



# Internet Hotline Annual Report 2022

Publication by the National Media and Infocommunications Authority  
on the Internet Hotline's activities in 2022



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*"We are an accessible, approachable organisation where anyone who has been harmed online can find help."*

*Dr. András Koltay / President*

## Foreword by the President

As the head of the National Media and Infocommunications Authority (NMHH), I believe it is important for the Authority to be seen by the public not only as a regulatory body and digital knowledge centre, but also as a direct assistance provider. We are an accessible, approachable organisation where anyone who has been harmed online can find help. Since 2011, this profile has been embodied in our Internet Hotline to promote safer internet use. In addition to this public interest objective, it also acts as an information and help service to which illegal content and content harmful to minors can be reported. There is a need to address acute online grievances promptly and effectively. Our authority, NMHH, could not do this alone. In the global network of the internet, online assistance must also be international. This is why it is particularly important that Internet Hotline is part of a strong international network, INHOPE, which

works to combat online sexual exploitation of children. In addition, our experts work closely with the National Police Headquarters and the National Bureau of Investigation in cases where criminal activity is suspected. Minors are the most vulnerable and the group in need of priority protection – with more than half of all reports concerning child pornography. Of course, the service protects not only children, but anyone who is harmed online. The purpose of this annual report on the Internet Hotline is twofold. On the one hand, it provides a detailed insight into the service's activities in 2022, the evolution of the number of reports, trends and analysts' experiences and conclusions. On the other hand, it also provides information about the Internet Hotline, how it works, the categories of reports it can handle and how to contact the service. The growing number of reports year on year shows that the Internet Hotline is needed more than ever. Of course, we do not

wish to see this number rise further, but all signs point to this trend being sustained. However, the rising number of enquiries is a twofold signal: it is painful because every single case of online

abuse causes real harm and scars to real adults and children. But it also indicates that more and more users know where to go if they have a problem. And that is the most we can achieve.

## Foreword by the Head of Internet Hotline

Over the past more than 11 years, the Internet Hotline has investigated nearly 15,500 reports. Since joining in 2017, I have been involved in thousands of cases myself, as an analyst and then as a manager. In the meantime, I've come across a wide variety of cases, but one thing is constant in every report: behind every one of them is a real human being in need of help. Whether you are reporting content to protect yourself or your child, or whether you are reporting content for the public good, the Internet Hotline's aim is always the same: to provide fast and effective assistance. Some of our reports are more disturbing, more stressful, more demanding and require even more attention and a faster than average process, given the seriousness of the content and the sensitivity of those involved. Since 2016, there has been an increasing trend of reports of child pornography and we are seeing a high exposure of children to online risks. The role of the hotlines in the removal of content depicting various forms of child sexual abuse is also of paramount importance. Reports

from the public and other hotlines abroad are essential for this.

**I would like to take this opportunity to express my gratitude to our reporters who do not ignore and report dangerous online content.**

I would also like to thank our partners, in particular the National Bureau of Investigation and INHOPE, with whom we are working together to curb harmful and illegal content on the internet. Looking ahead, I hope that more and more organisations will join this mission and together we can be even more effective.

The Internet Hotline currently operates with the dedication and sacrifice of three people, but the service could not operate in this form and quality without the unwavering support of the NMHH and the immediate and careful assistance of the specialised departments. We will continue to build on the trust placed in our service by reporters, the NMHH and our partners.

dr. Dorina Csalár

# About the Internet Hotline

## Who are we?

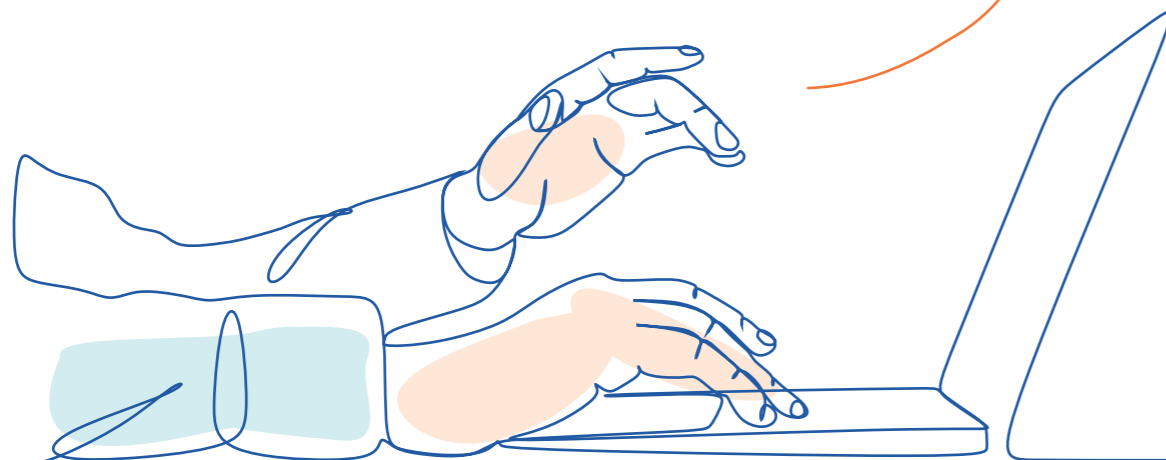
The Internet Hotline (hereinafter referred to as IH) is an online information and help service operated by the National Media and Infocommunications Authority (hereinafter referred to as NMHH) since 2011 as a public interest service, working to make the online

a safer place. Online content can be reported to the IH if the reporter suspects that it is illegal or harmful to the development of minors. Over the past nearly 12 years, we have handled more than 15,000 reports.

## What can be reported?

At IH, we receive reports about content available on the internet in eight different reporting categories:

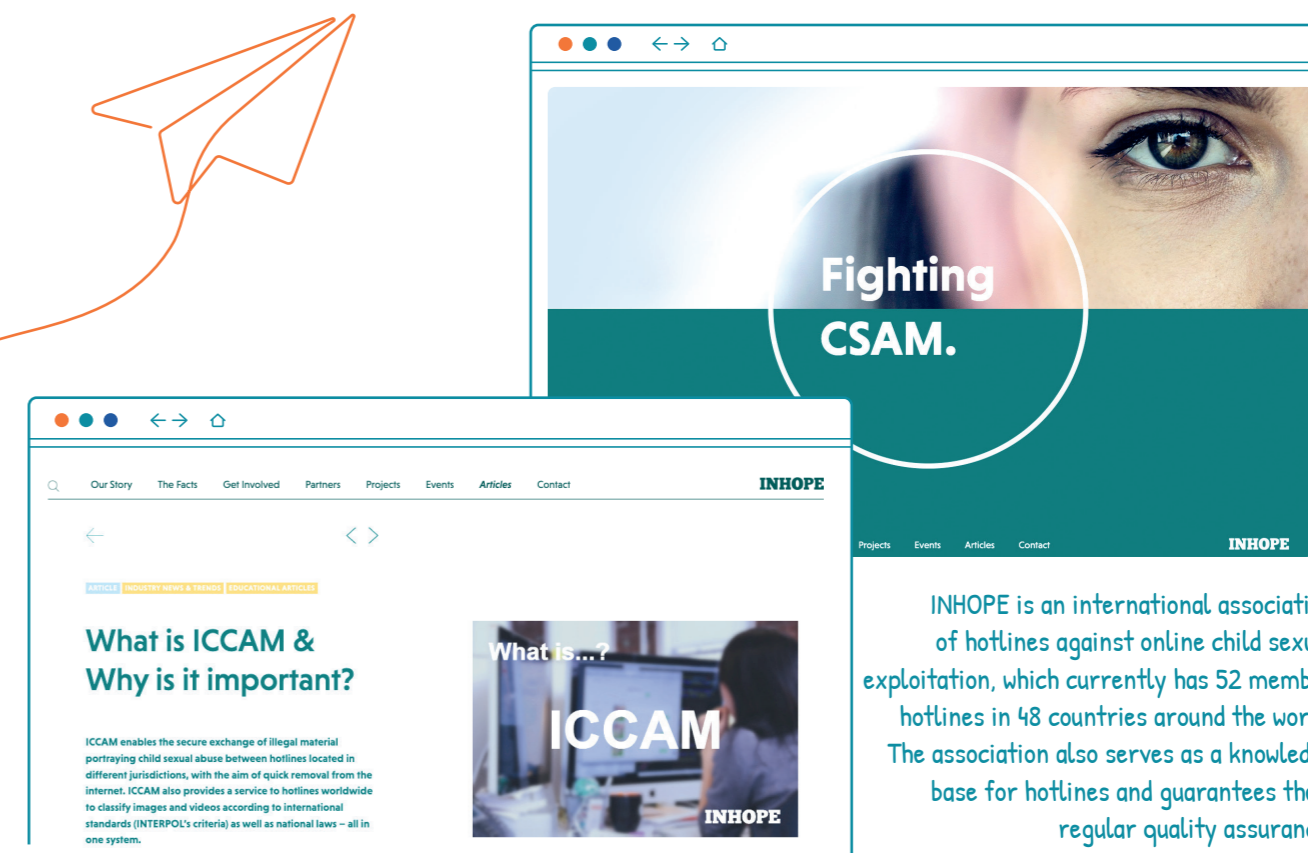
- content published without consent,
- child pornography,
- online harassment,
- racist content, incitement against a community,
- content promoting or encouraging the use of illegal psychoactive substances,
- content inciting or promoting illegal acts of violence,
- phishing content,
- other content harmful to minors.



## Where and how to report?

Users can contact us on the website (<https://nmhh.hu/internethotline/>) via the webform available on the website (<https://e-nmhh.nmhh.hu/e-nhh/4/urlapok/esf00120/>) or by e-mail ([internethotline@internethotline.hu](mailto:internethotline@internethotline.hu)). Partner hotlines abroad can report through the ICCAM system run by INHOPE, the international association against child sexual

exploitation. When reporting on the form, the reporter does not have to provide his/her name and contact details and can submit his/her report anonymously. In the latter case, the IH staff are examining the content of the report, but are unable to respond to the reporter.



ICCAM is a secure software tool that can collect, categorise and make available and share URLs pointing to child sexual abuse material with hotline analysts for further action. ICCAM is used by INTERPOL in addition to the member hotlines.

## Framework for operation and procedure

The rules governing the operation and procedure of the IH are set out in Sections 149/B to D of Act C of 2003 on Electronic Communications and the IH Rules of Procedure which forms Annex 4 to the NMHH's Rules of Organisation and Operation.

At IH, we investigate and provide legal assistance to protect the public interest in

safe use of the internet. An investigation based on a report is not an official procedure, and we cannot exercise official powers or use official means in the course of our activities. The report does not constitute a public authority case. Accordingly, the IH cannot oblige anyone to remove the content complained of by the reporter, nor can it impose a fine.



## How can we help?

Our aim is always to ensure that the service provider that made the content complained about by the reporting person, which is likely to be abusive, remedies the situation as quickly as possible, and to offer the most effective assistance, taking into account the specific circumstances of the case.

1 If we determine that there is a likelihood of online abuse based on the information in the report, we will contact the service provider (content or hosting provider) that made the problematic content available directly, based on the information available.

2 In case the problematic content is available on a social media site or website

that has a regulated complaint management procedure and a reporting platform, we inform and educate the reporter on how to remedy the complaint or request redress and how to effectively protect his/her rights and interests.

In any case, we ask the content or hosting provider concerned to investigate the content in question, to take the necessary measures depending on the results of the investigation, and inform them of the rules of civil and criminal liability in relation to the infringing content.

## What can we not help with?

The IH is not entitled to investigate:

- content appearing in media services and press products;
- unsolicited electronic advertising (spam);
- copyright litigation;
- consumer complaints about webshops;
- privacy notices, or the lack thereof, or
- internet abuse that falls within the exclusive jurisdiction of another authority, court or other public body.

## How are the reports processed?

As soon as a report is received by the IH, we will examine its content. The most important thing is to provide an exact URL (link) to the specific online content; without this, we will not be able to identify the offending web content.

We will then check the URL to see whether the social media or other website concerned has its own reporting form or complaint management procedure. If so, we will inform the reporter and suggest that he or she should, if possible, act him/herself first and provide him/her the necessary assistance.

If the reporter has previously made a report to the social media site, content or hosting provider but has not been successful, has not received a response or the site concerned does not have a reporting form, the IH will contact the site and request an investigation into the problem complained about by the reporter.

In any case, we will inform the reporter of the IH's procedure, the feedback from the social media site and the content or hosting provider, provided that he/she has provided his/her e-mail address.

If the report raises the possibility of a criminal offence to be prosecuted other than upon a private motion, we will forward the report to the investigating authority within one working day of the discovery. It is important that each case is treated individually. If the report suggests that the reporting person is a minor, the IH will respond in a child-friendly manner, in a direct and friendly tone, and in a clear and understandable way for the child. In addition to dealing with online abuse, we encourage children who come to us to talk to an adult they trust so they are not alone with their problem. In any case, we also draw their attention to the Kék Vonal Child Crisis Foundation's 0-24 toll-free helpline (116-111).

### Steps of processing a report



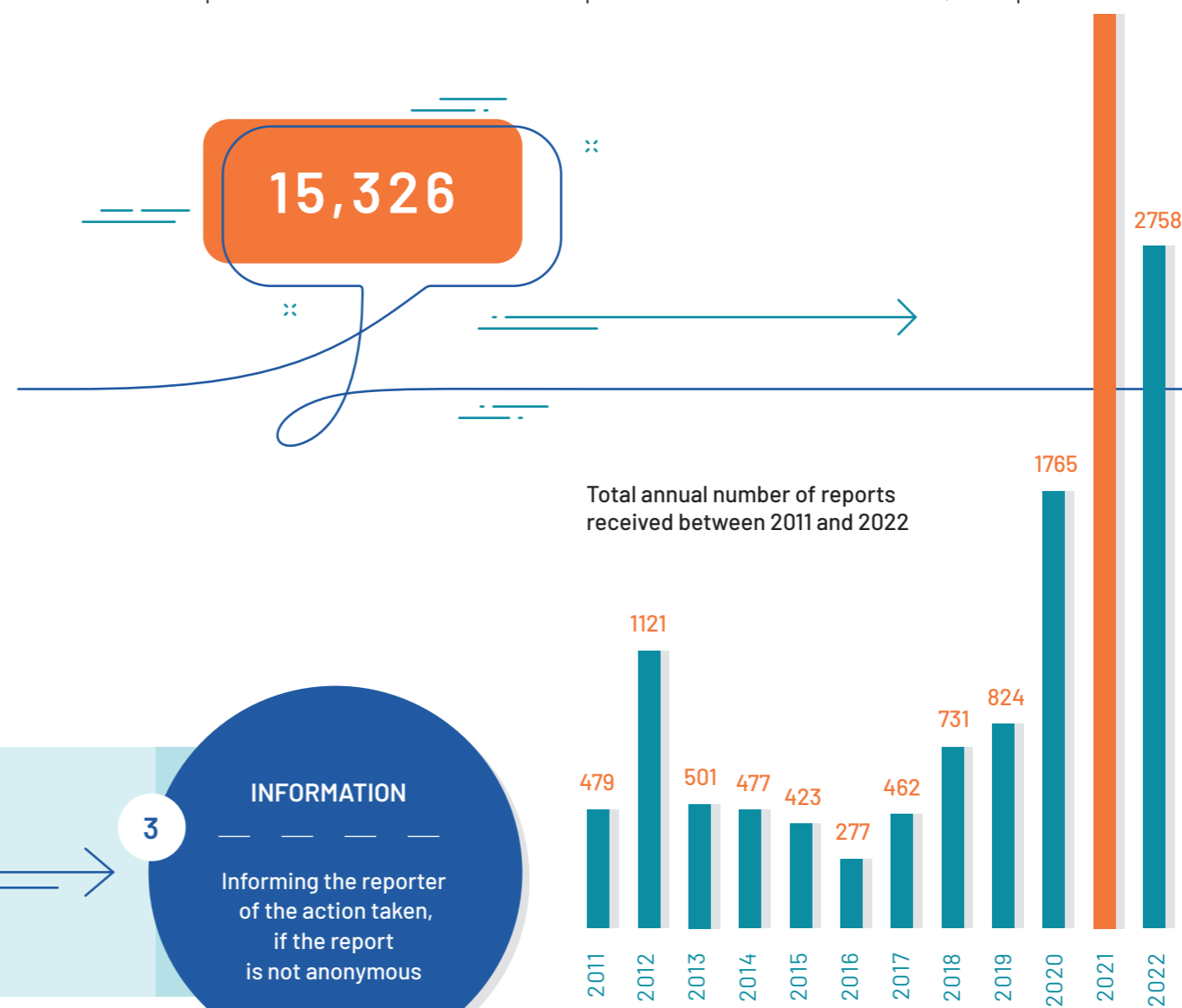
## The experience of 2022

5508

## Total annual number of reports received between 2011 and 2022

From the first year of IH's launch until 2021, when the pandemic peaked and everyone was forced into the online space, the number of reports increased steadily. Last year, there was a slight decrease compared to 2021, but the number of reports exceeded the number of reports

received in 2020, the first year of the pandemic. Reports received in 2022 generated the second highest number of reports in the past twelve years, suggesting that the upward trend in reports will continue. Between 2011 and 2022, the IH handled a total of 15,326 reports.

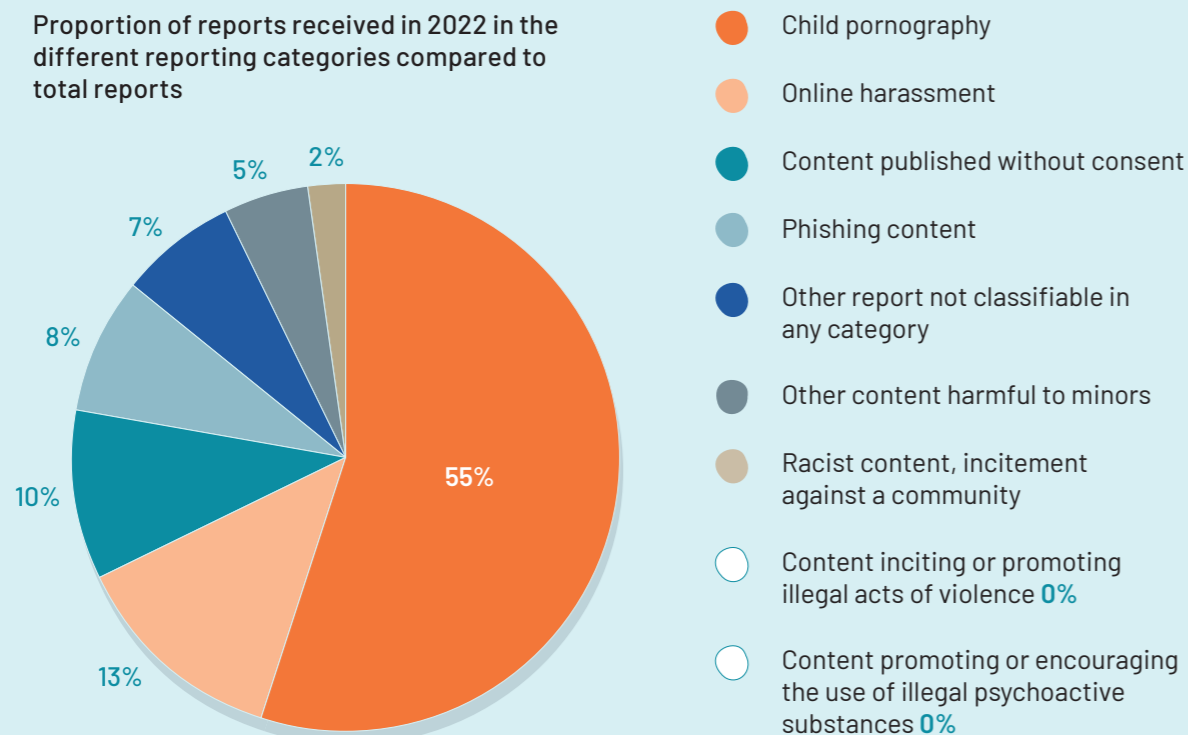


### Percentage of reports received in 2022 in the different reporting categories compared to total reports

In 2022, a total of 2,758 cases were reported to the IH, of which, as in previous years, child pornography reports accounted for the largest proportion, 55% of all reports in 2022. The category of online harassment received 13% of the reports, followed by the category of content published without consent with 10%. In 2022, the number of reports in the

category of phishing content accounted for 8 percent of all reports per year, an increase in both the number and the proportion of reports compared to the previous year. As in previous years, the other four categories of IH reports were still underrepresented, accounting for less than 7% of all submissions.

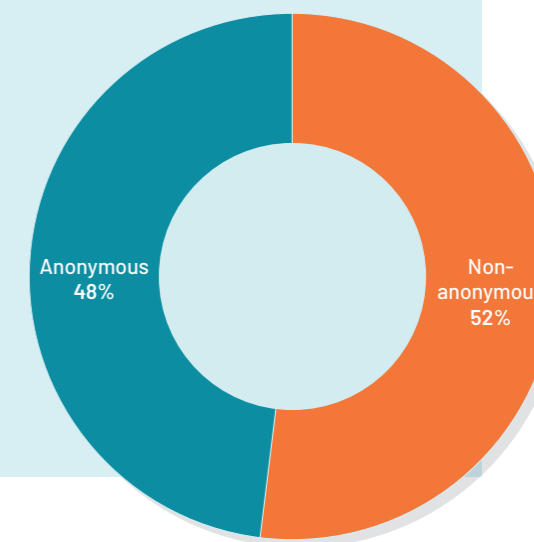
Proportion of reports received in 2022 in the different reporting categories compared to total reports



### Anonymous and non-anonymous reports in 2022

Of the 2,758 reports received by IH 2022, 48%, or 1,337 reports, were anonymous. In 1,421 cases, reporters provided their contact details, so we responded to 52% of the reports, i.e. in all cases where the report was not made anonymously.

Ratio of anonymous to non-anonymous reports in 2022



### Number of reports requiring action and not requiring action in 2022

In 2022, 43 percent of all reports, or 1,182 reports, required action on our part, which included, but was not limited to, contacting the content provider, hosting provider, National Bureau of Investigation or foreign

hotline, informing the reporter of the action taken or requesting clarification of the report. 1,576 reports did not require action by the IH.

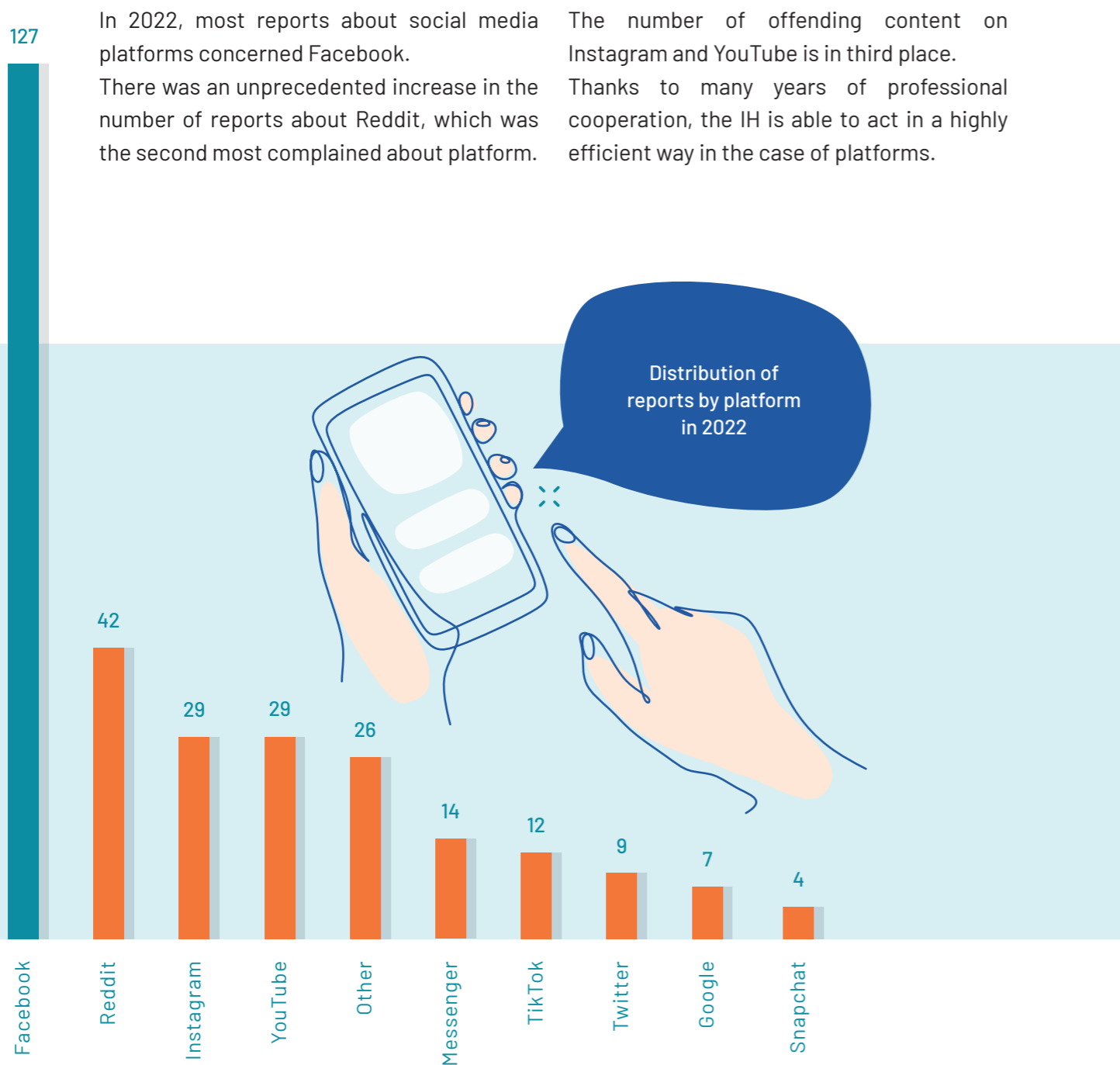
### Channels through which a report can be submitted to the IH

IH receives reports through three channels. Most reports are received via our reporting webform, which is available on the IH website. In 2022, 1,968 reports, 71.4 percent of all reports, were received via the webform. Reporters sometimes request assistance from the IH by e-mail, although this is less

common, with only 2% of reports received by e-mail in 2022. The reports received through the ICCAM system, operated by INHOPE, concern footage of sexual abuse and exploitation of children, accounting for 26.6 per cent of all reports in 2022.



### Distribution of reports related to social media platforms



In 2022, most reports about social media platforms concerned Facebook. There was an unprecedented increase in the number of reports about Reddit, which was the second most complained about platform.

The number of offending content on Instagram and YouTube is in third place. Thanks to many years of professional cooperation, the IH is able to act in a highly efficient way in the case of platforms.

### Main trends and phenomena observed by the IH based on reports received in 2022

In 2022, online harassment accounted for 13% of all reports. The category is characterised by the fact that reporters complain about the phenomenon of profile hacking and profile theft related to the platforms. This includes blackmailing the owner of the profile concerned or posting content on behalf of the user that results in the profile being blocked, causing serious (financial) damage to the user concerned. Occasionally, we also receive reports concerning unsolicited, harassing messages, defamatory comments posted on social media sites, and insulting, threatening messages. In such cases, being able to contact our Trusted Flagger partners directly can be an effective and quick way to resolve the problem, which means we can report to major social media providers through specific communication channels. Our Trusted Flagger partners pay special attention to the reports they receive from us (see more details here: The power of joining forces – our partners and other activities)

The IH also received reports in the category of content published without consent in 2022, with a particular focus on content published without permission on Facebook and other social media platforms such as Instagram and TikTok. IH's experience shows that the abuse of intimate images is a serious

problem reported by many people, typically adult women, and can cause – among others – serious psychological harm to reporters, regardless of age. The abuse of intimate images is a serious problem not only in our country, but also – according to reports from hotlines abroad – elsewhere, and a major challenge in terms of the effectiveness of assistance. Several websites have been reported that have been set up by the content provider with the express intention of publishing images of mainly women for the purpose of revenge and humiliation.

Intimate image abuse is often linked to the phenomenon of sextortion, which is the threat to distribute or share intimate images if the victim does not comply with the other party's demands, which can include money, more intimate images or a personal meeting.

In 2022, the number of reports of phishing content accounted for 8 percent of all reports. Several reports have been received alleging fraud related to various online marketplaces. As in previous years, the sending of phishing e-mails inviting data reconciliation on behalf of major banks and service providers, as well as the creation and operation of fake webshops, are still common phishing

methods. An encouraging trend observed from the reports is that IH reporters are becoming more aware and cautious about phishing activities. The CyberShield 2022 campaign was launched to raise awareness, and NMHH is playing an active role in it. The campaign aims to prevent and raise awareness about phishing and financial fraud.

Number of reports received in 2022 in the different reporting categories and their share of total reports

REPORT CATEGORY	NUMBER OF REPORTS	PROPORTION
CHILD PORNOGRAPHY	1507	55%
ONLINE HARASSMENT	346	13%
CONTENT PUBLISHED WITHOUT CONSENT	273	10%
PHISHING CONTENT	212	8%
OTHER REPORT NOT CLASSIFIABLE IN ANY CATEGORY	208	7%
OTHER CONTENT HARMFUL TO MINORS	143	5%
RACIST CONTENT, INCITEMENT AGAINST A COMMUNITY	58	2%
CONTENT INCITING OR PROMOTING ILLEGAL ACTS OF VIOLENCE	9	0%
CONTENT PROMOTING OR ENCOURAGING THE USE OF ILLEGAL PSYCHOACTIVE SUBSTANCES	2	0%
<b>TOTAL</b>	<b>2758</b>	

## Child pornography category

### What does the law say and what is the experience of IH?

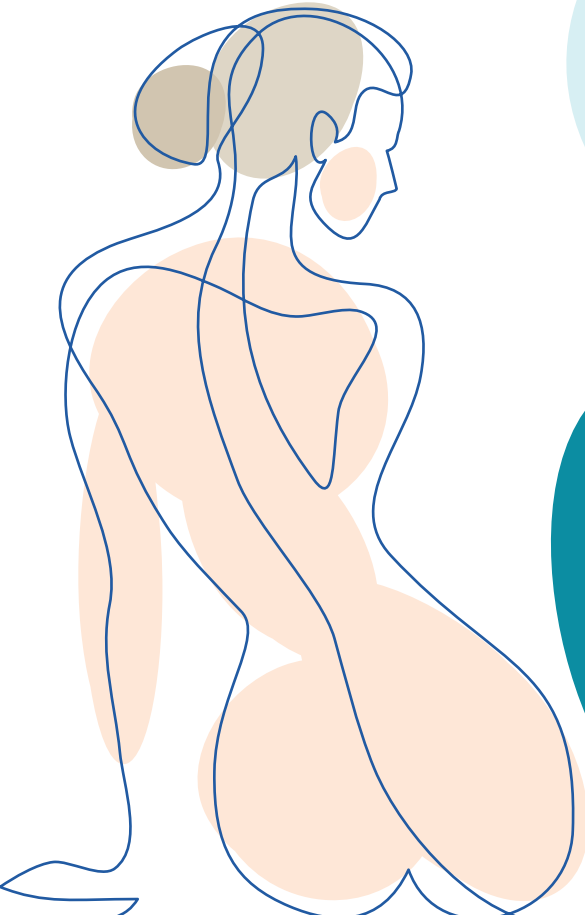
Reports of online sexual exploitation of children are received in the category of child pornography. According to Section 204 of the Criminal Code, content that depicts a person under the age of 18 in a position or pose that may arouse sexual desire in others and that is intended to depict sexuality for its own sake is considered child pornography. In particular, this includes footage that depicts sexuality in a seriously indecent way, i.e. depicting genital(s), real or simulated sexual acts, involving a minor, either as an active or passive participant, and showing the minor's genitalia. The footage typically records sexual abuse and violence against children.

Child pornography may be committed against real persons under the age of eighteen, i.e. real, existing persons, but the realistic depiction of a non-existent person or persons may also be punishable. Realistic is a depiction that is deceptively similar to the real person, where it is not possible to ascertain, or could not reasonably be expected by an ordinary observer to ascertain, that the person in a recording is real or has been created by some computer application. Thus, for example, depictions that are clearly animated and paintings are excluded.



In line with the experience of hotlines abroad, the IH is seeing an increasing number of reports of minors making intimate videos of themselves. These pictures and videos are typically taken by the minor of him/herself for the purpose of sharing them with his/

her current partner (sexting), but they may also be lured from the child by a stranger, usually an adult, through online grooming. A recording of a child made in this way may also be child pornography.



Sexting is when someone sends a nude or semi-nude picture, video or sexual invitation of him/herself to a friend or stranger online with sexual content. The recording can be shared with anyone in seconds. Anyone who takes an intimate video of a minor or stores or transmits such content on his/her phone may be committing the offence of child pornography.

Sexual grooming is the process of an adult pretending to be a peer using a fake profile to gain a child's trust online. The activity follows a structured, conscious strategy. Once the groomer is in a position of power, he or she can use this to trick the child into making sexual recordings or inviting him or her to a personal meeting for sexual purposes. Content inciting or promoting illegal acts of violence

## How do we proceed?

As with reports received through INHOPE and reports received under the category of content inciting or promoting illegal acts of violence, reports received under the category of child pornography **take priority** over reports received under other reporting categories, so the IH will take the necessary action on the basis of the report as soon as possible, but no later than **one working day** upon receiving the report.

If the content may constitute child pornography and is available on a Hungarian server, the National Bureau of Investigation's

Cybercrime Unit is requested to investigate further and, if necessary, take action.

If the content may constitute child pornography and is available on a foreign server, we will notify the hotline service of the country in which the hosting provider is registered through the INHOPE system and request its action on the report.

In a single report, a reporter can specify more than one URL/link to be investigated, resulting in 2,412 URLs investigated by the IH in 2022, which the reporters suspected contained child sexual abuse material.

## Why is speed so important?

There are two reasons why it is very important to take action to remove content as soon as possible. On the one hand, this sensitive and seriously infringing content is typically moved to a server in another country or uploaded to another website within a very short period of time, in order to make the case as difficult as possible to detect. The other main aspect is to avoid re-victimisation

of the victims. A single piece of child sexual abuse material uploaded can circulate online for years and reach hundreds or thousands of shares. The child who is the subject of such footage becomes a victim again with each download and viewing, so it is vital that we work with our partners to make this content inaccessible as soon as possible.

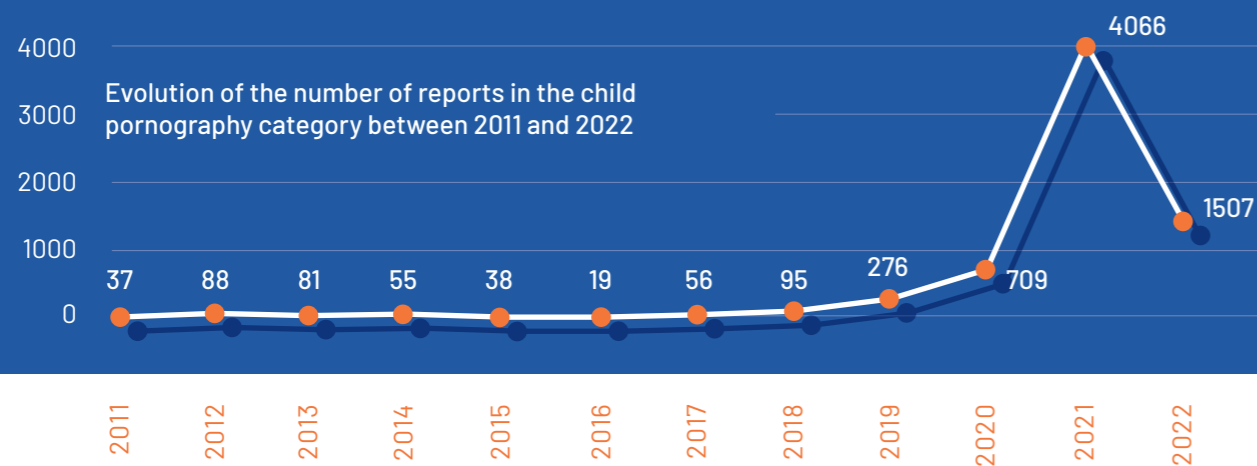
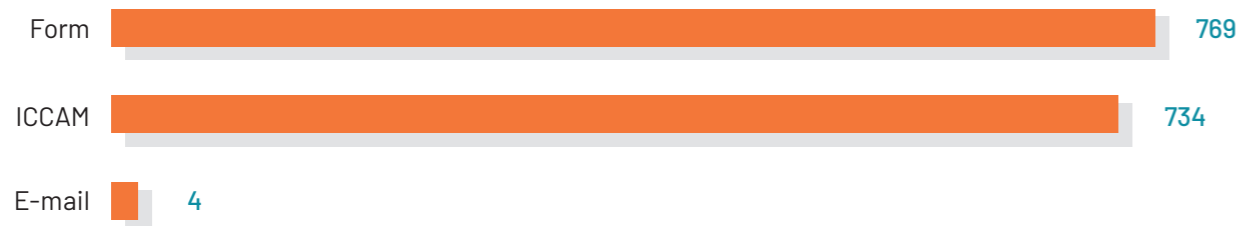
### Distribution of reports

There are also three ways to report child pornography: (a) from the reporter via a webform, (b) or by e-mail, and (c) from foreign partner hotlines via INHOPE's ICCAM system.

Reports require further action if the content identified may give rise to suspicion of child pornography offences. In such cases, the IH initiates further investigations by the National Bureau of Investigation and INHOPE member hotlines. In 2022, 55% of the reports required further action.

The proportion of reports in the child pornography category has been steadily increasing since 2016, and since 2019 this category has received the highest number of reports. The pandemic period has intensified the upward trend, but it cannot be said that the lockdowns and increased time spent online alone caused the high number and high proportion of reports in this category. Nothing is better proof of this than the year 2022, when the rate has fallen but was still higher than in 2019, the year before the pandemic.

Number of reports received via form and e-mail and on ICCAM hosted by INHOPE



## The power of joining forces – our partners and other activities

### INHOPE

Since 2012, IH has been a member of INHOPE, the international association of hotlines against online child sexual exploitation, which brings together 52 hotlines in 48 countries around the world. The hotlines have a common goal to work hard and cooperate intensively to curb the spread of child sexual abuse material on the internet. The technical background for the cooperation between hotlines is provided by a secure software tool, called ICCAM ("I see child abuse material"), created by INHOPE.

INHOPE also serves as a secure knowledge base for member hotlines. For hotline staff, a number of forums organised by the association provide an opportunity to expand their knowledge and share experiences and good practices. In 2022, IH participated in the INHOPE Annual General Meeting and Training

in Lisbon and in the Content Analysis Training in Lyon, organised jointly by INHOPE and Interpol, where participants were introduced to aspects of content analysis and learned first-hand from the world's most experienced investigators.

In spring 2022, INHOPE conducted a quality assurance review of the IH during a personal visit to check whether the hotline's operation meets INHOPE's quality standards for physical and IT security, and also staff welfare, in accordance with international standards. The members of the inspection committee carried out an on-site visit and, based on their extensive examination, found that the IH was operating in compliance with the requirements, and thus the IH was again awarded the quality assurance certificate.

### Rapid Response and Special Police Service, National Bureau of Investigation

IH's main domestic partner is the Rapid Response and Special Police Service, National Bureau of Investigation. IH analysts work primarily with investigators from the Cybercrime Unit and the Intelligence Unit, between whom there is constant, daily and

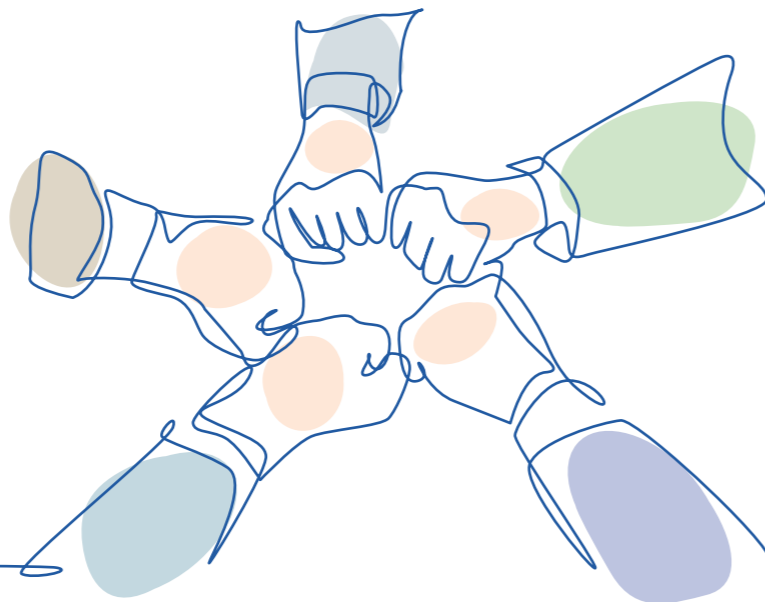
close contact. Among the categories of reports, the child pornography category is the most affected, but almost all categories of reports have been flagged by IH analysts. Since October 2022, cooperation has also intensified in relation to reports of phishing.

## Trusted Flagger Partnership

Some of the reports that IH receives concern the major social media platforms, so being a Trusted Flagger partner is an important tool in the IH's hands, as it means direct access to the major platforms that provide priority attention to content flagged by IH. IH is part of YouTube's Trusted Flagger program, but it can also make direct requests to Facebook,

Instagram and, since February 2021, TikTok through the Community Partner Program. This partnership is beneficial for the work of the IH and especially for reporters because the social media platforms concerned are more likely to remove the offending content with a higher chance and speed.

The major social media providers have set up partnership programmes (Trusted Flagger Program) that allow hotlines around the world to be contacted directly through dedicated channels for content that has been reported.



## Our academic and other activities

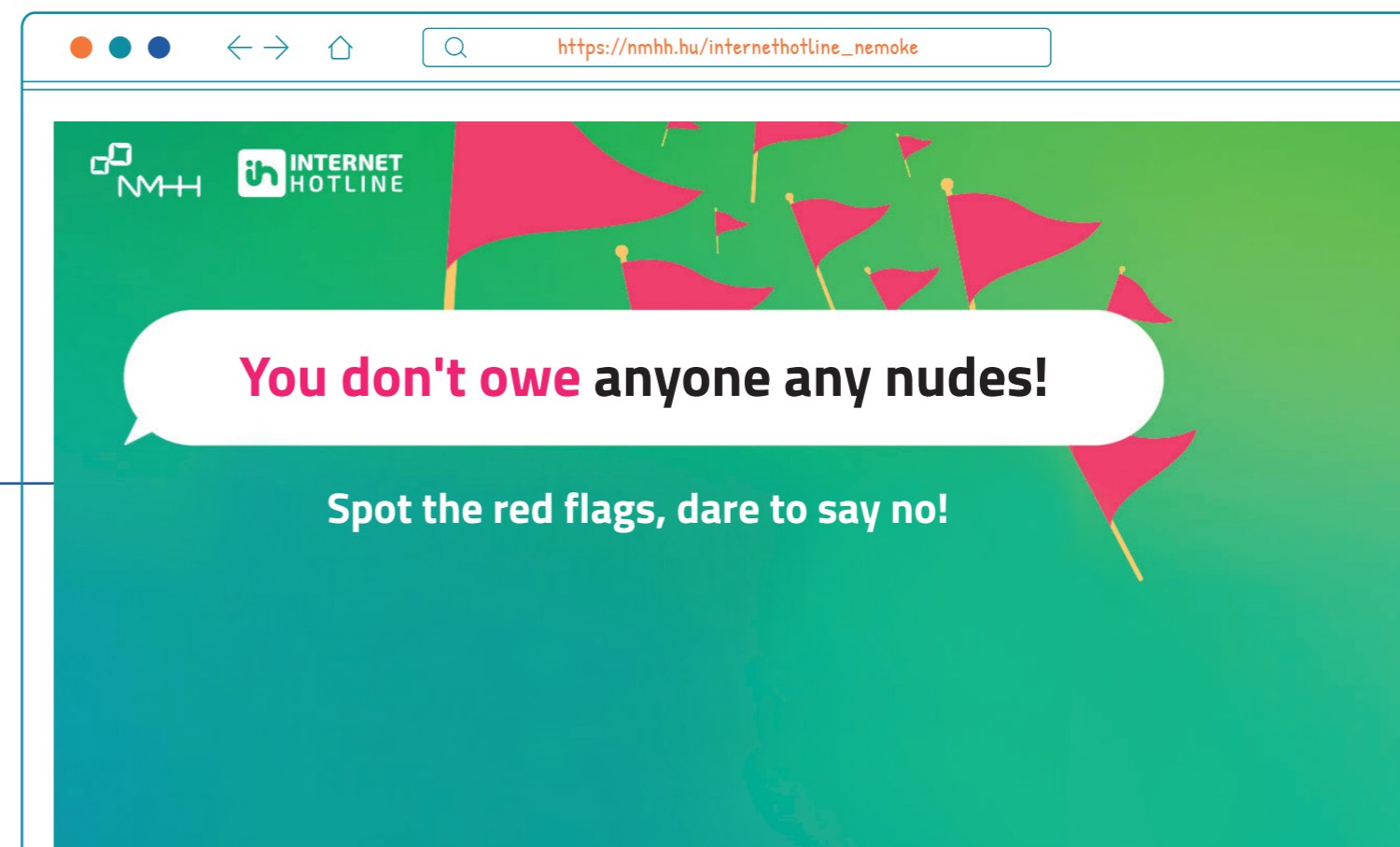
IH staff have regularly been invited to give presentations at professional conferences and universities in both English and Hungarian. In 2022, they were among the guest speakers at the Pázmány Péter Catholic University, the Eötvös Loránd University, the Corvinus

University of Budapest and the University of Public Service, and they were also present as speakers at the academic conference of the Ferenc Mádl Institute of Comparative Law and at the professional training of the Office of the Attorney General.

## Red Flag campaign

In connection with Safer Internet Day, the NMHH launched a mini-campaign entitled "Notice the red flags, you don't owe anyone any nudes!", which raised awareness among young people about the dangers of sharing intimate photos and reassured them that they have the right to say no and that they are not obliged to send intimate photos of themselves to anyone under emotional manipulation. The

campaign also advertised that anyone who has been a victim of intimate image abuse can ask IH for help. The 30-second video, "If you feel something is wrong, you're right", was released in the week following Safer Internet Day, mainly on popular social media platforms used by children and young people (YouTube, Instagram, TikTok).



## Experiences

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### A hotline analyst's experience of a new type of abuse detected in 2022

"In 2022, we received many reports of sexually explicit recordings of children made during a webcam conversation by an abuser who was not physically present. The footage showed that the victims were mostly under 13 years old, and many of them were under adolescents, between the ages of 7 and 10, both girls and boys. The footage clearly showed that the child was in his/her own bedroom during the webcam conversation, as personal items such as schoolbags or even stuffed animals were visible. These

experiences should also serve as a warning to parents, because as parents we cannot take for granted that our children are safe and out of danger in their own room at home."



### The Internet Hotline manager's insight into what makes a hotline analyst successful in their job

"In addition to being professionally trained and up to date with the relevant legal framework, an analyst needs to have a sensitive attitude and a practice-oriented approach to be able to perform his or her tasks successfully. It takes a high level of empathy to ensure that reporters who ask for

our help with confidence – often on sensitive issues – can get a personalised response to their problems. In all cases, we try to be helpful to reporters, will not judge them under any circumstances, and completely exclude victim blaming."

### Denton Howard

Executive Director,  
INHOPE



### Zsuzsa Elekesné Lenhardt

Head of Department  
National Bureau of Investigation,  
Cybercrime Unit



### Orsolya Táler

Managing Director,  
Kék Vonal Child Crisis Foundation



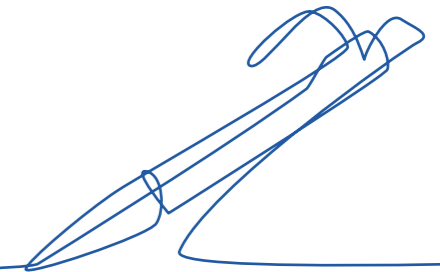
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"The combatting of online Child Sexual Abuse Material is a global problem requiring a global solution. As a long-standing member, the hotline, operated by the National Media & Infocommunications Authority of Hungary, has played a critical role in the swift removal of illegal content around the world. Their contribution to the INHOPE network is invaluable and we look forward to continuing our long term cooperation into the future."

"We have been working with the NMHH's Internet Hotline on a nearly daily basis for several years, and we see both the NMHH and the Internet Hotline as important partners. The professionalism and training background of the hotline analysts contribute greatly to the high professional standard of the pre-screening activities they are responsible for, thus supporting the work of our investigators. We give priority to the reports received from the IH, as they also contribute to the success and effectiveness of the procedures of the Cybercrime Department of the Rapid Response and Special Police Service, National Bureau of Investigation."

"The Internet Hotline has a particularly important role to play in the fight against child sexual exploitation. By working with the investigating authority, they help to identify the offenders, and their effective action can make content inaccessible whose public presence violates the rights and dignity of victims and leads to re-victimisation."

# Notes



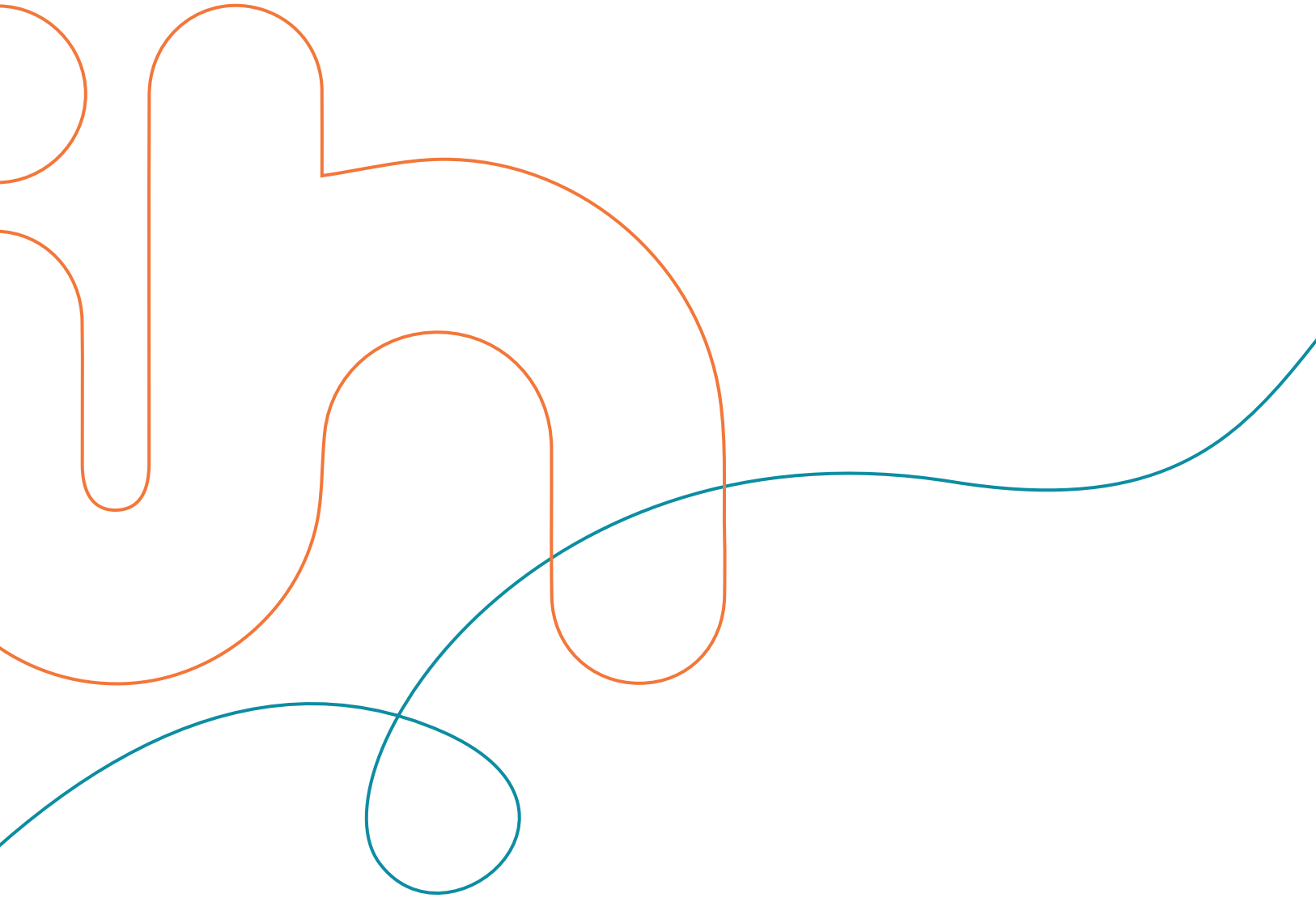
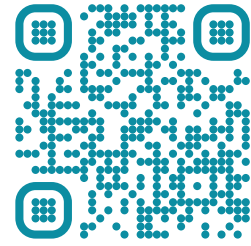
A large, rounded rectangular area containing two columns of horizontal lines, intended for handwritten notes. The lines are evenly spaced and extend across the width of each column. The entire area is enclosed in a thin blue border.

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