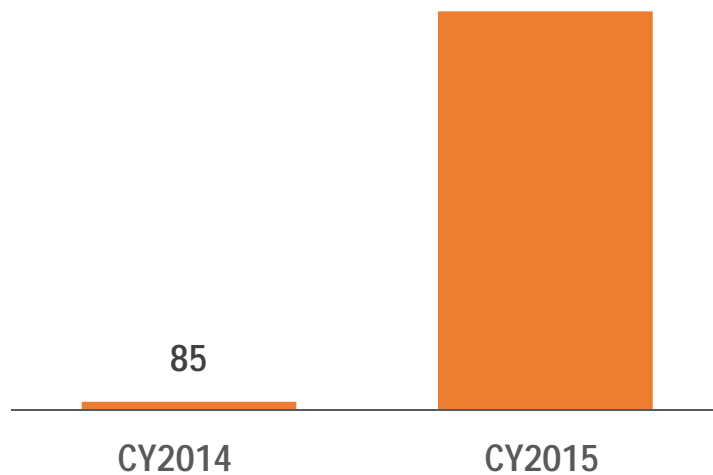


*In addition to the illegal and/or harmful online contents, contents to which the guideline was not applicable but special measures were taken as quasi-revenge porn are included in the numbers of removal requests and removed contents.

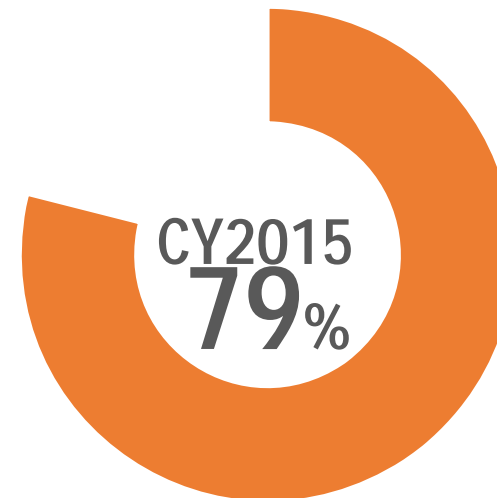
Child Sexual Abuse Contents

- The number of removal requests for child pornographies was drastically increased from 86 in 2014 to 5,466 in 2015.
- The rate of removal remained relatively high (4,333/5,466) in 2015.
- In many cases, the contents are uploaded to photo sharing services and URLs to the services are posted on online bulletin boards.

The Number of
Removal 4,333



The Rate of Removal in
Foreign Websites



THANK YOU.

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