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**The Association of Sites Advocating Child Protection:
*10 Years of Protecting Children Online***

Founded in 1996, the Association of Sites Advocating Child Protection (ASACP) is a non-profit organization which has been protecting children since 1996.

- ASACP provides an online child pornography reporting hotline which receives thousands of reports every month.
- ASACP monitors thousands of member websites for compliance with our Code of Ethics, and provides recommended Best Practices for the entire online adult entertainment industry.
- ASACP participates in the Financial Coalition Against Child Pornography.
- ASACP is about to debut an “adults only” label for use by websites, to help parents prevent their children from viewing adult content online.

ASACP’s online CP reporting hotline receives thousands of reports every month. Many people find us through our numerous member sites, which provide links to the hotline. Others find us through internet searches. (Google “report child pornography,” and ASACP is the number one result.) 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.

ASACP’s Approved Member program for adult websites offers a model of effective self-regulation for the online adult industry. Approved Member sites are required to comply with our Code of Ethics. These regulations ensure that Member sites neither contain nor condone child pornography, and make efforts to prevent children from unknowingly viewing adult content.

A new “adults only” label is ASACP’s latest initiative. The label is being designed for use by websites, to help parents prevent their children from viewing adult content online. The label will be free to use, and universally available to any website that wishes to demarcate itself as being inappropriate for viewing by minors. Websites that use it can be recognized by internet browsers, filtering software, and even operating systems as being off-limits to kids.

ASACP was added to the 2005 Associations Advance America Honor Roll, and presented with a Certificate of Recognition by California State Assemblymember Paul Koretz.