



Implementing the Click CEOP Button: User Guide

Reader notice

Before the Click CEOP button is implemented onto an external website by a stakeholder or service provider, an appropriate representative should read the following document in full and take steps to ensure its guidance is complied with.

Purpose of this guidance

CEOP is a command of the National Crime Agency and is dedicated to tackling the sexual abuse and exploitation of children and young people.

The hosting of the Click CEOP button by stakeholders and service providers increases the reach of this valuable advice resource and reporting tool. This document aims to provide guidance on effective and appropriate hosting and promotion of the Click CEOP asset. This includes background information on the purpose of this asset and associated website as well as outlining appropriate hosting and misuse.

Background to the CEOP Safety Centre and Click CEOP button

The CEOP Safety Centre

The Click CEOP button provides a gateway to the CEOP Safety Centre, an area of the CEOP website offering:

- information and advice on 'Should I make a report to CEOP?', 'What happens when I make a report?' and 'How can CEOP help me?'

- signposting to CEOP partners, such as Childline, who can offer help and support on issues outside of CEOP's remit, which includes online bullying.
- reporting of suspected or known child sex offender activity directly to CEOP for investigation. Every report will be read by a Child Protection Advisor within the CEOP Child Protection team.

It is advised that users read the information and advice contained within the CEOP Safety Centre prior to making a report to CEOP.

The Click CEOP button



The Click CEOP button (pictured above) is an asset of the National Crime Agency CEOP command. The CEOP command works to protect children from sexual abuse and exploitation both online and offline.

The button has been developed for children and young people and is offered as a convenient and potentially less intimidating method of reporting these sensitive types of crime, alternative to face-to-face and telephone reporting to local police forces. It provides children and young people with access to an online mechanism for reporting known or suspected child sexual exploitation or child sexual abuse directly to CEOP.

Reporting to CEOP

CEOP takes all reports seriously and children of all ages can report through the Click CEOP button. The reporting form is designed to be as accessible as possible by children, but it is highly recommend that young children seek the support of an adult they trust to help them make a report.

All reports to CEOP are treated sensitively and are read and risk assessed by a CEOP Child Protection Adviser. It is not possible to report to CEOP anonymously as CEOP have a duty to ensure the child or young person is safe. Reports made outside of office hours are viewed by the NCA Control Centre. Urgent concerns about a child's safety are referred by the Control Centre to local police. CEOP advise any urgent reports where a child is in immediate danger should be reported to the local police force where the child is located.

Professionals should promote the Click CEOP button to children and young people and encourage them to report to CEOP if they are ever worried or concerned about sexual abuse or exploitation.

Online bullying or other online concerns **should not** be reported to CEOP and children and young people should be directed to speak to an adult they trust, and/or referred to Childline, if they would like to speak to someone about how they are feeling.

Correct use of the Click CEOP asset by stakeholders

Appropriate hosts

CEOP encourages the hosting and promotion of the Click CEOP button by appropriate stakeholders and service providers as this increases the asset's visibility and potential reach when a child or young person may need its information and advice, or reporting service.

Only stakeholders providing services to children, young people and families in the UK (and thus hosting or signposting content appropriate for these audiences), should host and promote the Click CEOP button.

Examples of appropriate stakeholders:

- ☐ UK schools, colleges and other educational institutions for children and young people under 18 years, e.g. hosting on a school website, or inclusion in a newsletter for parents/carers;
- ☐ providers of web-based services with a target or known audience of under 18s, e.g. a social networking site or blog; located in the appropriate 'Safety' area.
- ☐ UK NGOs.

The above list is not exhaustive. External stakeholders and service providers should use their professional knowledge and experience when assessing whether or not they are appropriate to host or promote the Click CEOP asset. Specific enquiries relating to compliance should be directed to the CEOP Education Team at ceopeducation@nca.x.gsi.gov.uk

Asset integrity

The Click CEOP asset must always be used in its entirety and without modification by external parties.

Positioning

The Click CEOP button must always be presented clearly and be prominent within a dedicated, uncluttered space. Where applicable it should be placed in a relevant area of a website, ideally offering help and advice to users of the service or signposting to sources of help and support e.g. a safety or help area. Where possible, the suggested Click CEOP signposting text provided at the end of this document should accompany the Click CEOP button.

Guidance for providers of web-based services on how to provide effective online safety advice to users is available from the [UK Council for Child Internet Safety \(UKCCIS\)](#) in 'Advice on child internet safety 1.0: universal guidelines for providers'.

Hyperlinking

The Click CEOP asset is provided as an image file (a GIF). When hosted by an external stakeholder's website or web-based service it **must only** be hyperlinked to the CEOP Safety Centre:

<https://www.ceop.police.uk/safety-centre>.

In-app signposting

CEOP encourages in-app signposting to the CEOP Safety Centre. However the Click CEOP button should not be used within an app due to the potential for its inclusion to suggest that the app has been quality assured by CEOP and often limited opportunities to inform users otherwise.

App developers seeking to include a link to the CEOP Safety Centre should include this as hyperlinked text – i.e. "CEOP Safety Centre" hyperlinked to <https://www.ceop.police.uk/safety-centre> - in an area signposting help or sources of support to users. Where possible the following text should accompany the hyperlink:

CEOP helps any child or young person under the age of 18 who is being pressured, forced or tricked into taking part in sexual activity of any kind. You can visit the CEOP Safety Centre for information and advice and make a report directly to CEOP.

Misuse

As a part of the National Crime Agency, the Click CEOP button is protected under Crown copyright and should never be misused or modified. Legal action may be taken against those who seek to misuse it.

Hosting of the button **does not** mean that a site or service is associated with, is endorsed by, has been vetted by or is deemed safe for children and families by the NCA's CEOP command. Any suggestion of the aforementioned by external service providers and stakeholders hosting the Click CEOP button constitutes misuse.

Further examples of misuse include:

- ☐ hyperlinking the button to anything other than the CEOP Safety Centre: <https://www.ceop.police.uk/safety-centre>;
- ☐ altering the proportions of the button;
- ☐ trimming, cropping or bleeding the button off the edge of the page;
- ☐ placing the button at an angle;
- ☐ changing the colour or typeface of the button
- ☐ hosting by an inappropriate stakeholder or service provider.

The above list is not exhaustive and CEOP encourages a common-sense approach to the use of its assets by external stakeholders and service providers. Specific enquiries relating to compliance should be directed to ceopeducation@nca.x.gsi.gov.uk.

Suggested Click CEOP signposts

In order to clearly communicate the service provided by the Click CEOP button, accompanying signpost copy is suggested below. Wherever possible, dependent on placement, this signposting should be used. If the intended audience is mixed, signposting for children and young people should take precedence over signposting for adult stakeholders.

Signposting for children and young people

CEOP helps any child or young person under the age of 18 who is being pressured, forced or tricked into taking part in sexual activity of any kind. This can be something that has taken place either online or in 'the real world', or both. The CEOP Safety Centre has clear information and advice on what can be reported to CEOP, the reporting process and what will happen if you do decide to make a report. You can visit the CEOP Safety Centre and make a report directly to CEOP by clicking the Click CEOP button.

If you are experiencing online bullying or something else online has worried you please speak to an adult you trust, or you can talk to Childline at any time on 0800 1111 or at www.childline.org.uk.

Signposting for adult stakeholders

CEOP is a command of the National Crime Agency and is dedicated to tackling the sexual abuse and exploitation of children and young people. CEOP helps children and young people under the age of 18 who have been forced or manipulated into taking part, or are being pressured to take part, in sexual activity of any kind. This can be both online and offline. The CEOP Safety Centre offers information and advice for children and young people, parents and carers and professionals. You can visit the CEOP Safety Centre and make a report directly to CEOP by clicking the Click CEOP button.

Online bullying or other online concerns should not be reported to CEOP and children and young people should be directed to speak to an adult they trust, and/or referred to Childline, if they would like to speak to someone about how they are feeling.