

Massimo Piombini
CEO of Diesel Group
Diesel Headquarters
Via dell'Industria, 4/6, 36042 Breganze VI, Italy

Dear Mr. Piombini:

We the undersigned 104 survivors and advocates from 13 countries are writing to request that Diesel S.p.A. halt all advertisements with MindGeek entities. MindGeek, the owner of Pornhub and numerous other hardcore pornography websites, is enabling and profiting from child sexual abuse, sex trafficking, non-consensual content, and sexual violence. And by advertising with this entity your corporation is enabling this abuse to continue.

MindGeek has been publicly confronted by numerous survivors, who have come forward about their sex trafficking or child sexual abuse being filmed and then uploaded and shared countless times on Pornhub and their other websites.¹ Others have shared that Pornhub profited from distributing recorded rape, non-consensually recorded and/or non-consensually uploaded intimate videos.²

In response, Visa, Mastercard, and Discover credit cards rightly cut ties with Pornhub.³ The New York Times article, titled “The Children of Pornhub,” has outlined the rampant abuse on Pornhub, and an online petition has garnered over 2 million signatures to shut down Pornhub for aiding sex trafficking,⁴ and multiple class action civil lawsuits have been filed. American Rep. Jackie Speier, D-Calif, Sen. Ben Sasse, R-Neb, Sen. Jeff Merkley, D-OR, Sen. Rob Portman, R-Ohio have spoken out with concerns about sex trafficking and non-consensual content on Pornhub, and some have called for DOJ investigation into Pornhub.⁵

Further, a Canadian parliamentary committee questioned MindGeek executives as part of their investigation about their harmful practices. During one of these investigative hearings, it was revealed that Pornhub lied about having a partnership with the National Center on Missing and Exploited Children (NCMEC). It was also revealed that Pornhub did not report child sexual abuse materials (CSAM, i.e. child pornography) to US or Canadian child protection agencies from 2008-2020.⁶ This is particularly egregious because Canada passed a law in 2011 requiring all companies in Canada to report CSAM. This means Pornhub, and the corporation MindGeek,

¹ Nicholas Kristof, “The Children of Pornhub” New York Times, 2020
<https://www.nytimes.com/2020/12/04/opinion/sunday/pornhub-rape-trafficking.html>

² Megha Mohan, “I was raped at 14, and the video ended up on a porn site” BBC, 2020,
<https://www.bbc.co.uk/news/stories-51391981>

³ Jasmin Goodwin, “Mastercard, Visa and Discover cut ties with Pornhub following allegations of child abuse” CNN, 2020 <https://edition.cnn.com/2020/12/14/business/mastercard-visa-discover-pornhub/index.html>

⁴ <https://traffickinghubpetition.com/>

⁵ Dorman, Sam, “Pornhub faces bipartisan scrutiny, calls for investigation amid trafficking concerns” Fox News, March 2020, <https://www.foxnews.com/media/pornhub-doj-investigation-bipartisan-scrutiny>

⁶ “Meeting No. 21 ETHI - Standing Committee on Access to Information, Privacy and Ethics” February 22, 2021.
<https://parlvu.parl.gc.ca/Harmony/en/PowerBrowser/PowerBrowserV2/20210222/-/1/34824?Language=English&Stream=Video>

failed to abuse by the law in Canada, despite the fact that they publicly falsely claimed to have a strong partnership with the NCMEC.

It is clear that Pornhub/MindGeek cannot be trusted to self-regulate, and that even studio produced pornography (for example: Girls Do Porn, Czech Casting, Jacquie and Michel, and more) is rife with examples of sexual trafficking, sexual violence and coercion.

Further there is rampant racism promoted and eroticized on MindGeek platforms. Pornography “channels” MindGeek has facilitated, for example, include: Exploited Black Teens, Exploited African Immigrants, Black on Black Crime, African Sex Slaves, Black Ambush, and more.

Diesel remains one of the only major corporate entities continuing to support the infrastructure of MindGeek – a decision that not only legitimizes a racist, criminally violent, and degrading company, but also leaves your corporation open to liability as well. Diesel is a top advertiser for hardcore pornography conglomerate MindGeek’s websites, which include Pornhub.⁷ In an investigative hearing before the Canadian government, MindGeek’s co-owner and CEO Feras Antoon told members that 50% of their revenue comes from advertising.⁸ Already Kraft Heinz and Unilever have stopped advertising on Pornhub.⁹

Diesel can now have no excuse of ignorance that they are partnering with the world’s largest sexual exploiters by advertising with any MindGeek subsidiary. We call on your corporation to cut all ties with MindGeek and make a public statement condemning the abuse and racism facilitated by MindGeek. We also offer you an opportunity to meet with survivors and subject matter experts, such as ourselves, to understand these issues (email public@ncose.com.)

Sincerely,

Australia

Anna Kerr, Feminist Legal Clinic Inc.
Nikki Capp, Advocate
Melinda Tankard Reist, Collective Shout
Sarah O’Neill, Survivor Leader
Tim Ross, Lutheran Church of Australia

New Zealand

Bob McCoskrie, Family First New Zealand

Nigeria

Chinyere Eyoh, Survivor Leader & Sexual Offences Awareness & Response Initiative

Canada

Amy Wing, Survivor of Commercial Sexual Exploitation
Casandra Diamond, Survivor, BridgeNorth, Women’s Mentorship & Advocacy Services
Katarina MacLeod, Survivor, Rising Angels Awareness and Restorative Care

Singapore

Jonathan Lee, Advocate

South Africa

Anita Bron, Social Scientist
Nicholas Le Mesurier, Advocate
Marcel Van der Watt, National Freedom Network

⁷ MindGeek owns TrafficJunky which powers all advertisements for the MindGeek empire. Their media kit lists Diesel as a top advertiser.

⁸ “Meeting No. 19 ETHI – Standing Committee on Access to Information, Privacy and Ethics,” February 5, 2021. Mr. Antoon answers a question about MindGeek’s revenue around 9:50.

⁹ “Unilever and Heinz pay for ads on Pornhub, the world’s biggest porn site” The Sunday Times November 03 2019, <https://www.thetimes.co.uk/article/unilever-and-heinz-pay-for-ads-on-pornhub-the-worlds-biggest-porn-site-knjzlmwzv>

Kaleigh Mahony, Survivor, Tell Your Friends Society
Kelly Tallon Franklin, Survivor, Courage for Freedom
Laurie Mackenzie, Survivor Leader
Rachel Manichoose, Survivor
Rose Sullivan, Survivor
Shona Stewart, Survivor Leader, StCFServices
Brian Krammer, The Overcoming Porn Initiative
Cheryl Perera, OneChild
Debbie Pond, U-R Home Awareness & Support Services
Denise March, Beacon Bags
Dolina Smith, Parents Aware
Farida Mohamed, Canadian Council of Muslim Women Montreal
Gladys Mok, Fight4Freedom
Glendyne Gerrard, Defend Dignity
Hennes Doltze, Forward House
Jacob Pothaar, Highland Crossroads Inc
Janet Watson, Canadian Federation of University Women Sherbrooke & District
Jeanne Sarson, Persons Against Non-State Torture
Jennifer Potter, 4:one
John Cassells, Lifeworthy - SIM Canada
Julia Beazley, The Centre for Faith and Public Life
Linda MacDonald, Persons Against Non-State Torture
Louise Froese, The Journey
Marissa Kokkoros, Aura Freedom
Maureen Kling, University Women's Club of Vancouver
Megan Walker, London Abused Women's Centre
Michele Hines, Correctional and Justice Services
Naomi Holland, Redeemed With Purpose
Penny Rankin, Montreal Council of Women
Rafaela D, Arrêter Exploitationhub
Randene Hardy, Vancouver Collective Against Sexual Exploitation (VCASE)
Ruby Langan, AWAN
Sandra Harrison, Vancouver Collective Against Sexual Exploitation
Sara Foss, Aboriginal Women's Action Network
Shanza Khan, CCMW Niagara Halton
S.L. Bondarchuk, Edmonton Women & Allies Against the Sex Industry (EWAASI)

Costa Rica

Susan Bissett, Face of Justice

Sweden

Monica Mazzitelli, Film Directress

United Kingdom

Anna Fisher, Nordic Model Now!
Haley McNamara, International Centre on Sexual Exploitation
Vanessa Morse, Centre to End All Sexual Exploitation (CEASE)

United States of America

Bonnie Hackett, Survivor
Deborah Lovern, Survivor
Jacqueline Skaggs, Survivor Leader
Jennise Jessen, Member, US Advisory Council on Human Trafficking
Kim Rogers, Survivor
Lisa Watts, Survivor
Melissa Pulsipher, Survivor
Nacole Svendgard, Parent of Survivor
Nancy Mills, Survivor, Therapist
Selina Deveau, Survivor Leader, Capture Humanity
Ashley Hardick, TGTHR
Ashlie Bryant, 3Strands Global Foundation
Bethanee Syversen, ExPOSE
Charleen Ray, Lydia's House Of Zion, LLC
Dawn Hawkins, National Center on Sexual Exploitation
Dianne Post, Central Phoenix Inez Casiano NOW
Erica Billick, Living in Liberty
Erin Walker, End Exploitation Montana
Felecia George, Set Free Monterey Bay
Gail Dines, Culture Reframed
Jamie Smith, Home of Hope
Jasmyne Cummings, The Samaritan Women
Jason Front, Wired Human
Judi Riccio, Faithful Love, Inc
Kit Deu, NH Traffick Free
Laila Mickelwait, Traffickinghub
Lisa Rhodes, North Alabama Human Trafficking Task Force
Lisa Varga, Agape International Missions
Malyneath Vong, Global Fashion Mission LLC
Marcia Stocks, Oneida Crisis Center
Mary Bawden, Dance Awareness: No Child Exploited
Mary Kehoe, Shine a Light Network
Megan Lundstrom, The Avery Center for Research and Services
Patrice Perrone, The Project Foundation

France

Samuel Gehl, Syngenta

Germany

Maria Decker, SOLWODI

Ursula Horn, Netzwerk gegen Feminizide

Liberia

Alvin Winford, African Network for the
Prevention and Protection against Child Abuse
and Neglect (ANPPCAN) Liberia

Robin Reber, Star Guides Wilderness

Ruth Ann Larson, Citizens Against Sex
Trafficking

Sandra Coombs, Aglow International

Shandra Woworuntu, Mentari

Susan Ingram, Walk Her Home

Suzanne Isaza, Incest AWARE

Tabatha Thatcher, Nomoretears21:4

Teresa Ulloa, CATWLAC

Terri Forliti, Breaking Free

Terri Marshall-Schrader, Alamos Colleges