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March 7, 2022

Josh Silverman
Chief Executive Officer
Etsy
117 Adams St
Brooklyn, NY 11201

Re: Etsy on 2022 Dirty Dozen List

Dear Mr. Silverman,

We write to inform you that the National Center on Sexual Exploitation is placing Etsy on the 2022 Dirty Dozen List – a campaign that names 12 mainstream contributors to sexual exploitation and abuse. NCOSE —a non-partisan nonprofit in Washington DC dedicated to addressing the full spectrum of sexual exploitation—recognizes the influence Etsy has in the retail market and calls on your company to improve policies and practices.

We are deeply concerned about Etsy providing a platform for products that normalize child sexual abuse, incest, and misogyny. We also wish to elevate the voices of numerous Etsy sellers and buyers who have felt “sexually harassed” by unwanted exposure to pornography and sexually explicit content, due to Etsy’s insufficient filtering mechanisms. Collective Shout, an Australian non-profit with whom we work closely, has repeatedly contacted you about the sexually exploitative products on Etsy, asking you to remove them. For over a year, you have neglected to offer Collective Shout any response.

We can only interpret this as Etsy’s callous willingness to profit from sexual abuse and exploitation.

Normalizing Child Sexual Abuse and Incest

Because sex dolls are permitted on Etsy, many sellers have predictably fashioned dolls which resemble children and teens, thereby catering to and encouraging pedophilic tendencies. In a couple notable cases, Etsy sellers have intended to model sex dolls after real living children, victimizing these children without their knowledge.ⁱ

Etsy Search for anything

Valentine's Day Gifts Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Gifts & Gift Cards

Back to search results

LanitarShop
148cm Realistic D-cups Silicone Asian "Sex Doll - Anne" in great condition
\$1,550.77 Only 1 available
Pay as low as \$81/mo. **Klarna**. See if you're prequalified

Add to cart

Rare find - this item is hard to come by.
Hooraay! This item ships free.

Highlights
Handmade
Materials: TPE, Medical Silica Gel

Description
NOTE - It has not been used in any sexual manner
Origin - Sex Doll from "www.sexydolls.com.au"
Reason of Sell - Would like to get rid of this Doll as I no longer am interested in it

0 shop reviews ☆☆☆☆☆ Sort by Recommended

We are also deeply concerned about the products on your platform promoting the role-playing of child sexual abuse. Such products can easily be found by searching the term “ageplay,” which refers to sexual role-playing in which one partner pretends to be a different age – usually that of a child or baby. On Etsy, one can find pages upon pages of ageplay merchandise such as adult-sized pacifiers, diaper changing pads, and onesies. Some of these products combine ageplay with BDSM, and the result is a fantasy of both sexually and physically torturing children. For example, our research team found adult-sized baby boots with spikes lining the inner soles and “spiked lockable pacifiers” designed for gagging and choking the wearer. We ask you to think critically about the disturbing implications and dangerous long-term consequences of encouraging countless adults to fantasize about sexually abusing children.

search results

www.StraitJacketShop.com
Spikes are permanently attached to the inside of the booties

StraitJacketShop
Star Seller | 12,358 sales ★★★★★

Crawling Habit Training Restraining Booties with Spikes and Segufix Locks / ABDL / Adult Baby Diaper Lover / Bondage / BDSM / DDLG / Crawl

Bestseller

CA\$272.79 Only 1 available

Size
Select an option

Colour
Select an option

Add to basket

Selling fast! Only 1 left, and over 20 people have it in their baskets.

Star Seller. This seller sets a shining example for providing a great customer experience, with a history of 5-star reviews, on-time dispatch, and quick replies to any messages they received.

reviews ★★★★★

search results



DarkDenDesigns
Local seller | 107 sales | ★★★★★

Spiked, lockable adult pacifier gag with adult sized pacifier (size 6)

CA\$60.00 ✓ In stock

Primary colour

Select a colour

Pacifier

Select an option

Add to basket

Other people want this. 7 people have this in their baskets right now.

Highlights

- Handmade
- Dispatches from a small business in Canada
- Materials: leather, Locking

Description

Etsy also sells products which glorify a dangerous trend in internet pornography that threatens to normalize incest. This is the trend of increasingly popular “stepfamily” pornography. We have found apparel and other products on Etsy which directly reference Pornhub’s stepfamily genre, glorifying it and joking about it.



DobroBude
211 sales | ★★★★★

STEP SIS Mug | Sassy Mug | Black Ceramic Funny Mug | Sarcastic Mug | Pornhub Mug | Sassy Mug Gift | Funny Mug for Sister | Sister Mug Gift

CA\$30.33 ✓ In stock

Buy it now

Add to basket

Highlights

- Handmade
- Materials: Ceramic

Description

StepSis mug is a piece of our StepFam Love collection! StepFam Love products feature hilarious designs based on the well-known online trend. Internet memes of



♡ DobroBude
211 sales | ★★★★★

Girls Love Me Like A Stepbro T-Shirt | Unisex Short-Sleeve | Pornhub Tshirt | Funny Party Shirt | Funny Sarcastic Party Tee | Fuckboy Tshirt

CA\$32.97 ✓ In stock

Primary colour
Select a colour ▼

Size
Select an option ▼

Buy it now

Add to basket

Highlights ^

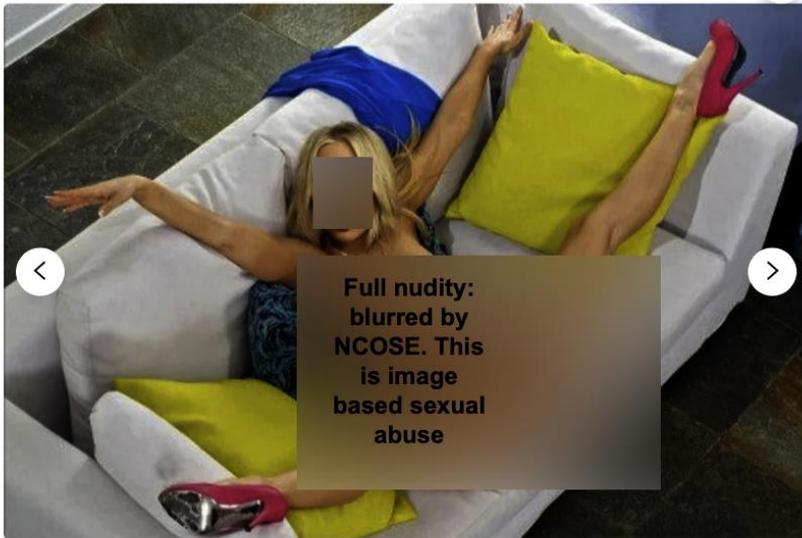
- Handmade
- Materials: 100% cotton, 100% polyester, 100%...

Insufficient Moderation of Pornography, including Image-based Sexual Abuse

Despite pornography being prohibited in [Etsy's policies](#), pornography and other sexually explicit content is easily found on Etsy – including images of hardcore pornography products, in images used to advertise products, and even in the customer review section. Some of the products for sale even include a form of image-based sexual abuse: deepfake pornography using real women's faces and imposing them on naked, sexualized bodies without their consent.

NCOSE researchers were able to find pornography with very little effort. *NCOSE blurs the faces of those in pornography and sexually explicit images in order to not perpetuate their exploitation and further harm them – a courtesy you and your sellers fail to give those featured in the products, as well as your customers.*

Image-based sexual abuse: deepfake pornography



CollectibleItemsArt
150 sales | ★★★★★

Lot 6 Photos 8x12 - Fantasy Nude Hot Sexy Fine KALEY CUOCO, nude shots, nude lingerie, sexy nude art, nude bikini, nuded girl #3024

\$16.57 ~~\$19.50~~
You save \$2.93 (15%)

Only 1 available

Add to cart



Selling fast! Only 1 left, and 4 people have it in their carts.



Hooray! This item ships free.

Highlights

- Handmade
- Height: 8.3 inches
- Width: 11.7 inches

Description

Etsy

Search for anything



Sign in



Valentine's Day Gifts Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Gifts & Gift Cards



CollectibleItemsArt
150 sales | ★★★★★

Lot 6 Hot Photos 8x12 - Nude Girl Emma Stone Fantasy Nude, nude shots, nude illustration, nudestripping, nude bikini, nude lingerie #0173

\$16.57 ~~\$19.50~~
You save \$2.93 (15%)

Only 1 available

Add to cart



Selling fast! Only 1 left, and 7 people have it in their carts.



Hooray! This item ships free.

Highlights

- Handmade
- Height: 8.3 inches
- Width: 11.7 inches

Description

Translated by [Microsoft](#)

[See in original language](#)

20 shop reviews ★★★★★

Sort by: Recommended

Buyers are raving! Multiple people gave 5-star reviews to this shop in the past 7 days.

Pornographic and sexually explicit products:

The screenshot shows an Etsy product listing for 'Adult playing cards, hardcore playing cards, nude playing cards, pin up playing cards, erotic playing cards, xxx playing cards, xxx adult' by the shop 'HaveFunMyFriends'. The product is priced at \$57.79, down from \$67.99 (15% off). It is currently 'Only 1 available'. The listing includes a gallery of images, a 'Back to search results' link, and a 'Sort by: Recommended' dropdown. A red box highlights the product title, which contains sexually explicit terms. The product description includes 'Vintage from the 1970s' and 'Materials: paper'. A note at the bottom of the description states 'The box is in poor condition!!!'. The shop has 29 sales and a 5-star rating. There are 3 shop reviews, also with a 5-star rating.

← Back to search results

Multiple cards with images of fellatio, anal sex, threesomes

HaveFunMyFriends
29 sales ★★★★★

Adult playing cards, hardcore playing cards, nude playing cards, pin up playing cards, erotic playing cards, xxx playing cards, xxx adult

\$57.79 ~~\$67.99~~ Only 1 available
You save \$10.20 (15%)

Pay in 4 installments of \$14.44. **Klarna**. [Learn more](#)

Add to cart

Rare find — this item is hard to come by, and 2 people have it in their carts.

Hooray! This item ships free to the US.

Highlights ^

- Vintage from the 1970s
- Materials: paper

Description ^

The box is in poor condition!!!

3 shop reviews ★★★★★

Sort by: Recommended ▾

The screenshot shows an Etsy product listing for a '26cm sexy Japanese girl 月ノ輪ガモ anime figurine girl' by the shop 'MySweetGift'. The product is priced at \$83.90+ and is 'Low in stock'. The listing includes a gallery of images, a 'Back to search results' link, and a 'Sort by: Recommended' dropdown. A red box highlights the product title, which contains sexually explicit terms. The product description includes 'Handmade' and 'Materials: PVC'. A note at the bottom of the description states 'The box is in poor condition!!!'. The shop has 1,575 sales and a 5-star rating. There are 3 shop reviews, also with a 5-star rating.

← Back to search results

26cm sexy Japanese girl 月ノ輪ガモ anime figurine girl

\$83.90+ Low in stock

version
Select an option ▾

Add to cart

Selling fast! Only 3 left, and 3 people have it in their carts.

Hooray! This item ships free.

Highlights ^

- Handmade
- Materials: PVC

Description ^

The box is in poor condition!!!

3 shop reviews ★★★★★

Sort by: Recommended ▾

← Back to search results



KedrArtStudio

Star Seller | 34 sales | ★★★★★

Erotic Art Postcard Print, Cunnilingus, Sensual Nude Oral Sex, Nakedness Woman And Man, Couple Love

\$3.50

✓ In stock

Quantity

1

Add to cart

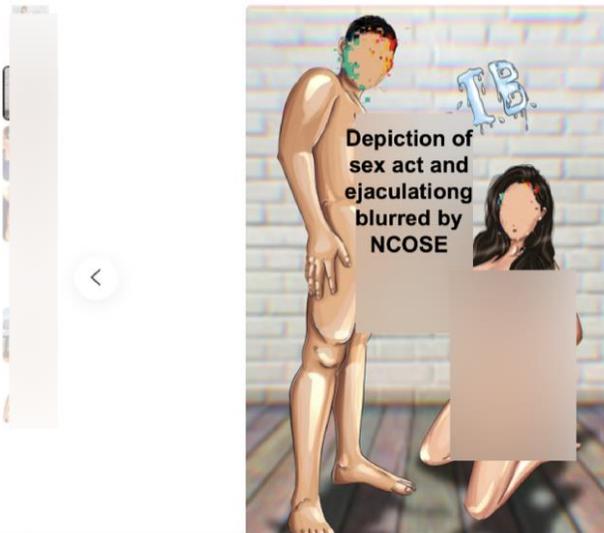
Star Seller. This seller has a history of 5-star reviews, shipping on time, and replying quickly when they got any messages.

Nice choice! Enjoy free shipping to the US when you spend \$35+ at this shop.

Buy together, get free shipping

This listing Erotic Art Postcard Print, Cunnilingus, Sen... \$3.50

← Back to search results



Gift25RUS

35 sales | ★★★★★

Frank couple portrait, female nude, flat nude painting, explicit images, erotic art,

\$25.50+ ~~\$30.00+~~

You save \$4.50 (15%)

✓ In stock

Number of people

Select an option

Portrait type

Select an option

Add to cart

Hooray! This item ships free.

Highlights

← Back to search results



MySweetGift
1,575 sales | ★★★★★

16-20cm Little Red Riding Hood Take off clothes PVC anime figurine sexy girl

\$109.90+

Low in stock

version

Select an option

Add to cart

Selling fast! Only 3 left, and 5 people have it in their carts.

Hooray! This item ships free.

Highlights

Handmade

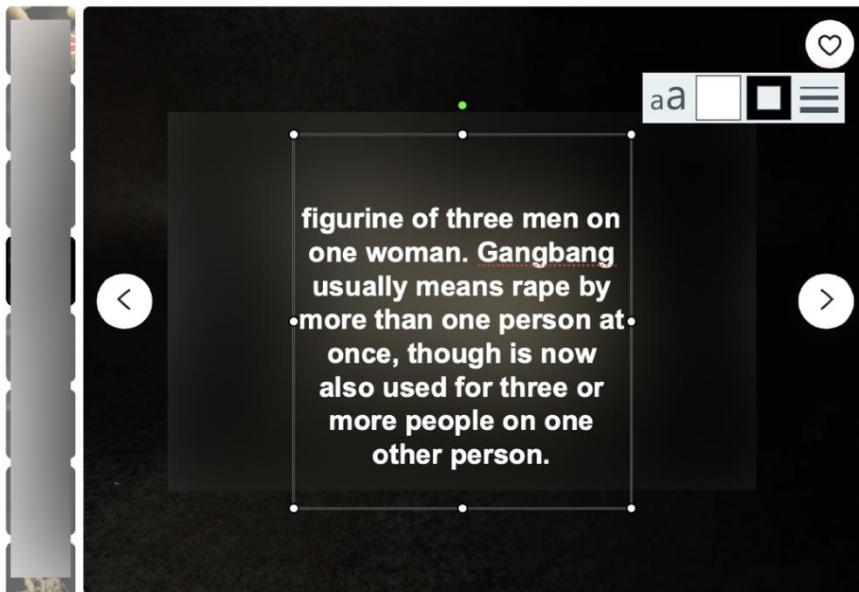
Description

287 shop reviews ★★★★★

Sort by: Recommended

The accessories in the picture are all attached. The sofa

← Back to search results



KamasutraStudio
882 sales | ★★★★★

Threesome Gangbang , erotic figurine, intercourse

\$65.00

Buy it now | Only 1 available

Add to cart

Selling fast! Only 1 left, and 6 people have it in their carts.

Hooray! This item ships free.

Gift wrapping available

Highlights

aa [font settings icons]

Misogynistic Merchandise

Etsy also sells a wide array of merchandise featuring deeply misogynistic slogans. Such products fetishize the degradation of women, referring to them as “property” and a variety of obscene and degrading names. The slogans promote the view that women are mere sexual objects owned by men whose purpose is to be degraded, humiliated, dominated, used, and abused. This abhorrent mindset is what underscores and enables so much of sexual exploitation and sexual violence.

15



KinkEOfficial

Star Seller 905 sales ★★★★★



Fuck Me Like I'm Property
Women's Short Sleeve T-shirt -
Master's Cum Slut - Submissive
Clothing - Cum Slut Gift

CA\$31.16+

✓ In stock

Primary colour

Select a colour

Size

Select an option

Add to basket

Highlights

Handmade



11/15



happypanties

2,468 sales ★★★★★



Cum Dumpster Panties Sexy
Christmas Gift Funny Naughty Slutty
Booty Shorts Bachelorette Party
Lingerie Womens Underwear

CA\$11.18

You save CA\$4.80 (30%)

Sale ends in 50 minutes

✓ In stock

Panties Color

Select an option

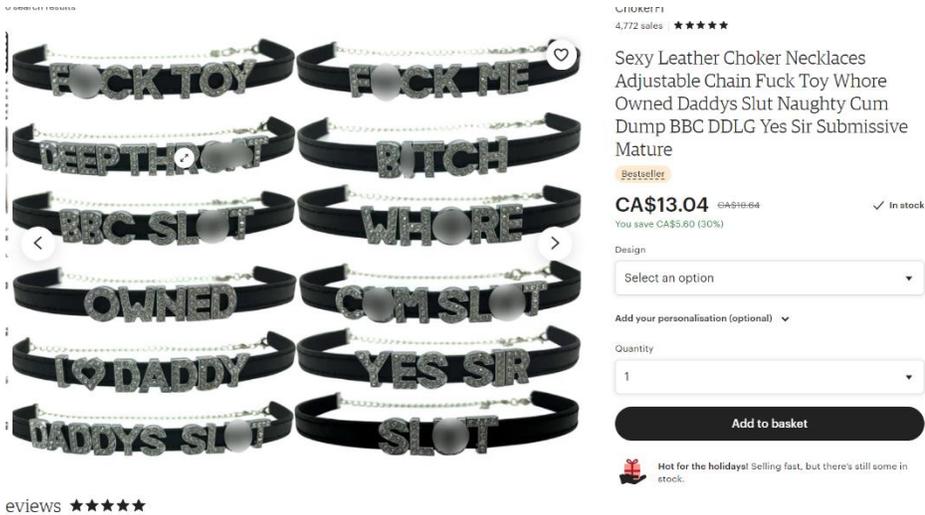
Text Color

Select an option

Quantity

1

Add to basket



Unsolicited Pornography and Sexually Explicit Content

Numerous users have complained Etsy’s algorithm serving them unsolicited “mature” content (according to Etsy’s definition), as well as pornography. Some sellers have aptly described such experiences as a form of sexual harassment. For example, one Etsy user testifies:

“I never searched for ANYTHING even remotely sexual, illicit, in any way, yet my front page is full of naked women. There is even one pic of a woman's butt and a man's hand reaching out to touch it. I don't want to see this. I am sorry, this is sexual harassment, imo.”ⁱⁱ

Another seller says:

“When these types of complaints pop up weekly, I wonder if the women of Etsy are aware of Etsy's porn issue. **Etsy is essentially our landlord. If our landlord was plastering unsolicited porn all over the windows and doors of our shop and passing out graphic images to customers browsing our shops, it would be considered sexual harassment at best.**”ⁱⁱⁱ

Other users have made similar complaints about Etsy’s algorithm serving them recommendations such as dildos, sex toys, and kink products when they had no desire to see these things.^{iv}

Etsy recommends that users type “-mature” at the end of their search if they wish to filter out sexually explicit or sexually suggestive results. **This is not only bizarrely unintuitive, but it is also ineffective.** We have tested this mechanism and found it to be sorely lacking. It not only fails to filter out sexually explicit/suggestive results, it actually causes such results to show up when they do not otherwise. For example, when we searched the word “daddy” on Etsy, only innocuous results were shown on the first page. When we searched “daddy -mature,” however, the first page was littered with highly inappropriate content.

Below is a sampling:



Daddy's Pussy Thong / DDLG Daddy Dom Panti...
★★★★★ (157)
CA\$21.99
CelestialRedShop



Throat Fuck Me Daddy DDLG Thong / Daddy D...
★★★★★ (157)
CA\$21.99
CelestialRedShop



Daddy's Little Slut Thong / DDLG Daddy Dom P...
★★★★★ (157)
CA\$21.99
CelestialRedShop



I'm a Slutty Submissive Cum Whore Babygirl fo...
★★★★★ (83)
CA\$34.99 FREE delivery
NSFWearCanada

Etsy's policy that thumbnails be kept appropriate for general audiences is clearly unenforced – all of the pictures in this letter were featured in the thumbnails. Etsy should do better to protect its users from unwanted exposure to pornography and mature content.

Furthermore, NCOSE researchers also found pictures of male genitalia posted by customers in the review section.

 [Willy](#) Jan 29, 2021



Very nice, makes my cock feel great!



Purchased item:

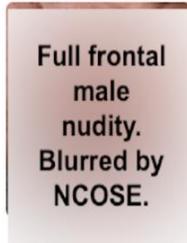
[Hard Times Slick Black Cock Sock \[Mature Content\]](#)

 9 Helpful

 [Malcolm](#) Jul 21, 2021



feel good product fits on this



Purchased item:

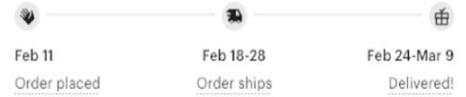
 [Hard Times Slick Black Cock Sock \[Mature Content\]](#)

 5 Helpful

Shipping and return policies

Estimated arrival

Feb 24-Mar 9



Etsy offsets carbon emissions from shipping and packaging on this purchase.

Get shipping cost

Ships from Los Angeles, CA

View shop policies

Meet your sellers

 **Richard Sun**
Owner of [RichardSun](#)

Message Richard

Recommendations

We urge you to make the following changes, which would improve the safety of your platform and disassociate your brand from sexual abuse and exploitation:

1. Etsy should immediately remove all products that normalize child sexual abuse, incest, and misogyny from its platform.
2. Sex dolls should be banned and proactively removed, since allowing sex dolls inevitably results in child-like sex dolls being sold.
3. Etsy should do better to enforce policies it already has, such as its ban on pornography and listing requirements for mature content. Sellers violating policies should be prohibited from using your platform.
4. Finally, Etsy should develop and publicize a more efficacious filtering mechanism to protect users who do not wish to see mature content.

We will be sending this letter and additional evidence of sexually exploitative material on Etsy with your largest shareholders and Board of Directors.

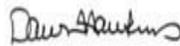
At a time we are suffering a worldwide [epidemic of child sex abuse material](#) and witnessing an [increase in violence against women](#), we call on Etsy to prioritize your customers' and the global community's well-being over your bottom line. Please stop selling sexual exploitation and abuse on your platform for a profit.

Respectfully,



Patrick Trueman, Esq.

President



Dawn Hawkins

Chief Executive Officer

Cc:

Merilee Buckley, Chief Accounting Officer

Kruti Patel Goyal, Chief Product Officer

Raina Moskowitz, Chief Operations, Strategy and People Officer

Ryan Scott, Chief Marketing Officer