U.S. Secret Service

NCMEC Parent / Guardian Presentation

TSA Rick Nord

Louisville Field Office

THE OVERALL CLASSIFICATION OF THIS PRESENTATION IS: UNCLASSIFIED (U)

NCMEC's MISSION

Find missing children

Reduce child sexual exploitation

Prevent future victimization

"HOPE IS WHY WE'RE HERE"

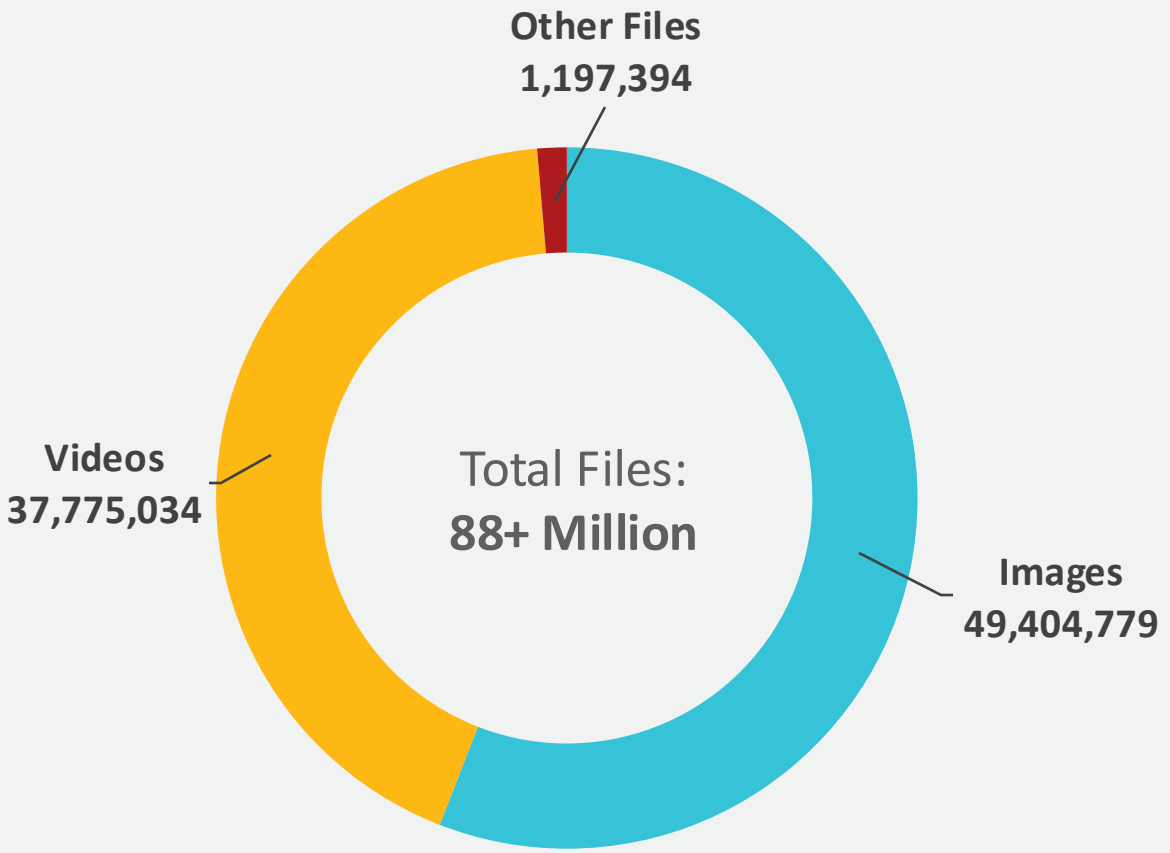
CyberTipline – 2022 Data

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN®

CyberTipline

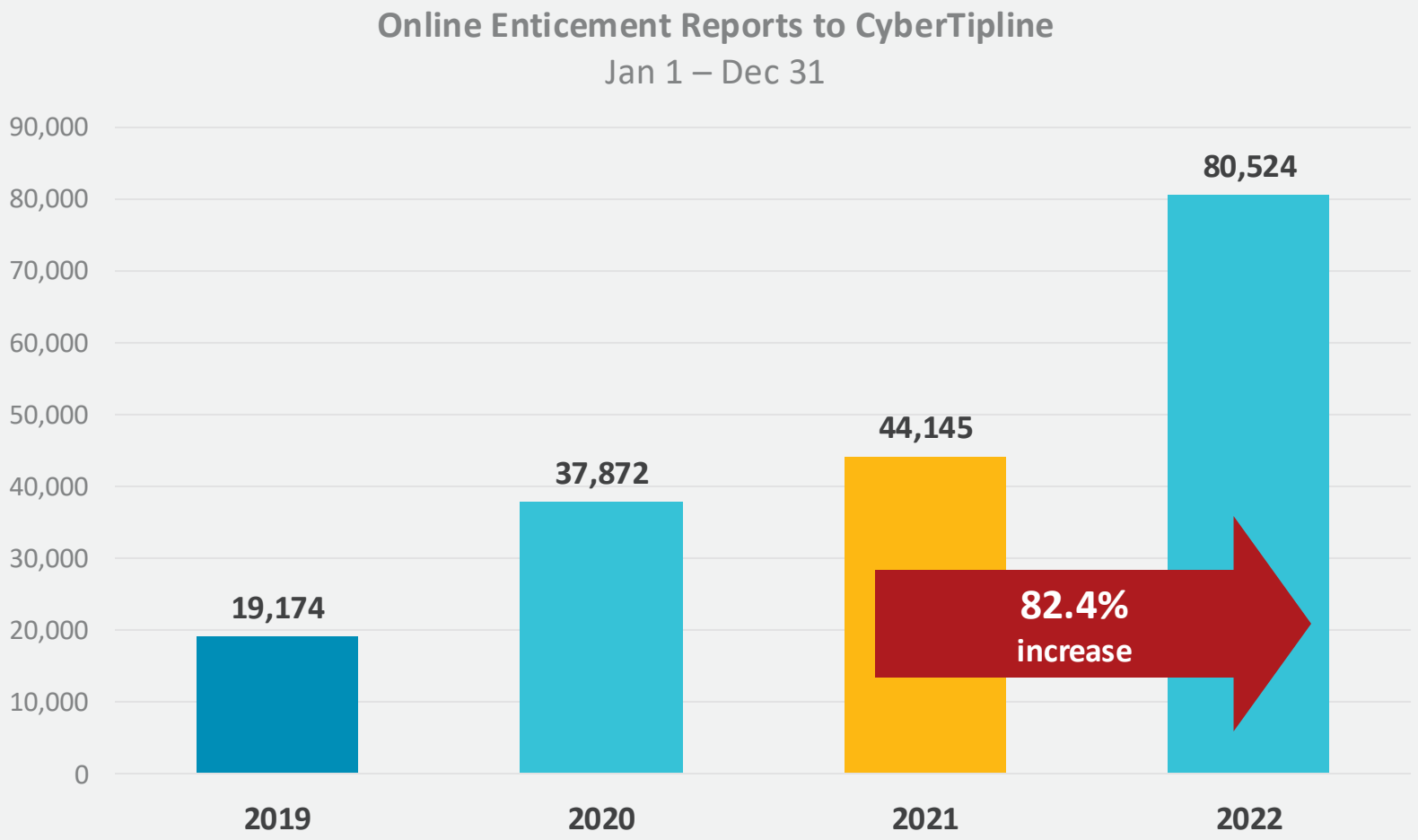
CyberTipline.org • 1-800-THE-LOST®

In 2022,
the CyberTipline received
32+ million reports.



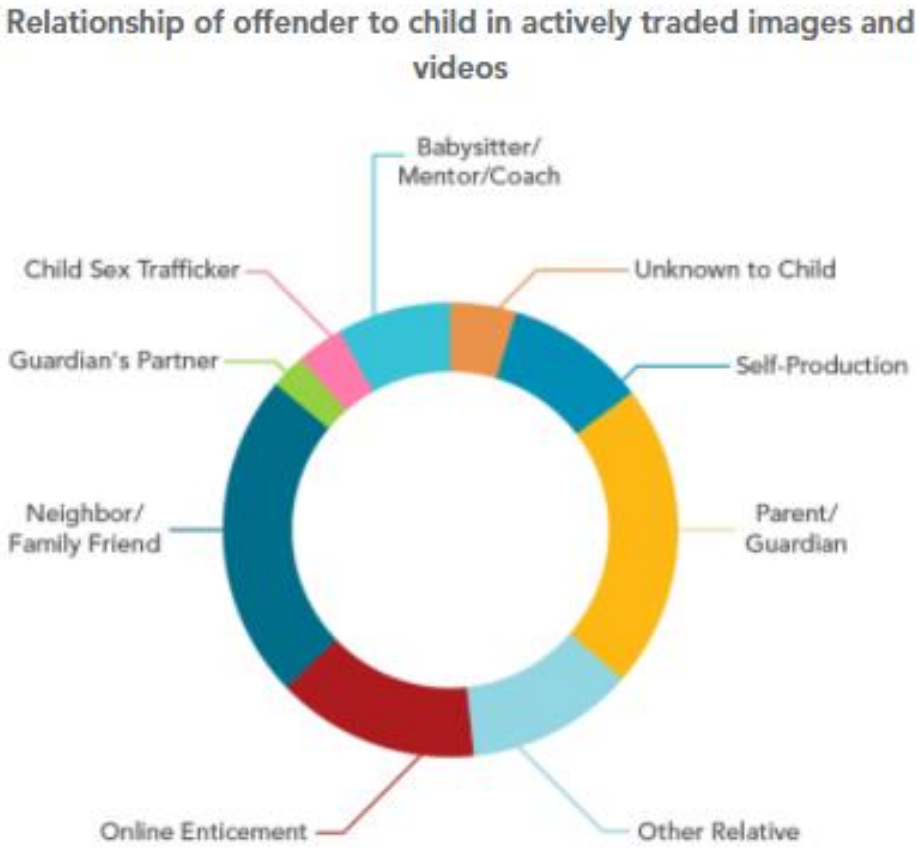
NCMEC.org/Impact

Increase in Reports of Online Enticement



NCMEC.org/CyberTiplineData

DATA: Relationship of Exploiter to Child[1]



Gender

Male
36%

Female
64%

Age

Infant/Toddler
9%

Prepubescent
60%

Pubescent
32%

1. Abuser data based upon victim information submitted to NCMEC by law enforcement, The data represent the known relationships from 12,254 series (16,358 identified victims).
2. "Online Enticement" includes either (1) victims who met a perpetrator online and transmitted self-produced images or (2) victims and offenders who met online and then met offline, producing images.
3. "Self-produced" includes those victims who have produced and distributed images of themselves.
4. "Human Trafficker" includes victims of commercial sex trafficking.
5. "Unknown to Child" includes un-established relationships, i.e. photographers, runaways, etc.

CyberTipline®

Child sexual abuse imagery

Online enticement of children for sexual acts

Child sex trafficking

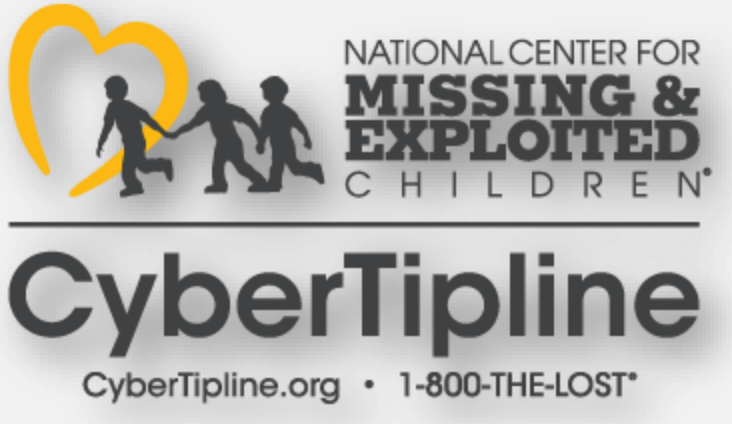
Child sexual molestation

Child sex tourism

Unsolicited obscene material sent to a child

Misleading domain names

Misleading words/digital images



Addressing “Stranger Danger”

There are many misconceptions…

In reality, strangers can help

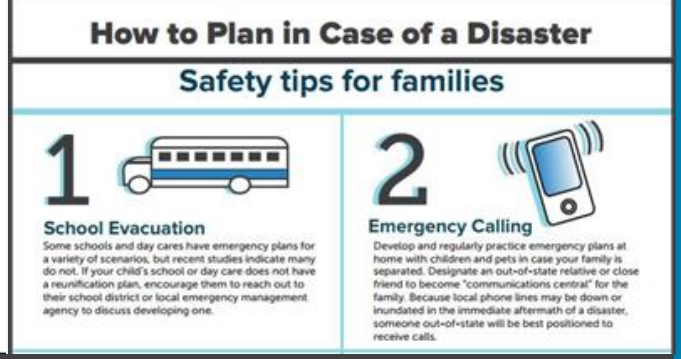
Instead, teach children to identify and report to trusted adults

Personal safety program for
families and children in grades K-5

Designed to help parents and their children:

- Understand safety risks
- Learn about risk-reduction strategies
- Feel empowered to report unsafe situations

www.KidSmartz.org



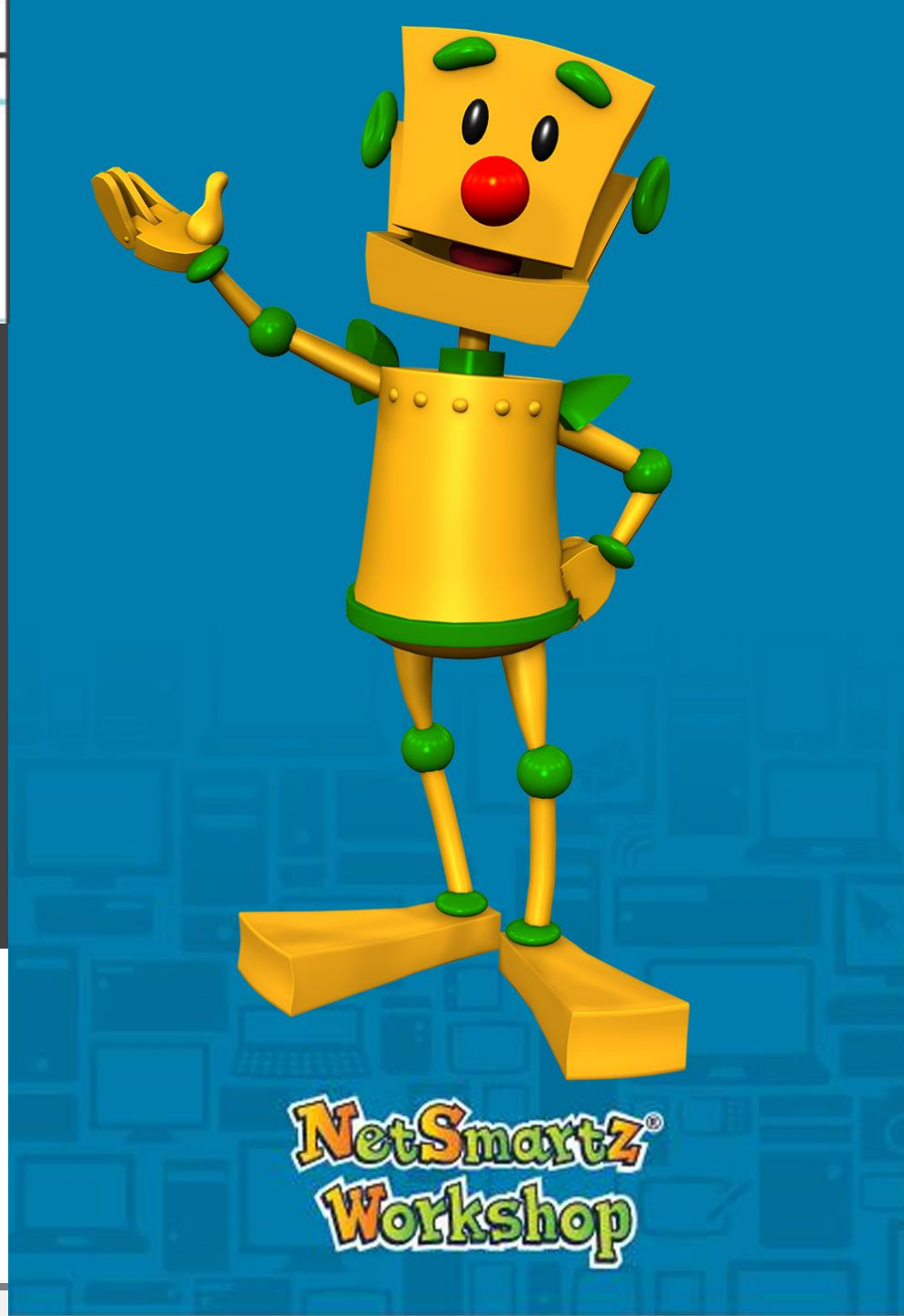
PREVENTING FUTURE VICTIMIZATION

- Data-driven
- NCMEC's unique lens allows our safety programs to reflect evolving risks
- Designed to empower children, families and communities

CODE ★ ADAM

SAFE TO COMPETE:

Protecting Child Athletes From Sexual Abuse



Prevention Education

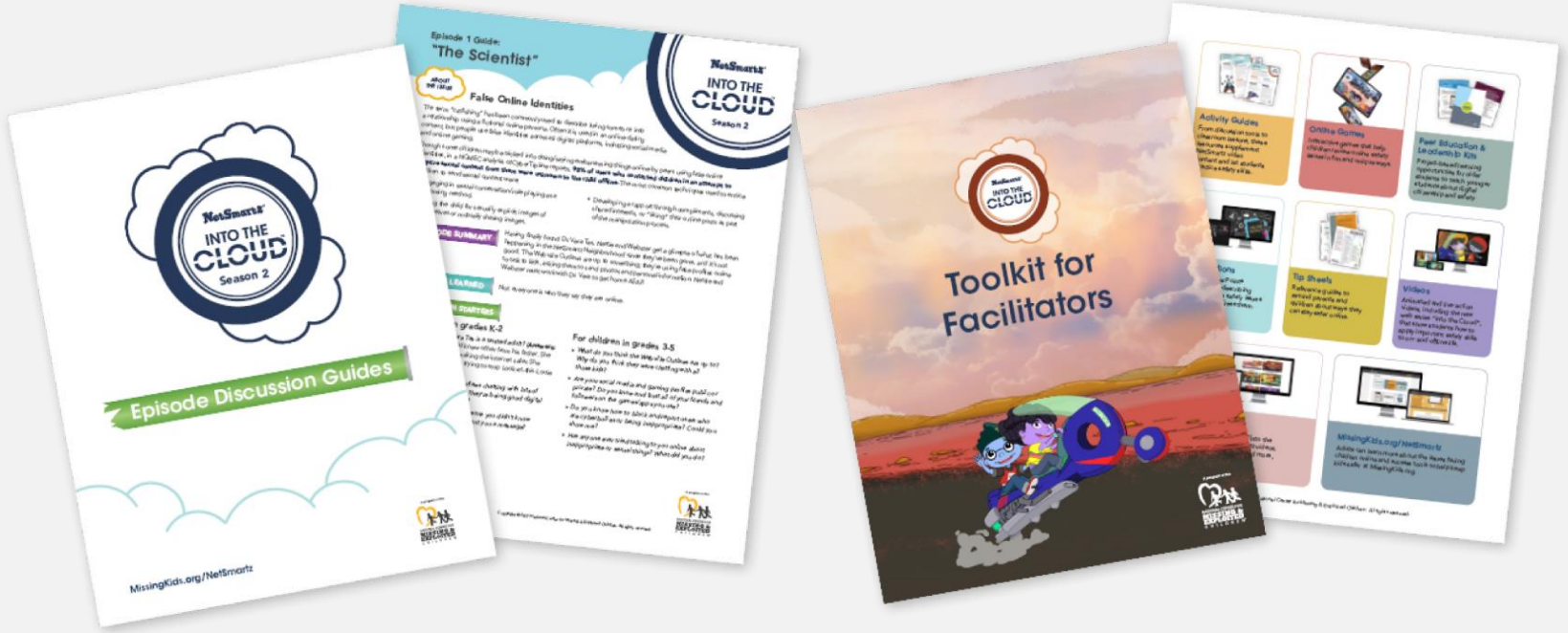
Into the Cloud Web Series

Nettie and Webster live in the NetSmartz Neighborhood on "the cloud," and learn how to keep the internet safer while fighting off the evil plots of the Webville Outlaws.

- Interactive web series
- For children under 12 years old
- Facilitate in individual or group settings
- Discussion guides, activity sheets, & game

NCMEC.org/NetSmartz/es/IntotheCloud

Into the Cloud Resources



NCMEC.org/NetSmartz/es/IntotheCloud

Episode Overviews

Episode 1 "Enter Badromeda"

After falling into an abandoned tube, Nettie and Webster are carried into a deeper layer of the cloud called Badromeda. They quickly realize that they'll have to put their NetSmartz skills to work by not responding to the taunts and drama of the strange creatures they encounter.

Episode Theme: Digital Citizenship

Episode 2: "TMI"

Nettie and Webster continue their journey and arrive at a museum where a young Badromedan is loudly and visibly sharing personal information. Using their NetSmartz, Nettie and Webster help him understand why privacy is important online.

Episode Theme: Online Privacy

Episode 3: "Rocket Bike"

Nettie and Webster encounter a pair of teens and offer their assistance to help them make better online decisions, like not responding to cyberbullies. They also learn about someone who may be able to help them return home safely, so they hop on a rocket bike and take off in hopes of finding help!

Episode Theme: Cyberbullying

Episode 4: "Fact or Fake?"

An alley full of distractions quickly pulls Nettie and Webster away from their set task. While distracted, they lose their map. When trying to redraw it, they find themselves bombarded by information – some conflicting, some outlandish – and must remember what they know about evaluating information online to find reliable information to recreate the map.

Episode Theme: Misleading Information

Episode 5: "Checking In"

Realizing they were not able to check in with their trusted adult, Clicky, before being transported to Badromeda, Nettie and Webster try to send him a message, but they accidentally end up on a website with upsetting content, which they quickly report. Back in the NetSmartz Neighborhood, Clicky tries to reach Nettie and Webster, but to no avail!

Episode Theme: Inappropriate Content

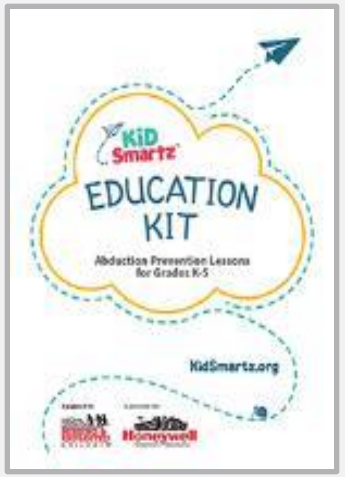
Episode 6: "Finding Vera"

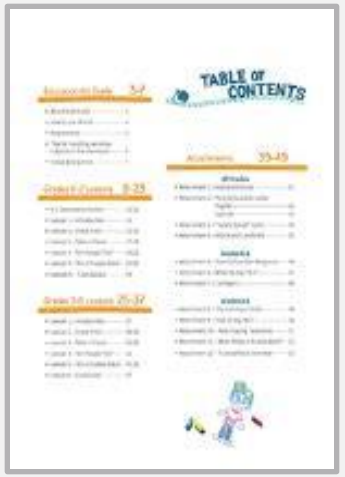
Nettie and Webster restart their journey with a new map and encounter young rocket bikers whose behavior make the duo uncomfortable. Nettie and Webster report their suspicious behavior to a Badromeda Protection Officer. Then they gather clues in hopes of finding their way home with help from a trusted adult.

Episode Theme: Reporting Unsafe Behavior

KidSmartz Resources

Presentations
Animated videos
Interactive, online quiz
Education Kit - lesson plans and activities (K-5)
Parent information and tip sheets





NetSmartz®

Online Safety Program

for children & families in grades K-12

Empower children to take an active role in solving problems safely

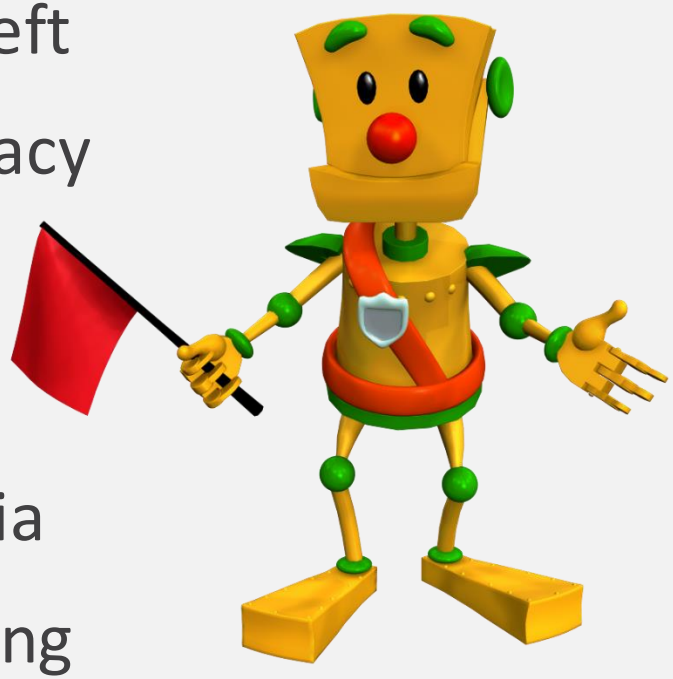
Engage children and adults in two-way conversations about safety and risky behaviors

Encourage children to report unsafe behaviors or victimization

For more resources, visit NCMEC.org/NetSmartz/es

NetSmartz Content Areas

- Inappropriate Content
- Sexual Solicitation
- Identity Theft
- Online Privacy
- Sexting
- Gaming
- Social Media
- Cyberbullying



- Digital Ethics
- Grooming
- File Sharing
- Phishing
- Sextortion
- Mobile Apps
- Cyber Security
- Anonymous Chats

Resources from NetSmartz®

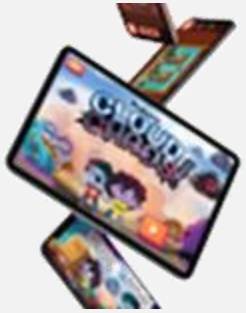
Presentations

Tip Sheets

Activity Guides

NetSmartzKids.org

Videos



Online Games

Peer Education & Leadership Kits

NCMEC.org/NetSmartz

NCMEC.org/NetSmartz/es

Internet Safety Teens

A program of the

NetSmartz® Workshop

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN®

NetSmartz Workshop

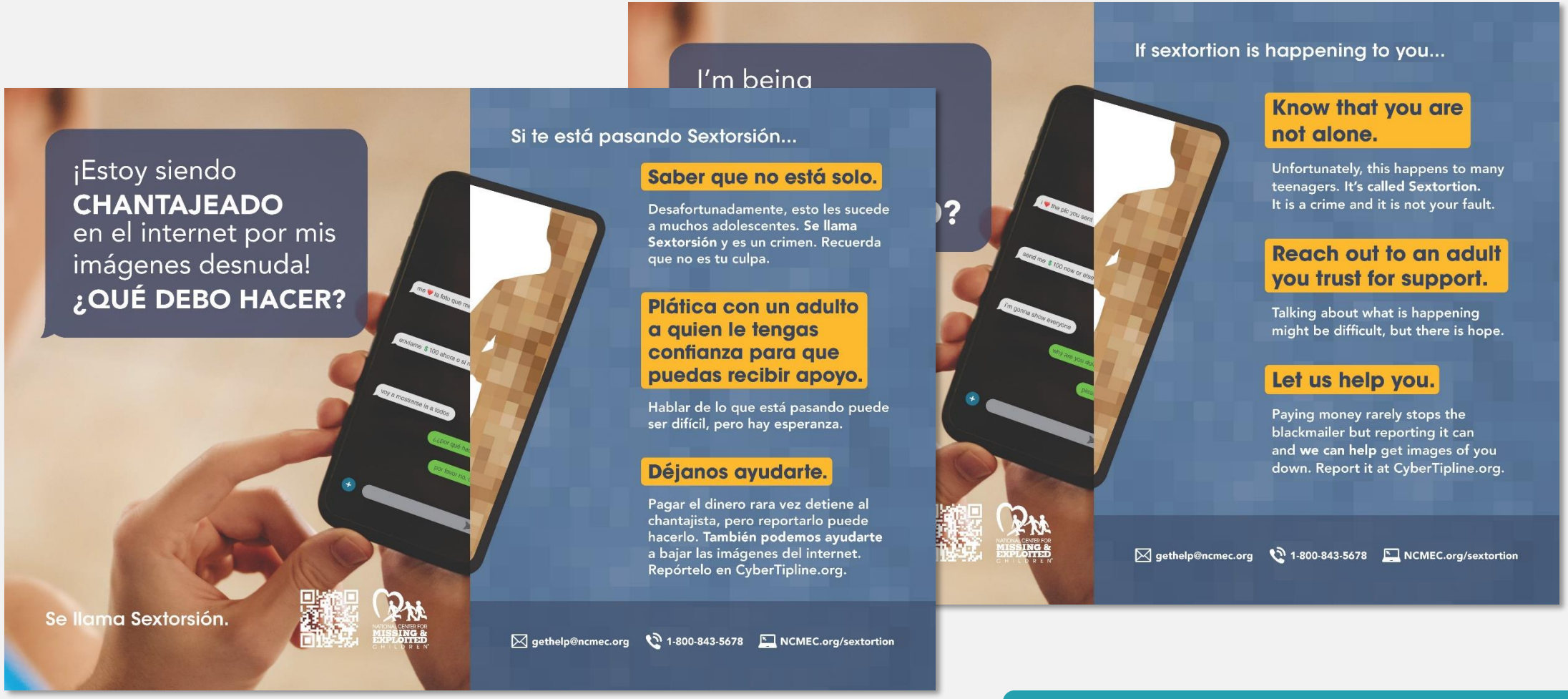
You have the right to say NO to inappropriate requests

NetSmartz®

Sextortion

- Red Flags
- Those involved in the sextortion of children often:
- Approach a child on social media after using it to learn about the child's interests, friends, school, family, etc.
- Intentionally move their communications with the child from one online platform to another (e.g., moving from social media to private video chat or messaging apps)
- Use tactics to coerce a child, including:
  - » Reciprocation ("I'll show you, if you show me")
  - » Initially offering something to the child, such as money or drugs, in exchange for sexually explicit photos/videos
  - » Pretending to work for a modeling agency to obtain sexual images of the child
  - » Developing a bond with the child by establishing a friendship/romantic relationship
  - » Secretly recording sexually explicit videos of the child during video chats
  - » Physically threatening to hurt or sexually assault the child or the child's family members
  - » Using multiple online identities to contact a child
  - » Pretending to be younger and/or a member of the opposite sex
  - » Accessing the child's online account without authorization and stealing sexual images or videos of the child
  - » Threatening to create sexual images or videos of the child using digital-editing tools
  - » Threatening to commit suicide if the child does not provide sexual images or videos
  - » Saving sexually explicit conversations with the child and threatening to post them online

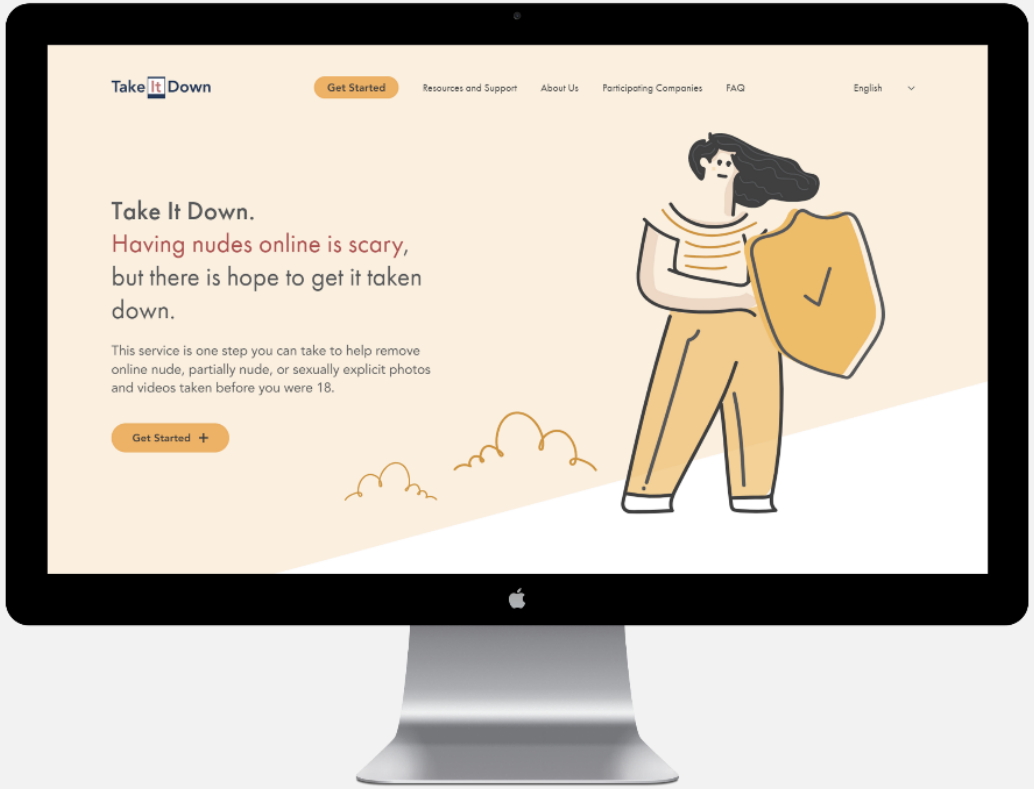
Sextortion Resource: *It's Called Sextortion.* Poster



NCMEC.org/NetSmartz/Sextortion

Report (Anonymously) to
TakeItDown.NCMEC.org

- Free and anonymous
- Remove or stop the online sharing of nude, partially nude, or sexually explicit images or videos of minors
- For each image or video, a “hash” is generated
- Image/video remains on user’s device
- The hash is added to a secure list maintained by NCMEC
- Only participating companies will have access to the hash



TREND: Sextortion

The average age approximately 14 years old; age range: 8-17

In 22% of the reports, the reporter mentioned being suspicious of, or knowing that, multiple children were targeted by the same offender.

Child victims self report

- Directly through Cybertipline
- Indirectly through ESPs

*1,428 CyberTipline reports between October 2013 through April 2016

A revealing image may:

- Get lost or misplaced
- Be passed around without your permission
- Be used to bully you
- Be used to blackmail you
- Get you in trouble

NetSmartz Workshop

What Now?

- File a complaint
- Include your age
- Tell them it was posted without your consent

NetSmartz Workshop

TRENDS: Who Is At Most Risk?

- Poverty & Experience of homelessness
- Prior victimization
- Lack of local community support
- Cultural, gender or sexuality differences
- Substance use/abuse
- Differently abled
- Prior child welfare or juvenile justice involvement
- Access to technology but minimal parental oversight

Questions?
Thank you for your time.

RESOURCES: Reporting & Disclosures

» Disclosures
» Child Sexual Assault Material (CSAM)
» Emergency Assistance

1-800-THE-LOST (1-800-843-5678)
to report missing/exploited children

CyberTipline (cybertipline.org)
to report online child sexual exploitation.

Visit www.missingkids.org
to see more resources and search for missing children

National Suicide Prevention Lifeline, 1-800-273-8255

Rick Nord cell-502-974-8801
USSS Louisville Field Office (24/7) 502-582-5171