MEMBERSHIP KIT
AND
SAMPLE APPLICATION

Thank you for your interest in joining ASACP!
This membership kit is designed to make the application process easier.
It provides information about membership requirements and approval process.
All the information you need should be here,
but please feel free to contact us with any questions or suggestions:

ASACP
5042 Wilshire Blvd. #540
Los Angeles, CA 90036
Tel: + 323.908.7864
Fax: + 310.734.1577
membership@asacp.org
www.asacp.org

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ASACP's Mission

Founded in 1996, the Association of Sites Advocating Child Protection is a non-profit organization dedicated to eliminating child pornography from the Internet. ASACP battles child pornography through its CP reporting hotline and by organizing the efforts of the online adult industry to combat the heinous crime of child sexual abuse. ASACP also works to help parents prevent children from viewing age-inappropriate material online.

Why ASACP?

Shutting down CP sites (and catching child pornographers!) can only happen if suspected sites are reported and investigated. But it's hard for the government to review all the reports with which they're inundated. In addition, members of the general public surfing the web may feel uncomfortable contacting government agencies.

Fortunately, ASACP fosters communication and cooperation with the online adult industry. This means we have the outreach and access to involve adult sites and their customers, as well as the knowledge and technical ability to review submitted reports, and forward suspect sites to the authorities – who consider our Red Flag Reports to be high priority.

What We Do & How We Do It

ASACP provides an online hotline for web surfers and webmasters to report suspected child pornography. Our many member sites provide links to this hotline, which receives thousands of reports every month.

ASACP investigates these reports and determines the hosting, billing, IP address, ownership, and linkage of suspected CP sites. ASACP then forwards Red Flag reports to the appropriate government agencies and associations. These include the FBI and the National Center for Missing & Exploited Children, as well as European hotlines. We also notify ISPs and payment processors when their hosting and billing services are hijacked by CP operators.

ASACP's Approved Member program for adult sites offers a model of effective self-regulation for the online adult industry. Approved Member sites are required to comply with our Code of Ethics.

ASCAP has established Best Practices for members, which are recommended not just for adult sites, but also for search engines, billing and hosting companies, dating sites, and others.

ASACP created the RTA ("Restricted to Adults") website label to better enable parental filtering, and to demonstrate the online adult industry's commitment to helping parents prevent children from viewing age-inappropriate content.

ASACP keeps its members informed on current laws and regulations pertaining to child pornography and child protection, as well as new and pending legislation.

ASCAP works to educate and inform its members, the online adult industry, government policy makers, and the public about issues related to child protection, illegal online activities, and the efforts of the online adult industry to battle child sexual abuse.

MEMBERSHIP

Who joins ASACP?

Thousands of adult sites have already joined our cause, helping to raise awareness and fight child sexual abuse. These include:

- ➢ Adult entertainment sites
- ➢ Content producers & distributors
- ➢ Support services providers (including web hosting, billing, traffic & software)
- ➢ Merchant site operators

- ➢ Affiliate programs
- ➢ Industry trade publications
- ➢ Traffic network operators
- ➢ Adult dating sites
- ➢ Buyer's guides
- ➢ Webmasters service bureaus

How Much Does Membership Cost?

Advocate Members commit $300 annually.
Guardian Members commit $500 annually.
Crusader Members commit $1,200 annually.
Executive Members commit $2,400 annually.

BENEFITS	ASACP Button for Your Site	Your Domains Listed on ASACP Member Page	Your Sites Monitored	Your ASACP Links Validated	Alerts via ASACP Hotline	ASACP Newsletter	ANNUAL FEE
EXECUTIVE	✓	✓	✓	✓	✓	✓	$2,400
CRUSADER	✓	✓	✓	✓	✓	✓	$1,200
GUARDIAN	✓	✓	✓	✓	✓	✓	$500
ADVOCATE	✓	✓	✓	✓	✓	✓	$300

Why join ASACP?

- ASACP lists your domains on the Members page of our website – asacp.org gets about 700,000 unique hits per month.
- ASACP Members may use the ASACP Approved Member button on all of their sites. This not only lets people know you support ASACP, but also links to a validation page which confirms your ASACP member status for anyone who clicks on it.
- ASACP Members may use the ASACP logo on their marketing materials.
- ASACP Members receive the ASACP Member Newsletter
- ASACP monitors your sites for compliance with our Approved Members Code of Ethics.
- ASACP alerts you if any of our CP reporting hotline Red Flag Reports involve your affiliates

…and most importantly, your support enables ASACP to continue expanding its efforts to combat child pornography. It's the right thing to do!

HOW TO JOIN

This is a checklist to guide you through the application process. Feel free to contact us if you have any questions! We want you and your company to make an informed decision, and we hope you'll choose to get involved in the fight against CP.

1. **Print and Review Membership Kit**

2. **Read and Accept All ASACP Policies**
    - o *Terms of Service*
    - o *ASACP Logo Use by Approved Members*
    - o *Code of Ethics*
    - o *Unacceptable Terms*
    - o *Industry Best Practices*
    - o *Privacy Policy*

3. **Fill Out Sample Membership Application**
    - o Company & Contact Information
    - o Site Information
    - o Payment Information

4. **Submit Online Application**
    - o Go to *http://www.asacp.org/join.php*
    - o Use your Sample Membership Application as a guide when filling out online form

5. **Watch for Acceptance E-mail from ASACP!**

    - o Most Members are approved very quickly, but please allow several weeks for application review

TERMS OF SERVICE

Upon approval of your application:

1. Your site will be included in the official ASCP Member Directory located at **http://www.asacp.org/members.php**.

2. You will receive an ASACP Member button for display on your site. If a surfer clicks on the ASACP button on your site, the ASACP system will confirm your membership status dynamically. You agree to abide by ASACP Logo Use for Approved Members.

3. You will receive a quick logon code which can be used to add/edit/delete any of your sites. The Member page is created dynamically from the ASACP database; therefore, it is important that you add all your sites to this database using your quick logon code. Should you forget your quick logon code, simply send a request email to **membership@asacp.org**. Your code will be re-sent to the designated administrative contact for your company.

4. Your membership will be effective for one year, at which time you will receive a renewal notice.

To be proactive and effective in the battle against online child pornography, it is crucial that ASACP build and maintain excellent relations with U.S. and European government agencies. Therefore, ASACP reviews and constantly monitors all member sites for unacceptable words (see **Unacceptable Terms**) to assure compliance with its **Code of Ethics**. ASACP requires that Approved Members comply with both the letter and spirit of the law on child pornography.

ASACP works with the online adult industry to develop our recommended **Best Practices**, **Code of Ethics**, and **Unacceptable Terms** list. Please consider incorporating these into your company policies. ASACP investigates incidents of possible Member non-compliance and, if necessary, recommends appropriate corrective action. If compliance issues remain unresolved, ASACP may revoke membership. If membership is revoked, all membership dues are forfeited.

ASACP reserves the right to refuse membership to any site or company. This does not indicate that such sites or companies are engaged or involved in the promotion of child pornography. ASACP cannot accept Member applications from Escort Services or Under-18 modeling sites. ASACP reserves the right to modify the **Code of Ethics**, **Terms of Service**, **Best Practices**, and the **Unacceptable Terms** list, and will inform members of such modifications.

ASACP LOGO USE BY APPROVED MEMBERS

The ASACP "Approved Member" logo is the property of the Association of Sites Advocating Child Protection ("ASACP") but may be used by ASACP Approved Members in good standing in accordance with the terms and conditions in the ASACP Code of Ethics and below. Use of the logo shall constitute consideration for, agreement to, and acceptance of the following terms and conditions of this agreement by the user:

The ASACP "Approved Member" logo is the sole and exclusive property of ASACP. This logo may be used only by ASACP Approved Members in good standing if and only if such use is made pursuant to the terms and conditions of ASACP's Code of Ethics. Any failure by a user to comply with the terms and conditions contained herein may result in the immediate revocation of this use.

The interpretation and enforcement (or lack thereof) of these terms and conditions, and compliance therewith, shall be made by ASACP in its sole discretion. The logos may be used in a professional manner on the user's business cards, stationery, literature, advertisements, website, or in any other comparable manner to signify the user's membership in ASACP. Notwithstanding the foregoing, the logo may not be used in any manner that, in the sole discretion of ASACP: discredits ASACP or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates any law, regulation or other public policy; or mischaracterizes the relationship between ASACP and the user.

Use of the logo shall create no rights for users in or to the logo or its use beyond the terms and conditions of this limited agreement. The logo shall remain at all times the sole and exclusive intellectual property of ASACP. Without further notice, ASACP reserves the right to prohibit use of the logo if it determines, in its sole discretion, that a user's logo usage, whether willful or negligent, is not in accordance with the ASACP Code of Ethics, otherwise could discredit ASACP or tarnish its reputation and goodwill, or the user is not an ASACP member in good standing (for instance, if membership contributions are not kept current). ASACP grants the use of this logo and membership for one full year from the date of contribution for membership. Any questions concerning use of the logos or the terms and conditions of this license should be directed to *membership@asacp.org*.

If you have additional questions or suggestions, please contact *membership@asacp.org*.

CODE OF ETHICS

1. Make a good faith effort to comply with the current standard of recordkeeping of the US Government.

2. State in a prominent position on all access pages including, but not limited to: entry, home, splash and join pages, that "All models were 18 or older at the time of depiction."

3. In cases where an occasional model is over 18, but looks younger, the statement that "The models are 18 or older" should be prominently displayed on each featured page.

4. Review sites which direct traffic to your site and parse those which feature Unacceptable Terms.

5. Promptly report incidences of suspected child pornography to ASACP.

6. Do business with companies that comply with the ASACP Code of Ethics.

7. Display an Approved ASACP Member button on your site as a testimonial that your site does not contain nor condone child pornography.

8. It is unacceptable to use meta tags, any search engine keywords, or text that denote child pornography, such as the following list of Unacceptable Terms (scanned for in 20 languages):

▪ 4teen	▪ koprofgie	▪ pre teenager
▪ 6teen	▪ kotoran	▪ pre teenagers
▪ 7teen	▪ lolita	▪ pre teens
▪ adolescent	▪ lolitas	▪ pre-adolescent
▪ child	▪ lolitaz	▪ preeteen
▪ child porn	▪ minor	▪ prelolitas
▪ child pornography	▪ minors	▪ pre-teen
▪ child sex	▪ paedophilia	▪ pre-teen porn
▪ childporn	▪ paidophilia	▪ pre-teen sex
▪ children	▪ pdophile	▪ sex with children
▪ childsex	▪ pdophilie	▪ sex with minors
▪ forteen	▪ pederastia	▪ sixteen
▪ illegal lolitas	▪ pediphile	▪ teen 13
▪ juvenile	▪ pedofilia sex	▪ teen 14
▪ kid porn	▪ pedoland	▪ teen 15
▪ kiddie	▪ pedophelia	▪ teen 16
▪ kiddie porn	▪ pedophile	▪ teen 17
▪ kiddie sex	▪ pedophilia	▪ teen13-17
▪ kiddieporn	▪ pedophilia pictures	▪ under age
▪ kiddiesex	▪ pedophylia	▪ underage
▪ kinderporn	▪ pre teen	▪ underaged
▪ kindersex	▪ pre teenage	

INDUSTRY BEST PRACTICES

At the time of their membership application and during periodic monitoring, ASACP Member sites have complied with the ASACP Code of Ethics. Therefore, they are approved to display the ASACP Member logo on their site. In addition ASACP, in conjunction with Industry leaders, has developed these recommended Best Practices and is pleased to share them with you for use as a basis for your own procedures. ASACP makes no claim that these Best Practices will meet legal standards and we recommend that you consult with an attorney.

ADULT SITES
1. Make a good faith effort to comply with the current laws and standard of recordkeeping of the US Government.
2. Include statement that "All models were 18 and over at the time of the creation of such depictions" in a prominent position on the following pages: warning, home, splash, join and any other access page.
3. If the models look young, include the above age disclaimer on all pages.
4. Review sites that direct traffic to your site, to determine whether they use ASACP Unacceptable Terms.
5. Include, on your website's home/index page, a notice that the contents of the site are for adults only. Also include all disclaimers,   age verification, etc., and if your site has a warning page exclude explicit images on this page to prevent children from unknowingly viewing adult material
6. Label your website as "adult" using an established labeling system such as ASACP's RTA "Restricted to Adults" Website Label or other meta data recognizable by filtering software, browsers, etc.
7. Label all e-marketing material with "Sexually Explicit".
8. If using chat bots:
   a. Adult chat bots should be used in adult-only chat areas where individuals are required to confirm their age before entering the chat.
   b. The first question the chat bot should ask is the age of the individual the chat bot is interacting with. If the answer is under 18 the chat bot should discontinue the chat session and not respond further.
   c. The chat bot cannot use ASACP Unacceptable Terms.

MOBILE ADULT SITES / MOBILE APPLICATIONS
1. Make a good faith effort to comply with the current laws and standard of recordkeeping of your Government.
2. Include statement that "All models were 18 and over at the time of the creation of such depictions" in a prominent position on the following pages: warning, home, splash, join and any other access page.
3. If the models look young, include the above age disclaimer on all mobile version pages.
4. Include, on your mobile website's home/index page, a notice that the contents of the site are for adults only. Also include all
   disclaimers, age verification, etc., and if your site has a warning page exclude explicit images on this page to prevent children from unknowingly viewing adult material.
5. Label your website as "adult" using an established labeling system such as ASACP's RTA "Restricted to Adults" Website Label or other meta data recognizable by filtering software, browsers, etc.
6. Label all pages that sell mobile adult applications using an established labeling system such as ASACP's RTA "Restricted to Adults" Website Label or other meta data recognizable by filtering software, browsers, etc.
7. Label all e-marketing material with "Sexually Explicit".

SOCIAL MEDIA BEST PRACTICE
Label all sexually explicit "social media content postings", including but not limited to text, video, audio, images or widgets enabling any software functionality.

All social media content postings should indicate "Age-Restricted" or "Sexually Explicit" based on the content.

When you direct people to age-restricted content or commerce on or from online social networks & mobile devices, ensure that all of your social media and mobile pages, from blogs, ads, and ecommerce tools, to videos, fan pages, apps and widgets are labeled with the Restricted to Adults - RTA website label (http://www.rtalabel.org).

As a result if parents or guardians have activated one of the many parental filters including those in the Apple and Microsoft operating systems, minors will be blocked from access to and prevented from the ability to purchase age-restricted material and products.

TWITTER / SOCIAL NETWORK ADVERTISING
If you direct people to your site from Twitter, Facebook or other online social networks, ensure that all of your adult content pages are labeled with the Restricted to Adults - RTA website label (http://www.rtalabel.org). This way parental filters will be able to block access to your adult content and prevent children from being exposed to age inappropriate material.

Label all social networking messages with "Sexually Explicit"

ADULT DATING SITES
Where applicable, follow ASACP's Best Practices for Adult Sites. For ASACP membership requirements for Adult Dating Sites, contact membership@asacp.org

SEARCH ENGINES & DIRECTORIES
1. Make a good faith effort to comply with the current laws and standard of recordkeeping of the US Government.
2. Visually review all client sites including member areas prior to accepting as a client to insure acceptable content.
3. Verify Webmaster and surfer support email addresses. Recheck upon redeposit of money.
4. Block ASACP Unacceptable Terms during search and bidding, and redirect to an anti-child pornography organization such as ASACP.org or NCMEC.org.
5. Recommend that your clients follow ASACP's Best Practices for Adult Sites.

TGPS
1. Make a good faith effort to comply with the current laws and standard of recordkeeping of the US Government.
2. Comply with relevant sections of ASACP Code of Ethics.
3. Include, on your website's home/index page, a notice that the contents of the site are for adults only. Also include all disclaimers, age verification, etc., and exclude images to prevent children from unknowingly viewing adult material.
4. Label your website as "adult" using an established labeling system such as ASACP's RTA "Restricted to Adults" Website Label or other meta data recognizable by filtering software, browsers, etc.
5. Avoid automatic submissions; all submissions and galleries should be verified by a human being.
6. Visually review all pay sites promoting through posted galleries.

BILLING COMPANIES
1. Know your clients.
2. Make a good faith effort to comply with the current laws and standard of recordkeeping of the US Government.
3. Visually review all client sites including member areas prior to accepting as a client to insure acceptable content and clear disclosure of terms.
4. Verify Webmaster and surfer support email addresses.
5. Clearly disclose the descriptor to appear on the customers billing statement.
    Recommend that your clients:
    a. have a statement that "All models were 18 and over at the time of the creation of such depictions" on the warning, home, splash, join and any access pages of their site.
    b. make a good faith effort to comply with the current standard of recordkeeping of the US Government.
    c. conspicuously list in a non password protected area a valid contact email address for the Webmaster.
    d. clearly disclose that the membership will be billed by "Billing Company Name".
    e. label their websites as "adult" using an established labeling system such as ASACP's RTA "Restricted to Adults" Website Label or other meta data recognizable by filtering software, browsers, etc.

HOSTING COMPANIES
1. Comply with relevant sections of ASACP Code of Ethics.
2. Maintain all contact information.
3. Send email/paper invoices.
4. Prohibit domain names that promote under-aged content.
5. Provide "Report Abuse of TOS" capability.
    a. Electronic Evidence Compliance - A Guide For Internet Service Providers
       http://usispa.org/pdf/USISPA.postFC.pdf
    b. Proposed Sound Practices For Reporting Apparent Child Pornography
       http://usispa.org/pdf/US_ISPA_sound_reporting_practices.pdf
    c. The US Data Preservation System Title 18 U.S.C. Section 2703 (f)
       http://www.usispa.org/pdf/DataPreservationSystem.pdf

USER GENERATED CONTENT SITES
Where applicable, follow ASACP's Best Practices for Adult Sites. For ASACP membership requirements for User Generated Content Sites, contact membership@asacp.org

PRIVACY POLICY

ASACP.org is committed to preserving your privacy and safeguarding your sensitive information. The following statement describes the general information-gathering and usage practices of our web site and membership service.

Collecting Information for Membership Applications

When you submit a membership application, ASACP collects a variety of information about your company in order to properly process your application. This information may include: owner name, company name, address, phone, email address, acceptance and acknowledgement information, membership level, and the like. We collect this information so that we can process your membership application, as well as to screen potential members for eligibility as stated in the ASACP Terms of Service.

Collecting Credit Card and Payment Information for Donations and Dues

ASACP does not collect any payment information, such as account numbers, credit card numbers, bank account information, or any other sensitive financial data. ASACP does, however, refer potential members and donors to payment processor sites. These companies collect sensitive financial information for the purpose of processing payment. We encourage these organizations not to share your personal information without your knowledge or permission; however, this information is subject to their policies and practices and is not controlled by ASACP. We encourage you to review the privacy policy of the particular payment processor you choose before submitting your application or making a donation.

Links

ASACP provides links to other web sites as a resource for members, parents, teachers, and other parties who are interested in additional information on Child Protection. We encourage you to view their privacy policies as well. Any information you share with these web sites is subject to their policies and practices and is independent of ASACP.

Cookies

ASACP uses session cookies while a visitor is making a donation and filling out the Membership Application. Cookies are bits of information that are stored by your browser on your hard drive. We use session cookies so that we can properly verify a visitor's identity and retain entered information as they move from one page to the next.

Web Log Files

Like most web site administrators, we use log files that record information such as Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and page navigation. We gather this information to track web site visitor movement in the aggregate, and to gather broad demographic information for aggregate use. Our goal in gathering this information is to learn how the public is using our service.

Protecting Personal Information

ASACP takes every precaution to protect member information. When members submit sensitive information via our web site, their information is protected both online and off-line. Only employees who need the information to perform a specific job (our compliance associates) are granted access to personally identifiable information. All employees are kept up-to-date on our security and privacy practices.

Our Member Email Newsletter

ASACP offers a member newsletter that is sent out to the designated company administrator as specified in the member profile. Other interested representatives from the member company can be added, modified, and deleted through the member profile interface, or by sending an email to membership@asacp.org.

Complying with the Judicial or Legal System

Though ASACP.org makes every effort to preserve member privacy, we may need to disclose personal information when required by law wherein we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or legal process served on our organization.

Changes to Our Privacy Policy

If we decide to change our privacy policy, we will post those changes to our website, this privacy statement, other places we deem appropriate, and may notify members via e-mail so they are always aware of what information we collect, how we use it, and under what circumstances, if any, that we may disclose it. If, however, we are going to use users' personally identifiable information in a manner different from that stated at the time of collection, we will notify users via email.

Contacting ASACP

ASACP works to ensure that your experience is a positive one. If you have any questions about this privacy statement, the practices of ASACP, or your interface with our web site, please contact:

ASACP
5042 Wilshire Blvd. #540
Los Angeles, CA 90036-4305
Email: membership@ASACP.org
Tel: 323.908.7864

ASACP

ASSOCIATION OF SITES ADVOCATING CHILD PROTECTION

SAMPLE MEMBERSHIP APPLICATION

Below is an example of the ASACP Membership Application. We recommend filling out a printed copy so you will have this information ready to input into our online ASACP Membership Application at http://www.asacp.org/join.php.

Company & Contact Information

Please enter in the requested information about your company or main office.

* Please Select Membership Level:

☐ Advocate ($300/yr)　☐ Guardian ($500/yr)　☐ Crusader ($1200/yr)　☐ Executive ($2400/yr)

* Owner/Rep Name _____

* Phone _____

* Email address _____

Other (ICQ, alt phone) _____

* Legal Company Name _____

AKA _____

* Main Website _____

Ref By (optional) _____

* Street Address _____

* City _____

* State or Province _____

Zip/Postal Code _____

Specify if Non US/Can _____

* Country _____

* indicates required information

ASACP
ASSOCIATION OF SITES ADVOCATING CHILD PROTECTION

SAMPLE MEMBERSHIP APPLICATION (CONT'D)

Site Information

Please enter in the requested information about at least one site. If you have a large number of sites, you may prefer to upload a .CSV (Comma Separated Values) text file with this information. Instructions are provided on our website, as part of the Online Membership Application process.

> *Please Note:* **All sites should be compliant with the Best Practices, Code of Ethics, and Terms of Service prior to submitting your application. Sites can be added, modified, or deleted via the member profile interface after approval.**

* Site Name _____

* Site URL _____

* Username _____ * Password _____

Notes (optional) _____

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* Site Name _____

* Site URL _____

* Username _____ * Password _____

Notes (optional) _____

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* Site Name _____

* Site URL _____

* Username _____ * Password _____

Notes (optional) _____

*indicates required information

ASACP
ASSOCIATION OF SITES ADVOCATING CHILD PROTECTION

SAMPLE MEMBERSHIP APPLICATION (CONT'D)

Payment Information

> **Please Note:** The annual membership dues are to be paid in full at the time the application is submitted. If you are not accepted as a member, the membership dues will be refunded, less a $50 non-refundable reviewing fee.

* Please Select Payment Method: ☐ Epoch   ☐ Paypal

* Membership Level:
☐ Advocate ($300/yr)
☐ Guardian ($500/yr)
☐ Crusader ($1200/yr)
☐ Executive ($2400/yr)

* Annual Dues Amount   (USD) $ _____

Please fill out the appropriate box depending on your payment choice, and retain for your records.

Epoch Information

Card Type   ☐ Visa ☐ MasterCard ☐ Discover ☐ JCB ☐ Switch ☐ Solo

Language _____   Currency Type & Amount: _____

Card Number _____

Expiration _____   CVV2/CVC2: _____

Name on Card _____

Email Address _____   Telephone _____

Billing Address _____

City, State, Zip _____

Country

PayPal Information

Email Address _____

Notes