



Model in image and intended as illustrative.

MANITOBA'S INTIMATE IMAGE PROTECTION ACT

2021-22 ANNUAL REVIEW

cybertip!ca[®]

This annual report highlights the Canadian Centre for Child Protection's role in Manitoba's IIPA and is a summary of activities from April 1, 2021, to March 31, 2022, as required under our agreement with the Province of Manitoba.



CANADIAN CENTRE for CHILD PROTECTION®

Helping families. Protecting children.

This report was prepared in June 2022, by the Canadian Centre for Child Protection Inc. Unless otherwise indicated, statistics and figures referenced in this document were compiled by the Canadian Centre based on records it maintains and represent the time period between April 1, 2021 and March 31, 2022. Reasonable efforts have been made to ensure the accuracy and completeness of the records.

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Terminology used in this report:

The term "child pornography" is a legally defined term used in section 163.1 of the *Criminal Code* of Canada, and used in other legislation in Canada, as well as Manitoba. Accordingly, the term "child pornography" will be reluctantly used when referencing specific language used in legislation, or specific *Criminal Code* offences. However, the term "child sexual abuse material" (or the abbreviation "CSAM") will be used in all other instances, as this term far more accurately reflects the abusive nature of this material, and is also the term recommended in the *Terminology Guidelines for the Protection of Children from Sexual Exploitation and Sexual Abuse* (known as the "Luxembourg Guidelines").¹

Social Media Terminology:

Social media statistics relate to platforms such as Facebook®, Twitter®, Snapchat®, TikTok®, YouTube®, Pinterest® and are provided by the platform. The Canadian Centre regularly collects this information from its social media accounts and compiles point-in-time information at the end of campaigns.

A social media account is considered to have been "reached" if a post about the particular query (a post, Tweet®, handle, hashtag, etc.) appeared in the newsfeed of that social media account over the period being measured. "Impressions" are the number of times a post is displayed in a newsfeed, whether or not it is viewed and whether or not the newsfeed is unique (this term is also used in the context of physical public awareness – see below).

Physical Public Awareness (billboards, signs, etc.)

Physical public awareness is typically measured in terms of "impressions". Impressions are the number of times a public awareness medium is seen, whether or not the viewer is unique. Impressions in this context are estimates provided by the company that supplied the physical promotional space.

¹ ECPAT International, *Terminology Guidelines for the Protection of Children from Sexual Exploitation and Sexual Abuse* (adopted 28 January 2016), available online: <http://luxembourgguidelines.org/english-version/>.

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THE CANADIAN CENTRE FOR CHILD PROTECTION

The Canadian Centre for Child Protection Inc. (C3P) is a national charity dedicated to the personal safety of all children. The organization's goal is to reduce the sexual abuse and exploitation of children through programs, services, and resources for Canadian families, educators, child-serving organizations, law enforcement, and other parties. C3P also operates [Cybertip!ca](https://www.cybertip.ca)[®], Canada's national tipline to report child sexual abuse and exploitation on the internet, and [Project Arachnid](https://www.projectarachnid.ca)[®], a web platform designed to detect known images of child sexual abuse material (CSAM) on the clear and dark web and issue removal notices to industry.

Through [Cybertip.ca](https://www.cybertip.ca), C3P offers assistance to those whose intimate images have been shared without their consent and depending upon the circumstances, can assist in sending removal requests to service providers, provide guidance on other options for managing the situation, and, where appropriate, facilitate the transfer of the incident to law enforcement agencies in the appropriate jurisdiction. The assistance offered by C3P involves a comprehensive approach covering all aspects from prevention to intervention tactics and resources.

About Cybertip.ca

Reports to [Cybertip.ca](https://www.cybertip.ca) are submitted by the public under one of eight categories:



Child Sexual Abuse Material (CSAM)



Luring a Child



Non-Consensual Distribution of Intimate Images (NCDII)



Making Sexually Explicit Material Available to a Child



Commercial Sexual Exploitation of Children



Agreement or Arrangement with Another Person to Commit a Sexual Offence Against a Child



Trafficking of Children



Travelling to Sexually Exploit a Child

As of March 31, 2022, a total of **371,177 reports** from the public and **8,788,794 reports** related to Project Arachnid were processed by Cybertip.ca. In 2021-22, we processed **18,166 reports from the public** and **4,338,206 reports related to Project Arachnid**. Cybertip.ca has seen a decrease in public reporting of websites hosting CSAM to the tipline. Factors that may have contributed to reduced public reporting totals of CSAM specifically, include Project Arachnid's efficiency in detecting known CSAM thereby reducing the public's exposure to CSAM, and updates to the Cybertip.ca report form now allow for multiple URLs to be submitted in a single report.

There has been a marked increase in the complexity of reports Cybertip.ca is receiving which are resource intensive in nature, and require multiple department support and external outreach.

Approximately **99%** of the child sexual exploitation (CSE) reports processed in 2021-22 were forwarded to one, or a combination of, the following entities: law enforcement agencies (LEAs), child welfare agencies, international hotlines, or a notice was sent to an electronic service provider (ESP).

As of March 31, 2022, since inception, Cybertip.ca was aware of **at least 600 arrests** executed by LEAs and **at least 550 children removed from abusive environments** in connection with reports submitted to the tipline by the Canadian public.

Modernized Cybertip.ca Streamlines Support

In 2022, C3P will celebrate 20 years of operating Cybertip.ca, Canada's tipline to report the online exploitation of children. The Cybertip.ca website has been the cornerstone of the program for the past two decades, offering up a safe and readily accessible way for youth and adults to report online victimization and find support.

In November 2021, C3P launched a modernized version of the site with a new, streamlined report form that features specialized reporting options, allowing us to connect Canadians to supports specific to their needs. Each month, Cybertip.ca processes thousands of reports, with an **average of 65 coming in from Manitoba**, so it is imperative we make the process of connecting with individuals in crisis as easy as possible.

Cybertip.ca is often the first point of contact for survivors of online sexual victimization as well. The new site clearly outlines how our team is available to assist- from helping to reduce the availability of their material through Project Arachnid to connecting survivors to internal and external support services for, among other things, safety planning, psychoeducation, victim services compensation, therapists in their area, and/or advocacy.

The site also features information on emerging risks to children and youth, research conducted by C3P, public awareness initiatives, and age-appropriate education and prevention resources that have helped protect children online since 2002.

2021-22 HIGHLIGHTS

On January 15, 2016, the *Intimate Image Protection Act (IIPA)*² came into force in Manitoba. The purpose of the legislation is to assist Manitobans whose intimate/sexual images have been distributed without consent by providing resources and supports to help remove the images from public display. It also allows victims to pursue legal action and sue for damages in civil court.

The Intimate Image Protection Regulation³ under Manitoba's *IIPA*, designates C3P as the authorized agency for receiving and responding to requests for information or assistance from a resident of Manitoba who has been negatively impacted by the non-consensual distribution of an intimate image. Manitobans are able to report the incident to C3P through Cybertip.ca.

C3P has been managing self/peer exploitation reports for years now along with addressing content removal and supporting those affected by the sharing of sexual images among peers. Support and resources have been enhanced by and are delivered to Manitobans in a consistent manner under the *IIPA*.⁴ C3P has seen the critical need for this service increase exponentially over the past two years as the pandemic has meant more people are online, and are exposed to more risk, particularly youth.

² SM 2015, c. 42.

³ M.R. 3/2016

⁴ The criteria used for diversion and support offered to Manitobans are specifically outlined in Appendix A.

Model in image and intended as illustrative.

Along with receiving reports and providing support to those affected by the sharing of intimate images/videos, C3P provides Manitobans targeted education and prevention material, ranging from facilitated virtual training to education and prevention lessons to public awareness campaigns. In 2021-22, these initiatives resulted in the following highlights:



960 REPORTS

involving concerns about the sharing of a sexual/intimate image/video were received by Cybertip.ca. Of the 960 reports from the Canadian public, **7% (66) involved a Manitoban** concerned about NCDII.



33,400+ VISITS

by Manitobans to C3P websites that deal with online sexual exploitation of children and aspects specific to youth and NCDII.



60+ PEOPLE

including Manitoba educators, parents/guardians, childcare workers, and post-secondary students, were reached through webinars hosted by C3P education staff.



101,000+ DIGITAL AND PRINT RESOURCES

related to NCDII were distributed to professionals within Manitoba.



7.5+ MILLION SOCIAL MEDIA IMPRESSIONS

generated by Manitoba-targeted campaigns directed at youth, expressing they are not alone in dealing with instances of NCDII; Cybertip.ca is here to help with support and image removal.

NCDII REPORTS SUBMITTED TO CYBERTIP.CA



*On March 9, 2015, the offence of NCDII came into force under Canada's Criminal Code. If someone knowingly **posts, distributes, or makes an intimate image of another person available to someone***

***else in any way**, knowing that the person in the image would not consent to that (or being reckless about whether the person in the image would consent to that), the person who shared/posted the image could be guilty of an offence. An intimate image is one that involves some nudity or sexual activity and which was taken in circumstances that gave rise to a reasonable expectation of privacy (such as in a private place/under private circumstances); and where the person in the image retains this expectation of privacy at the time the image is shared.*

As highlighted above, in 2021-22, Cybertip.ca received **960 reports** involving concerns about the sharing of an intimate image or video. This represents 26% of the total reports received over the last five years. Of the 960 reports from the Canadian public, **7% (66) involved a Manitoban** concerned about NCDII.

This represents a **10% increase in reports from Manitobans** over the previous fiscal year.

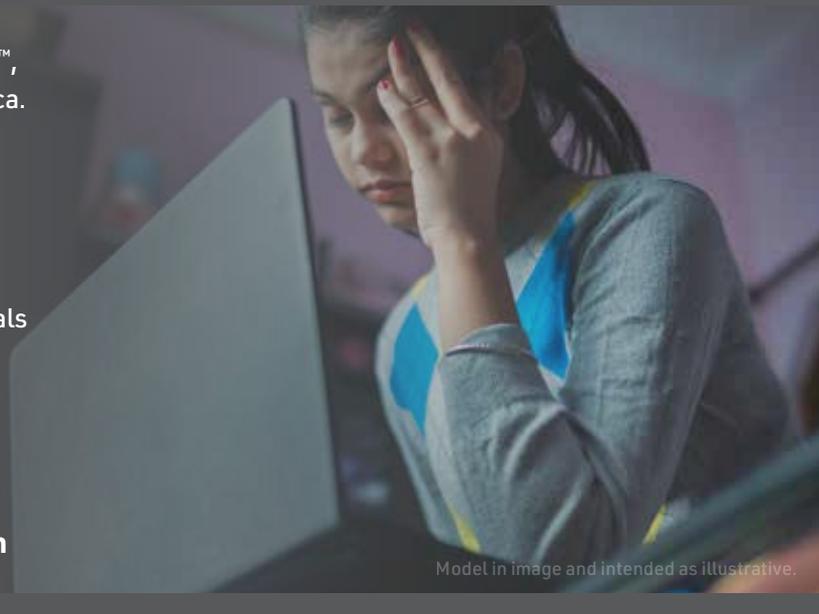
Submission into Cybertip.ca's online report form is only one way in which a Manitoban can interact with the tipline and receive support if they have been negatively impacted by the sharing of an intimate image. The public's intersection with our services comes through our toll-free line, email, or through one of our Contact Us support forms on NeedHelpNow.ca™ (which was updated to streamline the process during a time of possible crisis) ProtectKidsOnline.ca™, DontGetSextorted.ca™, and protectchildren.ca.

The support that Cybertip.ca analysts provide through phone calls, email, or the Contact Us pages are not always entered as a formal report within the Cybertip.ca system. The reason for this is that individuals commonly request information not be entered formally in our system as their primary focus is getting the material removed and moving on with their lives. **In 2021-22, C3P received 30 additional requests from Manitoba for information and/or assistance through the toll-free number and contact forms.**

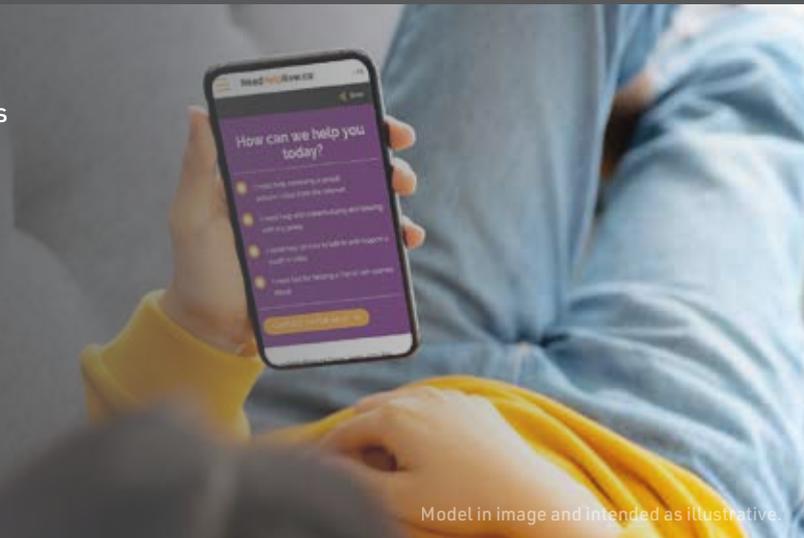
Additionally, schools and primary caregivers come to the tipline with instances of self/peer exploitation, requesting assistance on how to help support the youth involved, and the need to be connected to appropriate resources. We assist with answering questions, preparing safety planning for youth, navigating reporting processes, accessing support services, and providing educational resources (to be discussed further on in this report).



Model in image and intended as illustrative.



Model in image and intended as illustrative.



Model in image and intended as illustrative.

Project Arachnid and Notices Dealing with Early Pubescent and Post-Pubescent Children



One of the most concerning findings over the past year has been the abandonment of teen victims online. As noted in C3P's June 2021 report, *Project Arachnid: Online availability of child sexual abuse material*, pubescent imagery often takes longer to remove and the rate of recidivism is much higher, which suggests ESPs may view the removal of material depicting teens as less urgent than those that are unarguably illegal (pre-pubescent CSAM). Additionally, due to a global patchwork of legal standards related to CSAM, image categorization has skewed towards younger victims, leading to limited detection by Project Arachnid. All of this means adolescents are experiencing longer and repeated cycles of victimization.

Through Cybertip.ca, we have experienced an influx of youth asking for help with image removal through Project Arachnid. Of the **238 reports** where Cybertip.ca assisted youth or families of youth in removal in 2021–22, **10% (24) came from a Manitoban**.

For Cybertip.ca reports that indicate intimate images/videos involving an alleged Manitoba youth are publicly posted online, we work with child exploitation units in Manitoba to ensure the hashes (i.e., the digital fingerprints) for the images/videos are added into Project Arachnid and we then issue removal notices to ESPs when detected (note that such images/videos of youth typically fall under both NCDII and CSAM). Cybertip.ca also receives regular updates from national and international policing databases on hashes involving youth-related exploitation. Local agencies, such as the Winnipeg Police Service (WPS), the Brandon Police Service, and RCMP D Division, submit hashes into policing databases, which are then added to Project Arachnid.



In the 2021-22 fiscal year, more than **1.87 million images of confirmed CSAM were assessed in Project Arachnid**, while **3,234,247 notices** were issued to ESPs in relation to CSAM detected on their service. This total number of notices also includes images tied to youth-related exploitation involving early pubescent youth in Manitoba submitted to the national policing database.



Project
Arachnid™



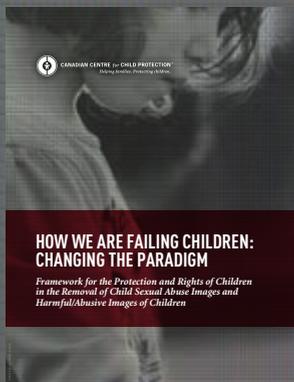
SHIELD

By Project Arachnid

In addition to crawling functions, Project Arachnid has evolved into a platform that includes methods for industry to proactively respond to CSAM, including **Shield by Project Arachnid™** (Shield), an industry Application Programming Interface (API). Rather than waiting for Project Arachnid to detect material and send a notice, industry can use Shield to assist them in detecting known CSAM on their service, which speeds up its removal. Industry members that do not wish to interact directly with Shield can register their service/domain with C3P to have any notices sent directly to them instead of being sent to their hosting provider.

Other companies, such as filtering providers, can download real-time lists of URLs that are believed to currently contain CSAM for filtering purposes.

Harmful-Abusive: Expanding Beyond the Definition



Industry is also able to have no-cost access to Project Arachnid's harmful-abusive content hash list, which flags online content that doesn't meet the legal definition of "child pornography" in the *Criminal Code* but is still damaging to survivors and children by being publicly available. This could include self-generated intimate images that were shared online without consent. Removal of this material falls directly in line with C3P's recommendations in our children's protection and rights framework, *How We Are Failing Children: Changing the Paradigm*, which expresses that images/videos included in the continuum of abuse must be removed to stop survivors' continued victimization.

While some of the material associated with the non-consensual distribution of intimate images may not always meet the threshold required by the *Criminal Code*, it often violates a provider's terms of service (TOS). Project Arachnid sends automated TOS notices to industry to request the removal of this content. **During 2021-22, Cybertip.ca was able to get harmful-abusive content removed for youth in Manitoba in six situations.**

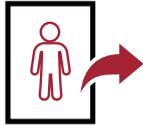
In addition to content removal, industry can play a role in reducing the re-victimization of survivors by de-indexing search results. Cybertip.ca analysts continue to work with providers in efforts to not only make sure the content comes down, but that it doesn't continue to appear in other places.

CASE IN POINT

In one case here in Manitoba, Cybertip.ca analysts were able to get links to a sexualized image of a youth de-indexed from search engines. The image did not appear to clearly meet the *Criminal Code* definition for child pornography or an intimate image but was still harmful to the youth. It was posted to a page that did not respond to requests to remove it and employed exploitative removal practices, such as requiring large sums of money to pay for removal. In order to reduce the exposure of the victim, Cybertip.ca analysts worked with search engines to de-index the links to the page where the image was posted that resulted from a search of the youth's personal information.

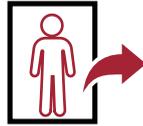
Total NCDII Reports Submitted to Cybertip.ca

In 2021-22, Cybertip.ca received **960 reports** under the reporting category of NCDII:



31%

pertained to concerns of images/videos of a youth being distributed.



63%

pertained to concerns of images/videos of an adult being distributed.



6%

did not provide information about their age.

14 **15 16 17** 18

23%

of the reports received involved a youth between the ages of 15 and 17, while another 11% involved youth between the ages of 12 and 14.



93%

of reporting persons chose to provide contact information.



73%

of the time the reporting person was the subject of the image.



69%

of the incidents involved threats to the victim.



NCDII Reported to Cybertip.ca from a Manitoban

When Cybertip.ca receives a report into its secure system, a child protection analyst:

1. First assesses whether there may be a child at risk and raises the priority level for processing where child victim and/or alleged suspect information is included.
2. Once an initial priority has been assigned, the child protection analyst breaks the report into its component parts based on the number of incidents in a report. For example, one public report may contain information about a website and a chat room. This would be considered two separate incidents and are analyzed independently.⁵

Between April 1, 2021, and March 31, 2022:

- **66 reports** were submitted by individuals within Manitoba under the category of NCDII and 13 inquiries were received from parents of youth and adults within Manitoba via our toll-free phone line, email, or forms for assistance dealing with situations involving the NCDII. In each situation involving an inquiry, the individual did not wish to submit a report.

- **59 of the 66 reports** were submitted via Cybertip.ca's online reporting form (*cybertip.ca/report*); the other seven were submitted based on contact through the Cybertip.ca toll-free line.

- **Two individuals** chose not to provide any contact information⁶ and 64 provided a phone number and/or email address.

- **52%** (34) of the reported incidents involved content being shared through mobile devices; **14%** (nine) pertained to content being publicly shared on a website; **8%** (five) involved an incident in a chat room or on instant messaging; and in **27%** (18) there was not enough information provided to clearly assess the type of technology used to facilitate the NCDII incident.

- **26%** (17) of reports related to youth between the ages of 15 and 17; **20%** (13) of reports related to youth between the ages of 12 and 14; **2%** (one) of reports involved a child under the age of 12; **36%** (24) of reports related to an adult under the age of 30 reporting NCDII; **11%** (seven) of reports related to an adult 30+ years old reporting NCDII; **6%** (four) of reports were related to situations where the age of the individual was not provided.

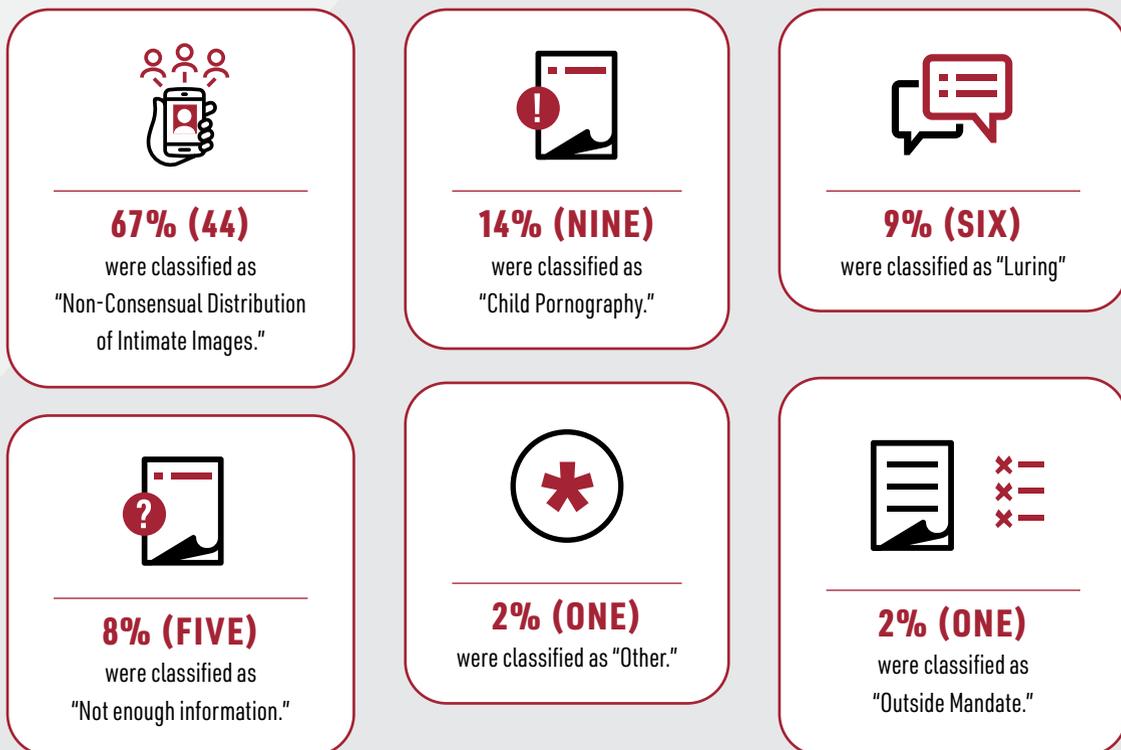
⁵ Each incident is assigned a secondary (Cybertip.ca) classification by a child protection analyst based on the *Criminal Code* (Canada). This is either a confirmation or correction of the reporting person's classification.

⁶ When submitting a report to Cybertip.ca, an individual has the option to provide identifying information; the only information requested is the reporting person's age. When the report is submitted (by phone or online), the reporting person is provided with a confirmation number. In the event they choose to remain anonymous, this number could be used to confirm they reported their concerns.

- When the reported situation pertained to a youth in the image of concern:
 - » **39% (12)** involved the youth reporting concerns related to their own intimate image.
 - » **26% (eight)** involved a parent/guardian reporting the concerns.
 - » **6% (two)** involved a friend/peer reporting the concerns.
 - » **16% (five)** involved a professional working with the youth (e.g., teacher/school admin, therapist, social worker, etc.).
 - » **13% (four)** involved another concerned individual reporting the concerns.

- Where the reported situation pertained to an adult concerned about NCDII, 90% (28) were reported by the adult in the image/video.

Following assessment by an analyst, the secondary classifications⁷ of incidents break down as follows:



⁷ Each incident is assigned a secondary (Cybertip.ca) classification by a child protection analyst based on the *Criminal Code* (Canada). This is either a confirmation or correction of the reporting person's classification.

Cybertip.ca forwarded 24 of the 66 reports to law enforcement and/or child welfare and the following were the outcomes/feedback as a result:

- **Four reports** involved Cybertip.ca, in consultation with law enforcement, reaching out to ESPs to have material or accounts related to the incident removed. The material was also included in Project Arachnid for the purposes of ongoing detection and removal.

- **Four reports** involved Cybertip.ca attempting to contact the youth or reporting person to provide further support; however, in all three of the cases, the youth did not respond after repeated reach-outs. In two of these cases, police also reached out and did not receive a response from the youth.

- **Two other reports** involved police attempting to contact the reporting person to gather more information; however, the reporting person did not connect with police. Police concluded the file.

- **Two reports** are still under investigation by police.

- **Three reports** were concluded by police with feedback, stating there was either not enough evidence or the parent/school were taking the appropriate steps to intervene in the situation.

- **Two reports** were followed-up by child welfare to intervene and provide guidance for the situation.

- **Four reports** were concluded without any further details, and **three reports** did not have any feedback from police.

Of the eight reports involving youth that were not sent to law enforcement and/or child welfare:

- **Two** involved limited information being reported and Cybertip.ca attempting to contact the reporting person or the youth for more information but receiving no response.

- 
- **Two** involved 16- and 17-year-old youths looking for assistance in peer related situations where their imagery was being shared and did not want police involvement. In both cases, school administration was involved in managing the situations. C3P staff connected with the schools to provide guidance and assist the situation.
-
- **Two** involved a protective parent/guardian reporting to get assistance in having online material removed and/or managing a peer related situation.
-
- **One** involved a young adult reporting as a result of imagery taken when she was underage. The young adult was looking for assistance in removal of the imagery and did not want police involvement.
-
- **One** involved a peer related situation that was being managed by the school administration with guidance from C3P Support Services staff.

For those reports, phone calls, and contact us inquiries related to adults impacted by NCDII, guidance on next steps to deal with the situation was provided to the reporting. This may have included:

- Information about contacting websites and what information to provide.
- Advice on language that could be used to notify the individual in possession of the image.
- Encouragement to involve a support person(s) and importance of self-care.
- Guidance on how to obtain an order of protection in the form of a Peace Bond.
- Tort information (but not legal advice).

In certain circumstances, C3P staff also assisted adults in making requests to websites for the removal of the material distributed without their consent.



Reports/Inquiries Received Under NCDII/IIPA

The following are a few samples of the reports/inquiries received by Cybertip.ca/C3P and the associated outcomes.

Youth NCDII Report:

- A parent of a youth reported that a sexual video of the youth was distributed by peers.
- According to the parent, the original video was recorded and stored on the youth's social media account.
- The parent reported the social media account was accessed by peers, the video was taken from the account and distributed.

C3P Support Provided:

- Emotional support and guidance for the parent to navigate working with the school to address the sharing of the images among students;
- Educational resources such as *Online Child Sexual Victimization: Picking up the Pieces*, *What's the Deal*, and others, shared with the parent; and
- The parent shared material to be included in Project Arachnid for future detection if distributed further online.

Adult NCDII Report:

- A young adult reported a sexual video of themselves that was posted online.
- The young adult believed the video was shared online by an ex-partner.

C3P Support Provided:

- Assistance with the removal of the material posted online;
- Assistance in connecting with and navigating the process of applying for counselling; and
- Information provided regarding application for Compensation for Victims of Crime to cover costs of counselling.

Youth Related Inquiry from an Adult:

- C3P was contacted by a high school guidance counsellor;
- A high school aged female shared a sexual image with similar age male in the context of a dating relationship;
- The image then was shared with two other female peers in the school; and
- The female had been threatened with physical harm by the two females and was worried about the image being shared further.

C3P Support Provided:

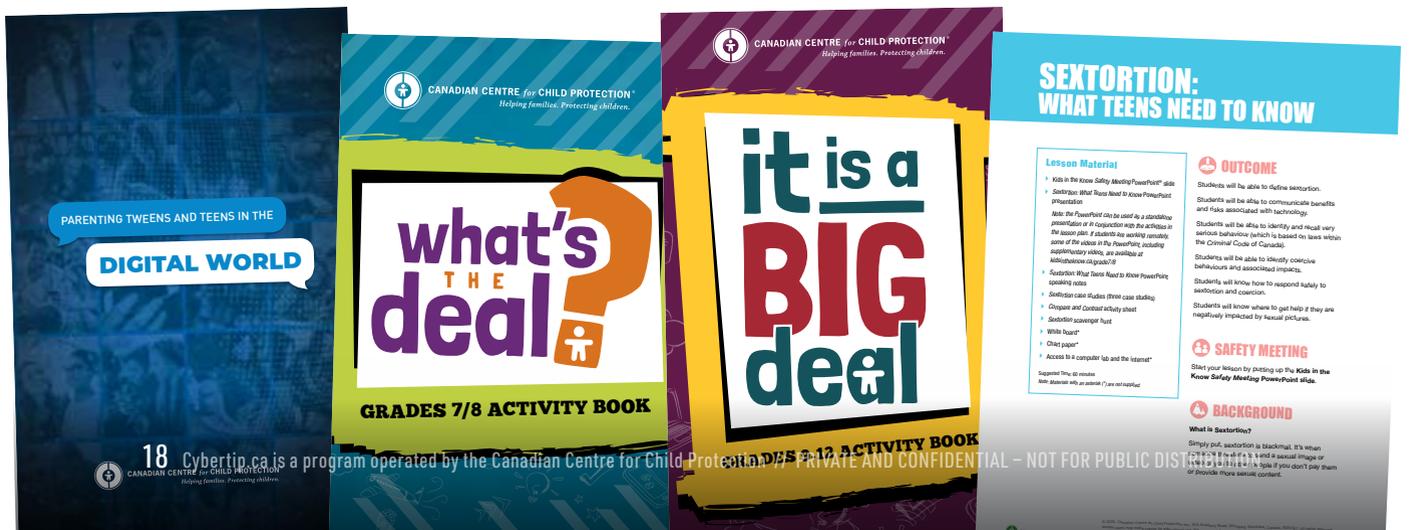
- Guidance surrounding managing this situation within the school context was provided. Guidance was based on C3P's *Resource Guide for Schools – Addressing Self-Peer Exploitation*;
- Steps for approaching the acting out youth were discussed; and
- Educational information and resources provided to guidance counsellor to share with both the affected female and the female's parents.

EDUCATION & PREVENTION ACTIVITIES

Cybertip.ca is responsible for keeping NeedHelpNow.ca, ProtectKidsOnline.ca, and DontGetSextorted.ca updated in areas related to the online sexual exploitation of children and aspects specific to youth and NCDII. Emerging tactics used by those targeting youth for intimate images is regularly updated on these sites, which garner significant traffic.

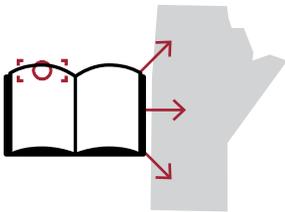
Information gleaned from the tipline also helps guide and update our downloadable education and prevention resources, which are available to child-serving organizations, families, LEAs, and schools on these sites. In 2021–22, from Manitoba there were:

- **30,500+ visits** on the Cybertip.ca site with information related to NCDII.
- **1,440+ visits** to NeedHelpNow.ca, a website that guides teens on how to stop the spread of sexual images or videos and provides support along the way.
- **1,640+ visits** to ProtectKidsOnline.ca with information related to NCDII and sextortion.
- **900+ pieces of material** downloaded in relation to NCDII and sextortion, including digital copies of:
 - » Guides for dealing with the sharing of an intimate image (SPEX) for families and schools
 - » SPEX overview and information sheet
 - » *Parenting Teens and Tweens in the Digital World*
 - » *What's the Deal* activity book
 - » *It is a Big Deal* activity book
 - » Sextortion lesson plan
 - » Downloadable sheets on NeedHelpNow.ca, which includes information on how to get help removing pictures, the laws surrounding NCDII, seeking support, and more.

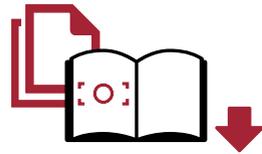


SPEX Guides and NeedHelpNow.ca

Our guides for dealing SPEX were developed in response to increased reports to the tipline regarding sexting incidents. The SPEX guides continue to be an important resource for families, schools, child-serving organizations, and LEAs. In the 2021-22 fiscal year:

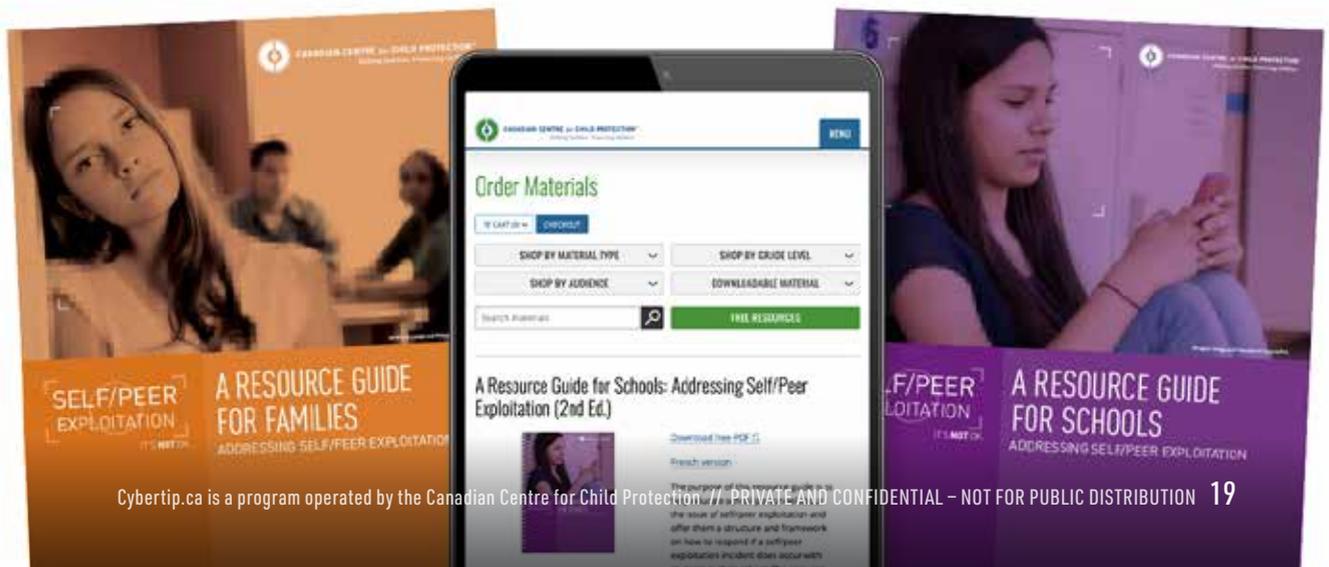


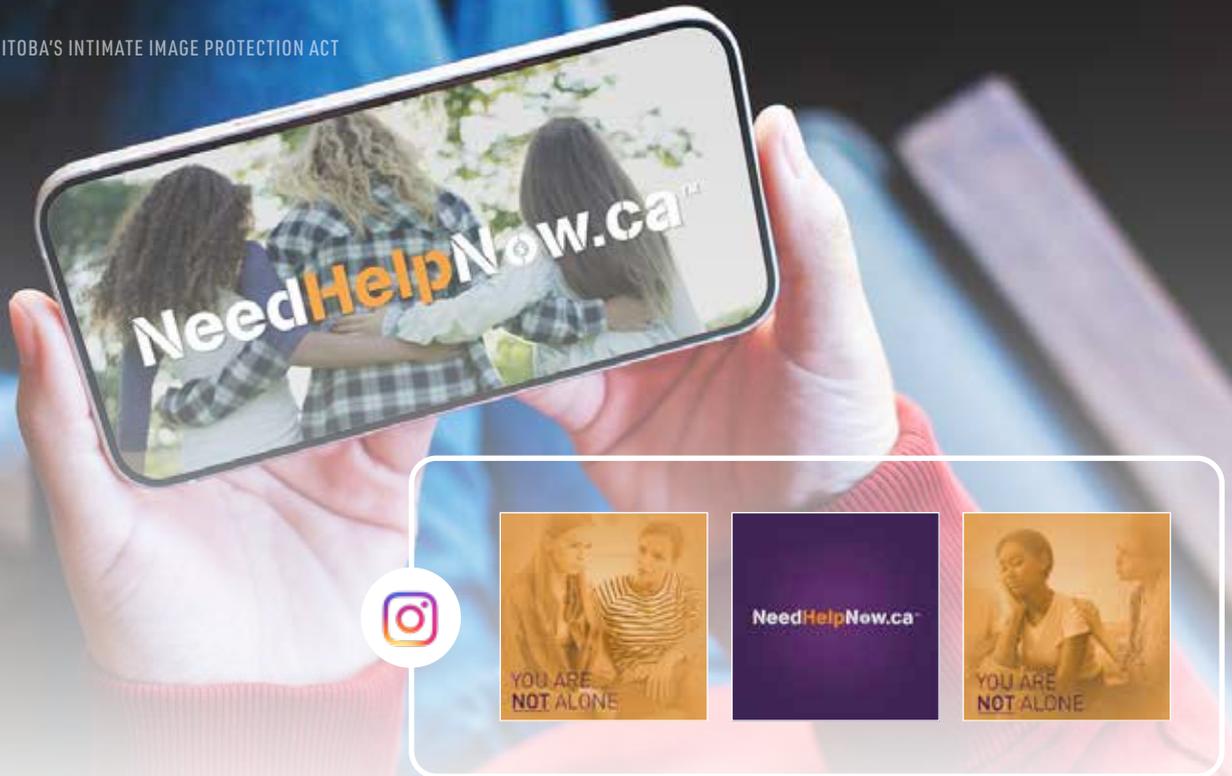
420+
printed copies of the SPEX guides were distributed across Manitoba.



390+
SPEX and NCDII safety sheets were downloaded from Cybertip.ca, NeedHelpNow.ca, and protectchildren.ca by someone within Manitoba.

The SPEX guides are also promoted through the Kids in the Know® e-newsletter, which reaches more than **3,000 families and educators across the country.**





Need Help Now

While the SPEX guides provide guidance to schools and parents dealing with a self/peer exploitation incident, the teens caught in the midst of having their intimate image/video shared often feel like they have nowhere to turn. That’s where NeedHelpNow.ca comes in. With this important website, youth have a resource that can help them stop the spread of sexual images/videos and receive support along the way.

In 2021–22, NeedHelpNow.ca received more than **49,000+ visits; 1,400+ of those coming from Manitoba**, with Manitoba users spending just over four minutes on the site (the average across Canada is approximately two minutes). “Removing Pictures/Videos” continues to be the most visited page, underscoring NeedHelpNow.ca’s critical assistance.

As such, in 2021, C3P began to map out an updated version of the site which will streamline the process for teens/youth to find information about removing photos/videos from popular social media platforms (TikTok® was added as an option in 2021–22), how/where to seek emotional support, and quick links to report to Cybertip.ca and reach other critical support services, such as Kids Help Phone®.

Social media plays a critical role in reaching NeedHelpNow.ca’s target audience with information about image/video removal, emotional support, identifying healthy and unhealthy behaviours in relationships, and how to get help. In 2021–22 we ran several campaigns generating more than **35,000+ impressions** across Manitoba through Facebook®, Instagram®, YouTube®, and Twitter®, as well as targeted Snapchat® ads which saw more than 500,000 impressions and **6,000+ swipe ups** to NeedHelpNow.ca.

DontGetSextorted.ca

Well over 500,000 of our naked mole rat memes and gifs downloaded from the supporting website—DontGetSextorted.ca—have been shared worldwide. In 2021-22, we created new memes for teens to use instead of sending a nude.



ProtectKidsOnline.ca

Through the operation of Cybertip.ca, C3P has a unique lens into the risks facing youth online, and can share this information and tips to help keep children and families safe. ProtectKidsOnline.ca brings together not only timely blogs detailing what we're seeing through the tipline, but tangible talking points that help parents better understand the digital world in which their kids are engaging. More than **1,600 Manitobans** visited the site in 2021-22.

Over the fiscal year, C3P posted several blogs that reflected concerning sextortion trends we saw through the tipline:



April 2021, New Sextortion Tactics Reported to Cybertip.ca:

Offenders are superimposing a youth's face in a video or photo to make it look like they are nude or engaging in a sex act. Then they demand the youth send them money or gift cards, or they will send the video or photo to the victim's friends and family.



October 2021, Alarming escalation in sextortion tactics targeting teens:

Threats to send youth's sexual images to news outlets, creating fake newspaper articles, and modelling scams are just some of the aggressive tactics offenders are using to sextort teens.



December 2021, Hacking Snapchat® accounts or using the threat of hacking to sextort teens

An alarming trend in reports from teens who have had their Snapchat accounts hacked and their intimate images or videos shared on the social media platform.

Additional blogs included a short piece about the popular game Among Us™—the risks and how caregivers can keep kids safe—as well as a piece for caregivers on online sexual violence, what it is and how to talk to children/youth about it. The blogs have been read by **more than 300 Manitobans**.

Training and Education

101,000+ digital and print resources related to NCDII were distributed within Manitoba to law enforcement, educators, child welfare agencies, and other child protection professionals, including:



*A Resource Guide for Schools:
Addressing Self/Peer Exploitation*



*A Resource Guide for Families:
Addressing Self/Peer Exploitation*



*Parenting Tweens and
Teens in the Digital World*



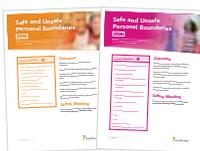
**NeedHelpNow.ca/NCDDII
posters and cards**



**Kids in the Know
Grade 7 and 8 kits**



**Digital Kids in the Know:
Healthy Relationships
lesson for Grade 9 and 10**



**Kids in the Know
Online Safety Lessons
for Grades 7 and 8**



**What's the Deal
activity book**



**It is a Big Deal
activity book**

Professionals that intersect with children in Manitoba regularly connect with the tipline asking analysts to walk through how to manage the sharing of intimate images and our role under the *IIPA*. This information is then shared within that professional's organization to better educate their colleagues and offer steps they can take to manage such situations.

Kids in the Know

Kids in the Know (KIK) is C3P's national, interactive safety education program that uses age-appropriate lessons to increase children's personal safety skills to reduce their risk of victimization online and in the real world.



Currently, 95% of Manitoba's school divisions, boards, and districts have schools using Kids in the Know.

Supporting sexually victimized children and youth: Online and offline

In 2021-22, C3P released three new resources for adults to support youth who have experienced sexual victimization online and offline. *Online Child Sexual Victimization: Picking up the Pieces* offers practical considerations for parents/caregivers on how they can support their child, take appropriate action to protect them, move forward, and heal. *Supporting Youth Who Have Experienced Sexual Victimization* is a resource that raises considerations for teachers and other safe adults supporting youth who have been sexually victimized online, in person, or both.

The sheet *Support Your Child When They Have Been Sexually Victimized* focuses on offline victimization, and helps parents/ caregivers understand how they can help a child/youth restore a sense of safety.

Since these resources release in February 2022, there have been **more than 90 downloads from Manitoba.**



Zoom® and Digital Presentations

In 2021-22, the C3P education team facilitated **43 digital sessions** for educators, parents, and other child serving organizations, reaching approximately **3,288 participants.**

C3P continues to develop new facilitated presentations for educators surrounding digital learning environments. For educators and schools, the training covers trends in online child exploitation, particularly those seen through Cybertip.ca, professional boundaries when working with children online, and developing policies and procedures to better safeguard children in school and online education settings.

“There are so many great resources available to help teach students about safety and becoming responsible individuals. It is our duty as educators to educate students on these topics and to be aware ourselves.” – MANITOBA EDUCATOR

Schools also reached out to C3P to help support parents with online safety information. To meet this need, C3P continues to offer safety presentation for families. These facilitated presentations focused on the risks to children and youth we’ve seen through Cybertip.ca, what families can do to keep their kids safe, talking points to get the conversation around online safety started, and what additional resources and services C3P can offer families. These virtual sessions have been extremely well attended and generated some incredible dialogue that would not happen if the presentation were just emailed to parents.

“[Most important takeaway]...knowing how to create dialog with my 10 year old and begin with my 6 year old about appropriate content on the internet.” – PARENT AFTER PARTICIPATING IN THE ONLINE RISKS AND TRENDS SESSION

Additional education and training opportunities

To stay informed about the law surrounding NCDII and Manitoba’s *IIPA* and its implications for Manitobans, C3P also monitors reported NCDII cases across Canada. Cases monitored involve those that may include “child pornography” charges (and related constitutional challenges) that involve a person under 18 as the person charged, and cases that involve NCDII charges against a person over 18. The information gleaned from these cases is used in ongoing training of our staff, as well as in educating other professionals working in this space, such as Crown Attorneys. The information is also used to keep track of current trends in the legal system respecting how these offences are treated by the courts, and to inform the resources that C3P develops.

PUBLIC AWARENESS

In 2021–22, C3P executed a number of public awareness campaigns designed to raise awareness about NCDII to people within Manitoba, including how they can turn to Cybertip.ca for help and support.

Media Interviews: In 2021–22, C3P staff participated in approximately **44 media interviews** related to self/peer exploitation, sextortion, and NCDII-related issues that could be viewed in Manitoba.

Just Because it's Posted, Doesn't Mean it's Permanent

When an intimate image is shared online, teens may feel like there's nothing that can be done; that their image is out there forever. This campaign is targeted at teens and urges them to contact Cybertip.ca for help taking back control and image removal.



Driven mainly by social media, the campaign generated more than **4.4 million impressions** across Facebook, Twitter, YouTube, Instagram, and Snapchat, which alone saw more than **2.3 million impressions** and 21,000+ swipe ups.

Resulting Help: Cybertip.ca analysts received several calls from teens who said they decided to reach out for help after seeing the Snapchat ad. An adult also came in after seeing the post to report an NCDII incident that occurred five years ago when they were in high school.

Supporting campaigns included a Spotify® ad which saw nearly 700,000 impressions, and out-of-home options such as billboards in nine Manitoba communities, and bus shelter placement which garnered an additional **43 million impressions**.

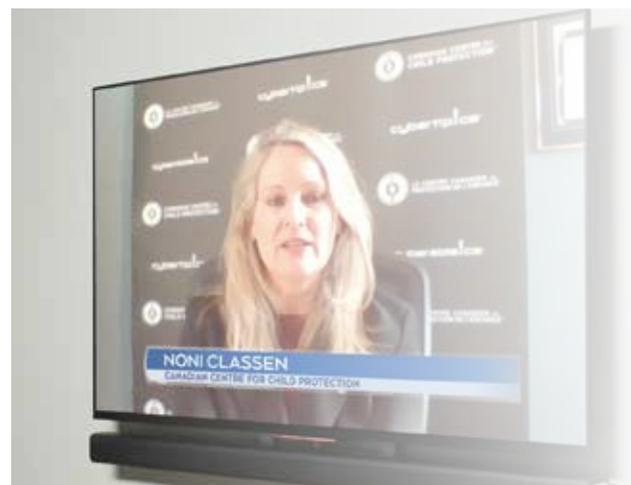
Safer Internet Day

In 2021, Cybertip.ca, saw a **37% increase in reports related to the overall online victimization of youth**. Even more concerning is the intensity of tactics being used to target youth, which range from repeated unsolicited sexual images to doxing. For Safer Internet Day 2022, we urged families to talk with youth about what constitutes as online sexual violence, how to safely navigate these situations online, and where to go for help.

Cybertip.ca also launched **two new education resources** to help families and youth address online sexual violence, providing “what if” scenarios to work through safe responses when being targeted with online sexual violence. Since their release, there have been **50+ downloads** of the resources from Cybertip.ca in Manitoba.

C3P conducted **10** media interviews around Safer Internet Day, including a piece with CTV National; however, the biggest reach was on social media, where there was more than **110,000 impressions** across Facebook, Twitter, and Instagram. C3P created TikToks directed towards youth that discussed what online sexual violence is, myths that normalize online sexual violence, and how to get help, which **amassed 2,000+ views**. For caregivers, C3P Director of Education Noni Classen did a series of Instagram stories answering questions about online sexual violence and how families can talk about it.

Messaging was supported on social media with a Tweet from Paul Brandt, Public Safety Canada, along with LEAs and education organizations promoting the new resources.

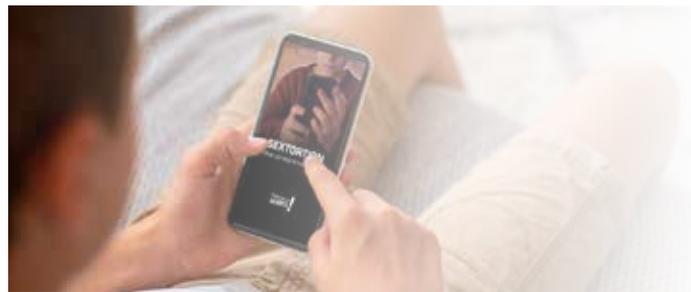


Cybertip.ca Awareness Day

September 26th marks Cybertip.ca's inception date, and to recognize the anniversary each year, C3P highlights the importance of this national service through public awareness campaigns and other initiatives.

For Cybertip.ca Awareness Day 2021, Cybertip.ca issued a new Cybertip.ca Alert after seeing a **62% increase in reports of teens being sextorted** over the past six months, with males aged 15-17 being the biggest target. The Alert included not only how sextortion is happening and where, but messaging for parents on what to do if their teen is being sextorted, and for youth around how Cybertip.ca can help.

Director of Cybertip.ca, Stephen Sauer, conducted several media interviews, which generated reach of over 20 million. #CybertipAwarenessDay was also shared widely by LEAs, including the RCMP's official account, Winnipeg Police, among several others.



CTV News, September 25, 2021



New logo, new sign-ups: Delivered right to users' inboxes, Cybertip.ca Alerts help bring online safety messaging directly to families. In fall 2021, we release a new Cybertip.ca Alerts logo as part of a campaign to encourage parents and caregivers to sign up for these important emails.

Using social media, as well as specialized posts for law enforcement and education, the campaign resulted in more than **500 new Alert sign ups** over the course of the month-long campaign.

MOVING FORWARD

C3P will continue to offer support to Manitobans impacted by instances of NCDII in the 2022-23 year. We will also actively pursue the following objectives:

1. Continuing to provide response and support services for victims

- a. Assisting youth victims by ensuring their intimate images are added into Project Arachnid to disrupt its availability.
- b. Connecting survivors and their caregivers to other support services such as counselling/therapy or victim services that may be available in their region.
- c. Assisting with victim impact statements for situations specific to online exploitation.
- d. Providing survivors with information about financial options/remedies specific to online victimization that may be available in their region.
- e. Offering informational resources and guidance around safety planning specific to online risks and concerns to assist victims and their caregivers in moving forward.

2. Continue issuing notices through Project Arachnid for harmful-abusive images of children.

In 2021-22, Project Arachnid issued 1.2 million notices involving harmful-abusive images. This includes images or videos associated with the abusive incident, nude or partially nude images of children that have become publicly available and are used in a sexualized context or connected to sexual commentary. These images may not meet an obvious criminal threshold but are very harmful to children/youth. In 2022-23, we will continue to send more of these removal notifications to hosting providers.

3. Continue engagement with Law Enforcement and helping to ensure intimate images of youth are added into Project Arachnid

Law enforcement within Manitoba continue to refer victims and families who have been affected by the sharing of intimate images to C3P for support. C3P will continue to work with these units to raise broader awareness of the comprehensive supports we offer and to assist in responding to this type of victimization.

4. Explore Additional Opportunities to Support Adults

In 2021-22, 63% of those requesting assistance with the non-consensual distribution of intimate images were young adults (18-25). In the coming fiscal year, C3P will look at ways of further enhancing the support provided to victims of NCDII who are over the age of 18, particularly those between 18-25.

5. Raising Awareness among Professionals

C3P will continue to offer training on addressing the NCDII in 2022-23 for school divisions, school resource officers and other requesting training on managing these type of incidents. For professionals working with children, C3P will offer guidance around image removal, safety planning, connecting entities to law enforcement (where appropriate) and connections to victim services and counselling. C3P will continue to monitor case law and educate Crown attorneys on the both the NCDII and CSAM offence within the criminal realm.

6. Run Public Awareness Campaigns

In 2022-23, C3P will be executing a provincial campaign on how youth can get help with instances of NCDII; directing users to both NeedHelpNow.ca and Cybertip.ca for resources. Additionally, the Needhelpnow.ca website will be revamped to support youth negatively impacted by the sharing of an intimate image.

Model image and intended as illustrative.

APPENDIX A:

Criteria for Diversion

It was necessary to determine what criteria would be considered in order for a request to result in diversion. In doing so, a distinction was made based on the age of the individual being impacted by the non-consensual distribution of an intimate/sexual image (under 18 years versus over 18 years).

Under 18 Years:

- ✓ Situation (includes image/description of image, circumstance of creation and expectation of privacy) appears to meet the *Criminal Code* definition of an "intimate image"
- ✓ Law enforcement/child welfare do not flag any concern after receipt of FYI copy (no additional information on Acting-out Youth/Affected Youth in their systems that would warrant a different response from diversion)
- ✓ Affected Youth and Acting-out Youth aged 13-17 years old or contact was made by the parent/guardian of youth
- ✓ One youth aged 13-15 years old, other older but within close-in-age exceptions
- ✓ No indication of abuse, extortion, harassment, suicidal ideation, etc.
- ✓ Affected Youth and Acting-out Youth know one another offline (or through a peer)

18 Years and Over:

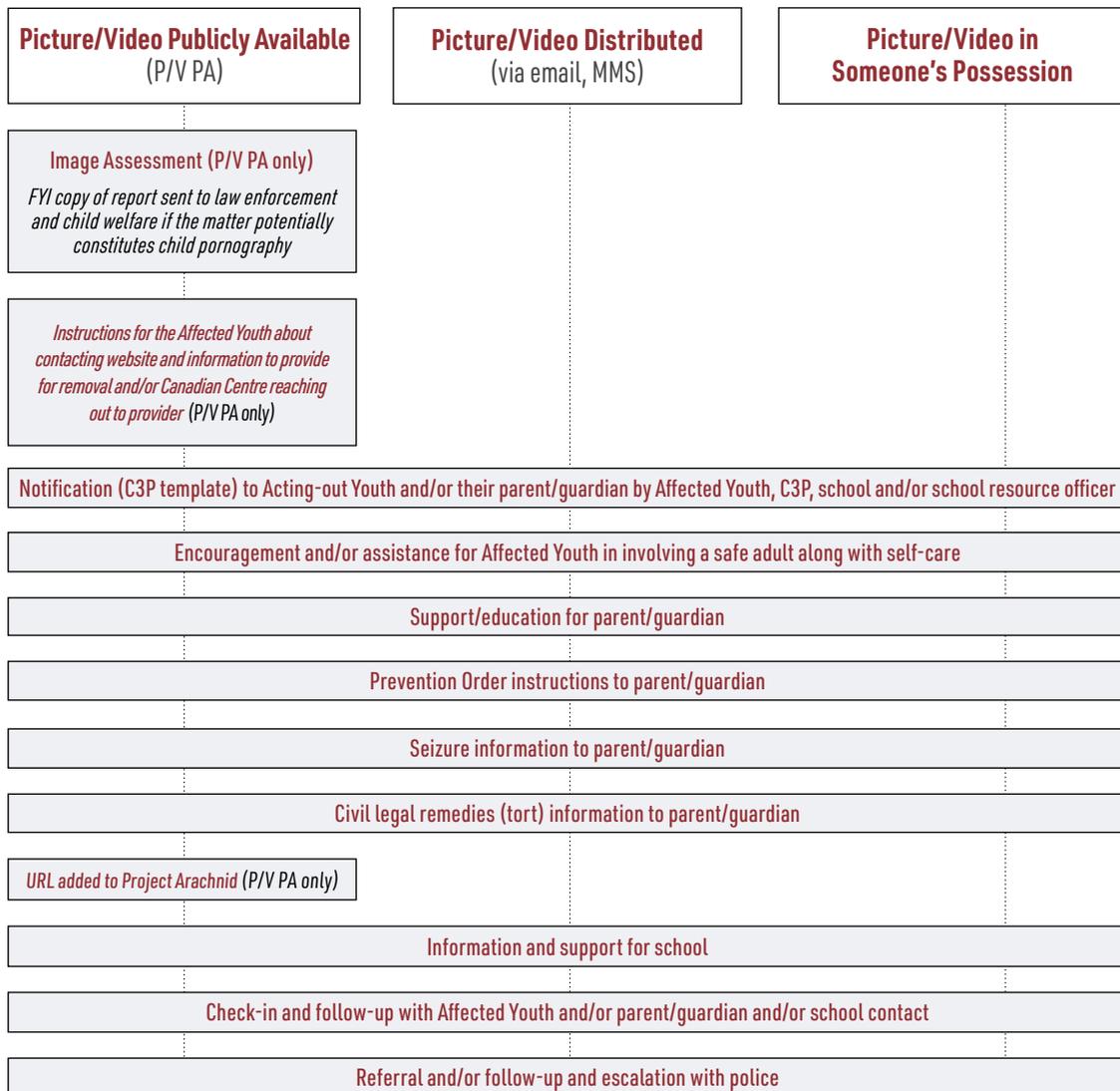
- ✓ Situation (includes image/description of image, circumstance of creation and expectation of privacy) appears to meet the *Criminal Code* definition of an "intimate image"
- ✓ Victim age 18+ years (note: for victims 18-23 years of age, C3P may provide more direct support)
- ✓ Person posting/distributing /possessing intimate/sexual image is 18 or older

Supports Provided by C3P

The support provided by C3P to an individual impacted by the non-consensual distribution of an intimate/sexual image varies based on the age of the individual.

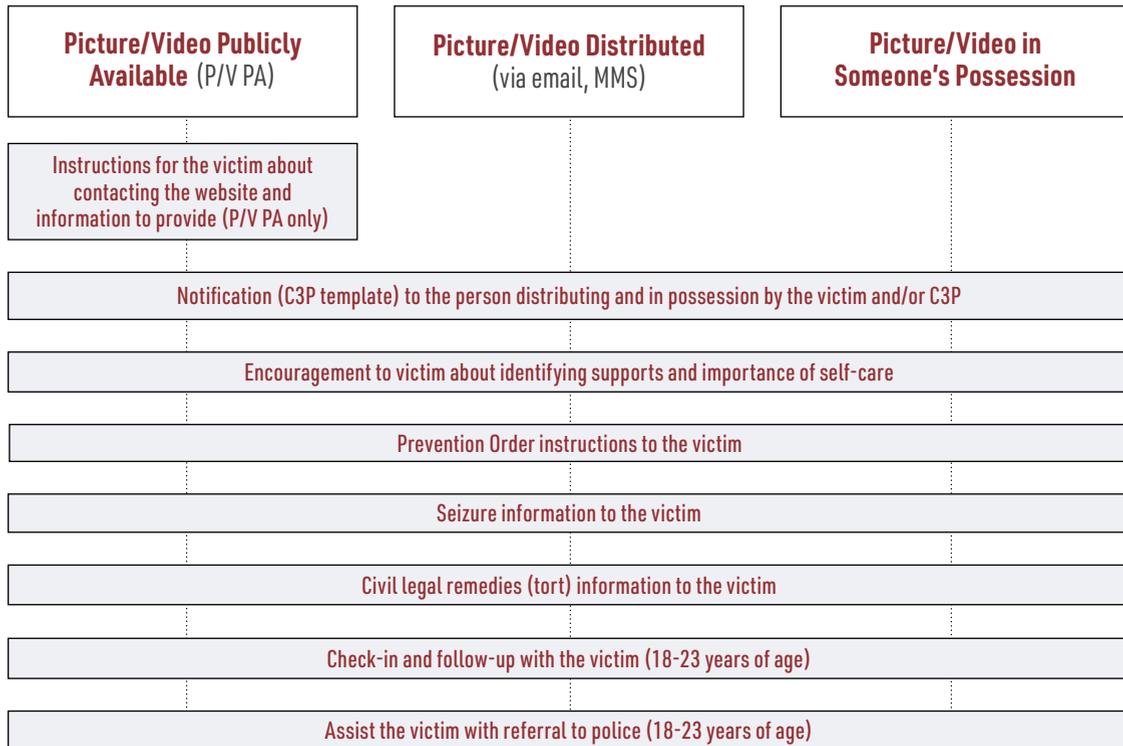
Under 18 Years:

Depending on the information provided (e.g., identifying information for Affected Youth or Acting-out Youth, intent behind production of the images, the location of the content, the extent of distribution, school information for Affected Youth or Acting-out Youth), C3P may take any one or more of the following actions:



18 Years and Over:

Depending on the information provided, C3P may take any one or more of the following actions:



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