

ASACP

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 our 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:*

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ABOUT US

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.

ASACP 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.

ASACP 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
 Buyers guides
 Webmasters service bureaus

How Much Does Membership Cost?

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	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$2,400
CRUSADER	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$1,200
GUARDIAN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$500

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. Its 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**
 - *Terms of Service*
 - *ASACP Logo Use by Approved Members*
 - *Code of Ethics*
 - *Unacceptable Terms*
 - *Industry Best Practices*
 - *Privacy Policy*
- 3. Fill Out Sample Membership Application**
 - Company & Contact Information
 - Site Information
 - Payment Information
- 4. Submit Online Application**
 - Go to <http://www.asacp.org/join.php>
 - Use your Sample Membership Application as a guide when filling out online form
- 5. Watch for Acceptance E-mail from ASACP!**
 - 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 ASACP 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.

