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SEXUAL
EXPLOITATION

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February 19, 2021

Peter Szulczewski
Chief Executive Officer, Wish
ContextLogic, Inc.
One Sansome Street, 40th Floor
San Francisco, CA 94104

Dear Messrs. Szulczewski, Lehrman, and Shah and Ms. Ishida:

We are writing because Wish has become a retail giant worldwide, and therefore has an increased responsibility to protect consumers and take accountability for its cultural footprint. We at the National Center on Sexual Exploitation—a nonpartisan nonprofit in Washington DC dedicated to addressing the full spectrum of sexual exploitation and abuse—recognize the vast reach of your branding and products. It has come to our attention that your corporation is one of the few mainstream corporations still working with the world's biggest sexual abusers, such as MindGeek and Pornhub, even though child sexual abuse material, depictions of actual rape and sex trafficking, and non-consensually recorded and/or shared intimate videos abound on their websites. Not only that, but your profits rest on the marketing of child-like sex dolls, spycams advertised as useful for filming women nude without permission, and misogynistic apparel.

We would like to inform you that Wish has been placed on the 2021 Dirty Dozen List, which names 12 leading mainstream contributors to sexual exploitation and abuse in America, and throughout the world. We invite you to become a leader against sexual exploitation by addressing these issues below, and we welcome open dialogue with Wish to better address these and future issues.

First, to our knowledge, Wish remains one of the only major corporate entities continuing to support the infrastructure of the sexual exploitation industry. Wish is a top advertiser for hardcore conglomerate MindGeek's websites, which include

Pornhub.¹ Public outrage at MindGeek is soaring as numerous victims have come forward about their sexual abuse, sex trafficking, child sexual abuse being filmed and then uploaded and shared countless times on Pornhub and their other websites. Others have shared that Pornhub profited from distributing non-consensually recorded and/or non-consensually uploaded intimate videos.²

In an investigative hearing before the Canadian Parliament, MindGeek's co-owner and CEO Feras Antoon told members that 50% of their revenue comes from advertising.³ The decision to continue placing ads on MindGeek legitimizes an inherently exploitive enterprise and glosses over the abuse and coercion found in the pornography industry.

Force, fraud, coercion, and other tactics to pressure and trick performers are used in this so-called professional industry as well, and lifelong physical and emotional trauma is inflicted on participants who don't realize this is what they are "consenting" to. For example, here are just some of the cases of sexual abuse and exploitation reported:

- The "professional" Girls Do Porn pornography studio sex trafficked over 40 women into their videos which were then left on MindGeek websites long after public and legal action and awareness was raised.⁴
- Three pornography performers spoke out about how they were abused and assaulted by another porn performer during or outside filming, where they did not consent to certain violent acts. Yet the pornography industry continues to nominate this abuser for awards.⁵
- Derek Hay, one of the pornography industry's leading agents, has been accused by several women "of fraud, sexual abuse and links to an illegal escort business — accusations including coercing performers to pay off 'unconscionable' fees and penalties either in cash or by performing sexual acts on him." NOTE: these accusations fall under the definition of sex trafficking.⁶
- Former pornography performer Mia Khalifa has spoken out about the studio-based pornography industry stating that they "trap women legally into contracts when they're vulnerable."⁷
- A 2011 study found, "Female adult film performers have significantly worse mental health and higher rates of depression than other California women of similar ages."⁸

¹ MindGeek owns Traffic Junky which powers all advertisements for the MindGeek empire. Their media kit lists Wish as a top advertiser.

² Kristof, Nicholas. "The Children of Pornhub." The New York Times, December 4, 2020.

³ "Meeting No. 19 ETHI - Standing Committee on Access to Information, Privacy and Ethics," February 5, 2021.

<https://parlvu.parl.gc.ca/Harmony/en/PowerBrowser/PowerBrowserV2/20210205-1/34697?Language=English&Stream=Video>. Mr. Antoon answers a question about MindGeek's revenue around 9:50.

⁴ "Pornhub Is Still Working With Company Sued for Manipulating Women Into Porn," Vice, 2019,

https://www.vice.com/en_us/article/8xw9dx/pornhub-still-hosting-girls-do-porn

⁵ "Porn star who accused fellow erotic actor James Deen of sexual assault hits out at her alleged attacker after being nominated for an award for a scene they shared" Daily Mail 2019 <https://www.dailymail.co.uk/news/article-7769111/Porn-star-accused-erotic-actor-James-Deen-sexual-assault-hits-award-nomination.html>

⁶ "Porn Actresses Accuse Powerful Industry Agent of Fraud, Sex Abuse," NBC, 2019,

<https://www.nbcconnecticut.com/news/national-international/porn-actresses-accuse-top-agent-of-fraud-sex-abuse/2050671/>

⁷ "Mia Khalifa: Porn contracts 'prey on vulnerable girls'" BBC 2019 <https://www.bbc.co.uk/news/newsbeat-49330540#:~:text=Former%20top%20porn%20actress%20Mia,prey%20on%20callow%20young%20women%22.&text=Mia%20spent%20just%20three%20months,ranked%20star%20on%20site%20Pornhub.>

⁸ "Comparison of the Mental Health of Female Adult Film Performers and Other Young Women in California," ps.psychiatryonline.org, 2011, https://ps.psychiatryonline.org/doi/pdf/10.1176/ps.62.6.pss6206_0639

- Another study reported that pornography performers experience physical trauma on the film set, often leave the industry with financial insecurity and mental health problems, and also experience health risks that aren't limited to sexually transmitted diseases.”⁹

The relationship between pornography companies and child sexual abuse, rape, and other forms of violence is not limited to cases in which real-life abuse and rape is filmed and streamed. It is also important to note that popular themes in mainstream, potentially consensual pornography promote, glorify and eroticize these horrific realities. Right now, on pornography sites owned by MindGeek, there are videos which feature the following themes:

- incest
- assaulting drunk women/girls
- racial degradation
- Kidnapping
- forced sex (i.e., rape)

and more.

These themes are damaging to worldwide culture because of the violence and criminal activity they encourage. Given that MindGeek's pornography sites promote such fantasies, it is no surprise that their users and partners then proceed to upload and/or consume videos of real rape and sexual abuse, finding these crimes arousing. We ask you to consider if these crimes and damaging themes are ones with which you want your brand to be associated.

In light of all of the above, we request that Wish end its business relationship with MindGeek. In 2019, Kraft Heinz and Unilever came under similar public scrutiny for advertising on Pornhub, and after corresponding with us and hearing from supporters, they pledged to never advertise on a pornography website again.¹⁰ Kraft Heinz made the right choice to no longer partner with the pornography industry, and we believe Wish can follow in their footsteps as a leader, also joining Mastercard, PayPal, and numerous government officials in rightly objecting to MindGeek's crimes and refusing to be associated with them.

Second, Wish advertises and sells exploitative products. Throughout its retail services, Wish also perpetuates pornified culture by selling child-like sex dolls, spycams marketed for filming women nude without their permission, and misogynistic apparel. Wish hosts, sells, and profits from these products, reinforcing the negative effects of the pornography industry, and ultimately moving these harmful effects from the screen to reality. The impact of these products being advertised right next to the destructive themes found in pornography is perpetuating a culture that believes it is okay to sexually abuse or exploit someone—and Wish can make it happen for “dirt cheap.”

Imagine, for instance, when non-consensually recorded and uploaded pornography is shown next to ads selling hidden spy cameras, the very devices used to film women in various private settings? At present, Wish is connected with the grotesque and abusive themes found in pornography, just by choosing to market and sell products on sites with sexually exploitative themes and depictions. Non-consensual pornography is

⁹ “Pathways to health risk exposure in adult film performers.” PubMed, 2009, <https://www.ncbi.nlm.nih.gov/pubmed/18709554>

¹⁰ McNamara, Haley. “Heinz's 'Food Porn' Ads Fund Sex Trafficking and Child Sexual Abuse Pornography.” Townhall, November 4, 2019. <https://townhall.com/columnists/haleyhalverson/2019/11/04/heinzs-food-porn-ads-fund-sex-trafficking-and-child-sexual-abuse-pornography-n2555869>.

an issue being faced all around the world and is just barely reaching the point of being confronted by legislative solutions. Wish can implement changes and become a leader in facing this issue.

Not only that, but the sex dolls being sold by Wish literally turn women and children into sex objects. As Dr. Maras and Dr. Shapiro note in the Journal of Internet Law, sex dolls “have the potential of altering individuals’ views and perceptions of relationships, ultimately, having them interact with humans as they would with the dolls and robots.”¹¹

We call on Wish to enforce your merchant policy, which states that:


- Pornography or adult/sexually explicit/obscene material;
- Nudity;
- Hate crime and items or listings that promote, support or glorify hatred toward or otherwise demean people based upon: race, ethnicity, religion, gender, gender identity, disability, or sexual orientation; including items or content that promote organizations with such views” are prohibited.

We would greatly appreciate your willingness to investigate the issues surrounding MindGeek, the pornography industry as a whole, and the exploitative products Wish is selling via third parties. We stand ready to share more research and to convene additional subject matter experts, including survivors, who can further inform you as you review your corporate policies and responsibilities. If Wish makes progress on these points, and further prioritizes human dignity over profits from abuse, we will gladly remove the company from the 2022 Dirty Dozen List and praise it as a leader in corporate responsibility. You can contact us at public@ncose.com or at 202-393-7245.

Respectfully,



Patrick Trueman
President & CEO



Dawn Hawkins
Senior Vice President & Executive Director

CC:

Thomas Chuang, Vice President of Operations

Renee Jackson, Chief Compliance Officer & Associate General Counsel

Glenn Lehrman, Vice President, Head of Communications

¹¹ Maras, Marie-Helen, and Lauren R Shapiro. “Child Sex Dolls and Robots: More Than Just an Uncanny Valley.” Journal of Internet Law, December 2017.