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April 3, 2024

Mr. Ryan Roslansky
CEO, LinkedIn
1000 W. Maude Ave.
Sunnyvale, CA 94085

Re: LinkedIn placed on 2024 Dirty Dozen List for providing a platform to sexually exploitative enterprises, promoting deepfake pornography tools, and rampant sexual harassment

Dear Mr. Roslansky:

We are writing to advise that the National Center on Sexual Exploitation—a non-partisan nonprofit organization in Washington, DC, dedicated to addressing the full spectrum of sexual exploitation—is placing LinkedIn on the annual Dirty Dozen List, a campaign that names 12 mainstream contributors to sexual exploitation and abuse. This List will be publicly released on Wednesday, April 10, 2024.

LinkedIn legitimizes and normalizes companies that facilitate and profit from sexual exploitation. Pornography and prostitution sites like Aylo (formerly MindGeek, the parent company of [Pornhub](#)),¹ [OnlyFans](#),² and [Seeking](#)³ (formerly Seeking Arrangement) are allowed on LinkedIn, despite the fact that extensive evidence of child sexual abuse material (CSAM), sex trafficking, image-based sexual abuse (IBSA), and other nonconsensual content has been found on each of these sites. These are not run-of-the-mill businesses like any other and must not be treated as such on a professional network liked LinkedIn.

NCOSE sent LinkedIn an email on July 12, 2023, and followed up the next week with a letter, advising you of the rampant exploitation on Pornhub and urging your company to cut ties with Pornhub's parent company. Although [MindGeek has since been rebranded as Aylo](#) in an attempt to distance itself from its terrible reputation, a name change cannot sanitize their image or excuse them from accountability for all the harm they have caused.⁴ With over [one billion members](#),⁵ LinkedIn is "[the most important online platform for job seekers and recruiters worldwide](#)."⁶ As such, LinkedIn must not legitimize enterprises that profit from sexual abuse and exploitation, like Aylo. Please see additional details below.

1201 F St. NW, Suite 200, Washington, DC 20004 | 202.393.7245 | [EndSexualExploitation.org](#) | [public@ncose.com](#)

BUILDING A WORLD WHERE ALL PEOPLE CAN LIVE AND LOVE FREE FROM SEXUAL ABUSE AND EXPLOITATION

LinkedIn also facilitates image-based sexual abuse (IBSA) – the capture, creation, and/or sharing of sexually explicit images without the subject’s knowledge or consent – by allowing users to publish and promote articles with detailed instructions on how to use “nudify” apps, which are used to create deepfake pornography and “undress” unsuspecting women and girls. LinkedIn must do more to proactively remove this content from your site.

LinkedIn must also increase efforts to stem the rampant sexual harassment on your platform. A survey conducted by Passport Photo Online in July, “[Is LinkedIn the New Tinder? \[2023 Study\]](#),” reported approximately 91% of female LinkedIn users have received romantic advances or inappropriate messages on the platform.⁷ NCOSE researchers even found a profile photo that was male genitalia – a form of harassment known as cyberflashing. The same survey reported nearly 74% of women had dialed down their activity on LinkedIn because of others’ improper conduct. Not only is the harassment itself highly problematic, but due to LinkedIn’s ineptness at suppressing this type of behavior, the company is in effect pushing women out of one of the (if not *the*) primary online space to share professional achievements, build networks, and seek employment. LinkedIn must get out of the business of promoting exploitative enterprises and step up efforts to ensure it is a safe space for women.

Further details of the sexual exploitation and abuse on the platform are explained below.

LinkedIn Provides a Platform to Sexually Exploitative Enterprises

Aylo, the parent company of Pornhub, is facing [10 sex trafficking lawsuits](#) filed since 2020 on behalf of 257 victims across the U.S. and Canada.⁸ The latest, filed in U.S. District Court in San Diego in October 2023 on behalf of 62 women, alleges “sex trafficking, human trafficking, racketeering and conspiracy to commit racketeering” based on [Pornhub’s “partnership with GirlsDoPorn to ‘advertise, sell, market, edit, and otherwise exploit GirlsDoPorn’s illegal sex trafficking videos on its websites.’”](#)⁹

Additionally, last year two class action lawsuits against Aylo were certified in federal courts – one in [November](#)¹⁰ alleging Aylo “systematically participat[ed] in sex trafficking ventures involving **tens of thousands of children** by [receiving, distributing, and profiting from droves of child sexual abuse material \(CSAM\)](#),”¹¹ and another similar case in [December](#).¹² You can learn more about that case [here](#).¹³ Most recently, [Pornhub’s parent company admitted to profiting from sex trafficking](#),¹⁴ according to an [announcement](#) from the United States Attorney’s Office for the Eastern District of New York.¹⁵

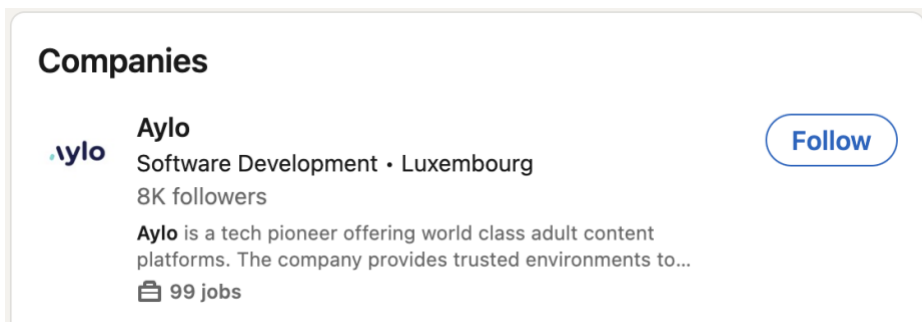
A series of damning videos released in 2023 by [Sound Investigations](#) revealed Pornhub’s knowledge of and indifference toward sexual exploitation on their platform.¹⁶ These videos, in which undercover investigators talked with Pornhub employees, exposed:

- ⇒ A “[loophole](#)” that allows verified users to upload videos of people without having to show their faces, a loophole that is exploited by rapists and sex traffickers.¹⁷
- ⇒ Advertisers on Pornhub and other sites [don’t have to verify](#) the age, consent, or identity of people featured in pornographic advertisements.¹⁸
- ⇒ Pornographic ads for their suite of pornography companies [do much better](#) when younger-looking actors (i.e., “guys that look like 15”) are featured.¹⁹

These investigations resulted in a letter being sent to Aylo by [26 state Attorneys General](#), demanding accountability from the platform for child sexual abuse material (CSAM) and other allegations.²⁰ The following are further examples of sexual exploitation on Pornhub that made headlines in 2023:

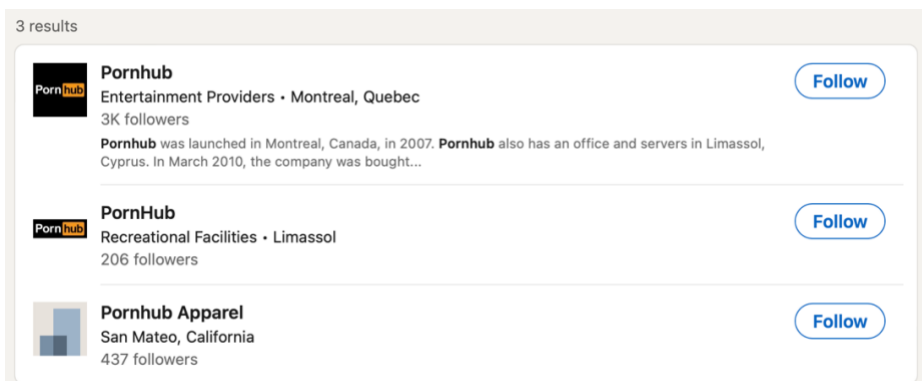
- Times of San Diego: [Pornhub Parent Company Sued by 61 Women for Videos Published Without Consent](#)²¹
- NBC 15: [Pornhub branded ‘serial exploiter’ by watchdog following undercover investigation](#)²²
- The Irish Times: [Woman sues Pornhub claiming recordings of her being sexually abused appeared on the site](#)²³
- Washington Examiner: [Sex Trafficking victims call on judge to recuse himself in Pornhub criminal case](#)²⁴
- ABA Journal: [Citing allegations of ‘unimaginable suffering’ by child sex-abuse survivors, judge allows class action against Pornhub](#)²⁵

Despite all this evidence, LinkedIn continues to provide [Aylo a platform to post jobs](#),²⁶ failing to enforce your own [policy](#) prohibiting “any content that promotes or facilitates human trafficking, exploitation, or criminal sex acts, including escort, prostitution, or mail-order bride services.”²⁷ A NCOSE researcher found 88 jobs listed for Aylo on LinkedIn on February 6, 2024. That number was up to 99 by February 8:



99 jobs listed for Aylo (parent company of Pornhub) February 8, 2024

LinkedIn also has an active profile for [Pornhub](#).²⁸ In addition, a search for “Pornhub” on LinkedIn found several profiles promoting the platform, including fake profiles using either AI-generated images or the face/likeness of a real person without their knowledge or consent. For example, one [profile](#) used the name of a cartoon character, Anarka Couffaine.²⁹ Another used an explicit image as the profile photo.



Pornhub’s profile on LinkedIn. Search conducted February 2024.

LinkedIn provides a platform to other sexually exploitative companies like OnlyFans³⁰ and [Seeking](#)³¹ as well. OnlyFans was placed on NCOSE’s [2023 Dirty Dozen List](#)³² for evidence of [child sexual abuse material](#)³³ (CSAM, the more apt term for child pornography), [sex trafficking](#),³⁴ [child online exploitation](#),³⁵ [harassment, doxing](#),³⁶ [cyberstalking, and image-based sexual abuse](#).³⁷ A NCOSE researcher found several articles openly promoting OnlyFans on LinkedIn:

- [The 9 Best Ways To Promote & Advertise Your OnlyFans](#) (April 7, 2023)³⁸
- [How to Start an OnlyFans Without Followers?](#) (September 12, 2023)³⁹
- [How To Start an OnlyFans? A Beginner Step-By-Step Guide](#) (October 20, 2023)⁴⁰
- [OnlyFans AI: 11 Best OnlyFans Artificial Intelligence Tools To Use](#) (November 7, 2023)⁴¹
- [How to Make Money on OnlyFans Without Showing Your Face](#) (December 30, 2023)⁴²
- [7 Popular Fetishes On OnlyFans For Content Creation](#) (February 3, 2024)⁴³ [*Warning: graphic language*]

Seeking (formerly Seeking Arrangement) is a platform for “sugar dating,” which is another term for [prostitution](#),⁴⁴ and was featured on NCOSE’s Dirty Dozen List in [2020](#)⁴⁵ and [2021](#)⁴⁶ for targeting [college students](#)⁴⁷ and people suffering from the economic uncertainty of COVID-19 to groom them to be sexually used by older, wealthier men. Seeking has a [profile on LinkedIn](#),⁴⁸ in violation of your [policy on illegal, dangerous, and inappropriate commercial activity](#).⁴⁹

LinkedIn must stop providing a platform to companies that profit from sexual abuse and exploitation. We call on LinkedIn to cut ties with Pornhub and its parent company Aylo, and to block all postings from Aylo and its subsidiaries. LinkedIn must follow the example of other major companies who have already distanced themselves from this egregious sexual exploiter – including [Instagram](#), [YouTube](#), [TikTok](#),⁵⁰ [Mastercard](#), [Visa](#),⁵¹ and many others. We also call on LinkedIn to cut ties with OnlyFans, Seeking, and any other company that benefits from or facilitates sexual exploitation.

Promotion of Deepfake Pornography Tools, a Form of Image-Based Sexual Abuse (IBSA), on LinkedIn

[Image-based sexual abuse](#) (IBSA) encompasses a range of harmful activities that weaponize sexually explicit or sexualized materials against the persons they depict.⁵² IBSA includes the creation, theft, extortion, threatened or actual distribution, or any use of sexually explicit or sexualized materials without the meaningful consent of the person or persons depicted and/or for purposes of sexual exploitation. This includes “the non-consensual use of a person’s images for the creation of photoshopped/artificial pornography or sexualized materials intended to portray a person (popularly referred to as “cheap fake” or “deepfake” pornography).”

One way people create these deepfake sexually explicit images is through “nudify” apps that use AI to remove the clothes from any photo. LinkedIn facilitates the creation of IBSA content by allowing users to promote and publish articles about the best “nudify” apps, including detailed instructions for their use, in violation of your own [policy on nudity and adult content](#), which prohibits “content that depicts, describes, or facilitates access to sexually gratifying material.”⁵³ A NCOSE researcher easily found several articles on LinkedIn detailing the use of these “nudify” and AI undress tools:

- [Top 7 Undress AI Apps To Remove Clothes With AI in 2024](#) (December 30, 2023)⁵⁴

- [Best Free DeepNude Apps To Deepnudify Photo](#) (January 11, 2024)⁵⁵
- [10 Image Nudifier To Nudify Photo Online \(Paid & Free\)](#) (January 11, 2024)⁵⁶
- [Best 10 Ai Clothes Remover App & Website \[Free & Paid\]](#) (January 12, 2024)⁵⁷
- [8 Best AI Nudifiers in 2024 to Create AI Nudes Online](#) (January 20, 2024)⁵⁸
- [12 Free Undress AI Tools in 2024: AI-Powered Nudifiers](#) (January 22, 2024)⁵⁹
- [13 Free Undress AI Tools Of 2024 \(Tested & Ranked\)](#) (January 31, 2024)⁶⁰
- [AI Nudifiers: 10 Best Free AI Nudify Generators \(2024\)](#) (February 5, 2024)⁶¹
- [10 Best Free AI Nudifiers To Nudify Images \(100 Tools Tested\)](#) (February 24, 2024)⁶²

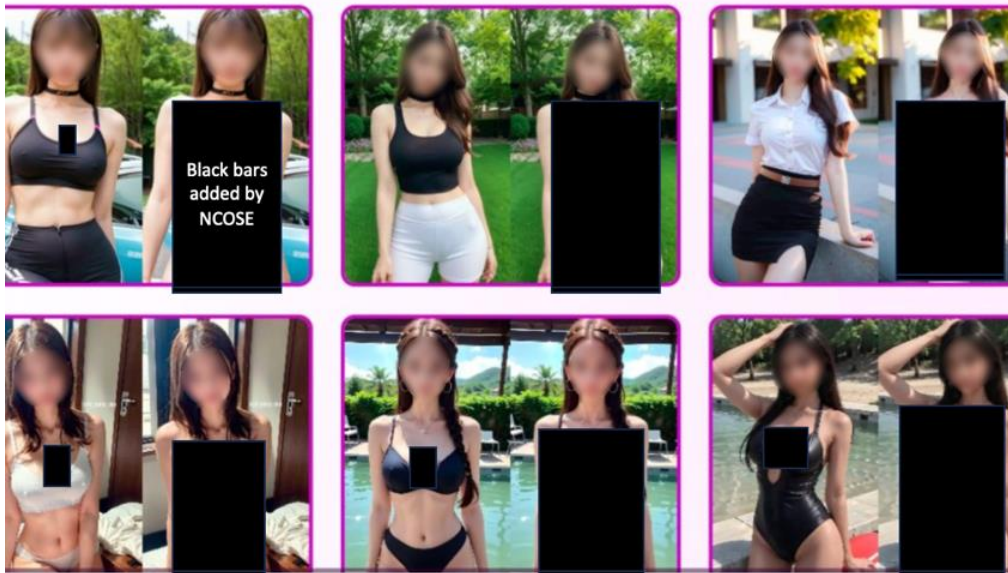
These articles serve as “how-to” guides for sexual exploitation, explaining how to use these tools to see anyone naked. One [post](#) promoting the use of these tools included before and after images of young-looking girls who had been virtually undressed.⁶³



James Lopes • 3rd+
Head of Growth Marketing
21h • 🌐

+ Follow ...

The Best Deepnude Generators in 2024. Full and detailed review.



Best Free DeepNude Sites To Undress Photo in 2024

James Lopes on LinkedIn • 10 min read

Blurred by NCOSE. Image depicts nude women including exposed female breasts with only small red rectangles covering nipples. Search for “nudifier” conducted February 2024.

By allowing promotion of these AI undress tools on your platform, LinkedIn is complicit in the sexual abuse and exploitation perpetuated by the use of these apps for IBSA. LinkedIn must remove this content immediately, and more proactively detect and remove similar content in the future.

Sexual Harassment and Stalking on LinkedIn

Sexual harassment on LinkedIn has been a problem for years.⁶⁴ Despite [updated community policies in 2022 to further clarify what content and behaviors are appropriate on LinkedIn](#)⁶⁵ and updated [reporting measures](#),⁶⁶ inappropriate and sexually harassing messages continue to be a problem on LinkedIn. According to a study released in July titled, “[Is LinkedIn the New Tinder? \[2023 Study\]](#)”:⁶⁷

- ⇒ About **91%** of female LinkedIn users have received romantic advances or inappropriate messages at least once.
- ⇒ Most inappropriate messages women receive (31%) are propositions for romantic or sexual encounters.
- ⇒ Around **43%** of females using LinkedIn reported (on multiple occasions) users who tried to get all flirty.
- ⇒ Nearly **74%** of women on LinkedIn have at least once **dialed down their activity on the platform due to others’ improper conduct.**

The results of this survey were further publicized in Forbes, “[More Than 90% Of Women Surveyed Received Sexual Advances On LinkedIn](#),”⁶⁸ and Fortune, “[Women are fed up with their LinkedIn pages being targeted by unwanted sexual advances: ‘Apologies for being blunt, but what’s your bra size?’](#)”⁶⁹ These results demonstrate that many women feel unsafe on LinkedIn, and by reducing their activity on the platform, women may have limited job and networking opportunities. LinkedIn’s [automated detection tools for sexual harassment](#) are clearly insufficient when this many women receive harassing messages.⁷⁰

NCOSE researchers conducted our own [LinkedIn poll on sexual harassment](#) on the platform from February 22 through March 7 of this year.⁷¹ Out of 319 respondents (233 women, 86 men), **23% said they had ever received unwanted sexually suggestive messages or interactions while using LinkedIn.** Though not as high as the percentage found in the Passport Photo Online survey, this still represents a significant number of people experiencing sexual harassment on the platform. It is also important to note that our sample was much smaller, not representative, and included male respondents (most of whom said they had never received unwanted sexually suggestive messages on LinkedIn).



National Center on Sexual Exploitation

8,181 followers

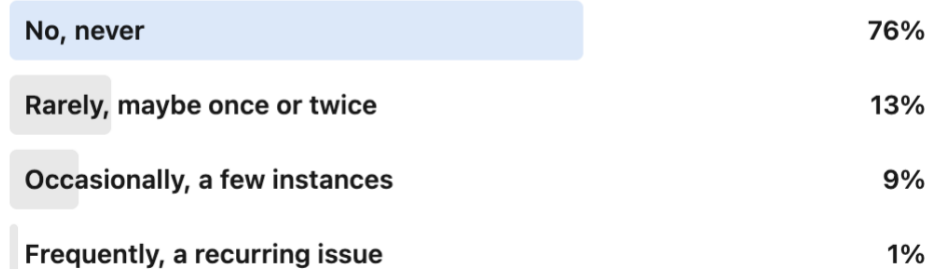
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Findings from the 'Is LinkedIn the New Tinder?' study (2023) concerned us [See: <https://lnkd.in/g2hG59Mh>]. It is 2024. Has anything changed?

Have you ever received unwanted sexually suggestive messages or interactions while using LinkedIn?

The author can see how you vote. [Learn more](#)



319 votes • Poll closed

A NCOSE researcher found a LinkedIn profile photo that was male genitalia – a form of harassment known as cyberflashing – as noted above. When trying to report this profile page, the researcher received a message saying, “You don't have access to this profile. The profiles of members who are outside your network have limited visibility. To access more member profiles, continue to grow your network.”



Explicit profile picture on LinkedIn. Did not have access to view profile and could not block/report from search result list. Search conducted February 2024.

A NCOSE researcher also found several examples on [Reddit](#)⁷² within the past year of women discussing inappropriate messages they received on LinkedIn, including [unsolicited comments on their appearance](#)⁷³ and [requests for marriage](#).⁷⁴ [One woman](#) expressed her disappointment that “**there isn't one space where we can talk about our work and accomplishments without it becoming a dating site.**”⁷⁵ Some women discussed how they began to limit their use of the platform. Others explained incidents of men seeing them on a [dating site](#)⁷⁶ or in [real life](#)⁷⁷ and then finding them later on LinkedIn. Many women were [stalked on LinkedIn](#) by men they had previously dated or old coworkers.⁷⁸ One woman lamented, “Blocking and reporting these men do nothing.” In fact, stalking and harassment are such major issues on LinkedIn that there is a business dedicated to helping people deal with it, [Digital Investigation](#).⁷⁹

Clearly, LinkedIn has not done enough to prevent sexual harassment on its platform. With so many women reducing their activity on LinkedIn, they may miss out on new professional opportunities and connections. LinkedIn must do more to prevent this abuse and create a safe environment for all. We recommend that you implement a way to block an entire company and to block/report people without viewing their profile page. (When a NCOSE researcher searched “Pornhub,” they found an account with an explicit image as a profile photo but didn’t have access to view the profile and could not find a way to block or report that account.)

Finally, we want to alert you to unpublished findings about LinkedIn by the [National Trafficking Sheltered Alliance \(NTSA\)](#).⁸⁰ NTSA conducted a national survey of 82 service providers and 39 law enforcement respondents to answer Protection Questions 16, 17, and 19 from the U.S. Department of State’s Request for Information for the 2024 Trafficking in Persons Report. With 29 questions in total, 25 were framed based on the questions of the TIP report itself, and the only alterations were to define or use more widely accepted terms in our field. Four additional questions addressed further field research for partners of NTSA in the full survey for service providers. NCOSE submitted questions for this survey regarding survivors of sex trafficking who had pornography/sexually explicit images made of them by either sex buyers or sex traffickers. Four service providers identified **LinkedIn as a platform where victims they serve have been trafficked and/or had their pornography/sexually explicit images non-consensually distributed.** (National Trafficking Sheltered Alliance, *Survey for Submission to the U.S. Department of State 2024 Trafficking In Persons Report* [Unpublished raw data]).⁸¹

While NCOSE itself has not found direct evidence of sex trafficking or image-based sexual abuse on LinkedIn, this finding by NTSA is significant. Though it may be a low number out of the 82 service providers, we don’t know how many people were victimized on LinkedIn and we can also make a reasonable assumption that the platform is being used by others for these nefarious purposes as well – it’s just going undetected/unreported. We urge LinkedIn to further examine how your platform is being used for these crimes and to invest in sufficient detection and prevention tools.

The National Center on Sexual Exploitation calls on LinkedIn to:

1. Cut ties with companies that facilitate or profit from sexual abuse and exploitation, particularly Aylo (formerly MindGeek, owner of Pornhub), OnlyFans, and Seeking. LinkedIn must block all accounts and posting for these entities, enforcing [policy on illegal, dangerous, and inappropriate commercial activity](#).⁸²
2. Immediately remove any content (posts, articles, etc.) promoting tools used for the creation of deepfake pornography, and improve [automated detection tools](#)⁸³ to proactively prevent similar content from being posted in the future, enforcing [policy on nudity and adult content](#).⁸⁴
3. Implement improved blocking/reporting tools, including ability to block an entire company and block/report LinkedIn members [outside one’s network](#) without having to view their profile page.⁸⁵ (Note: *When trying to report a profile picture depicting male genitalia, NCOSE received a message saying, “You don’t have access to this profile. The profiles of members who are outside your network have limited visibility. To access more member profiles, continue to grow your network.”*)
4. Consider a “two-strikes you’re off LinkedIn” policy. Investigate accounts that have been blocked by multiple users.

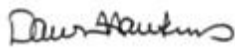
5. Specify in LinkedIn's [Transparency Report](#) how much content that violates policies (e.g., harassment or abusive, violent or graphic, pornography/nudity, child exploitation) is proactively detected and removed by LinkedIn's automated detection tools and how much is removed after user reports.⁸⁶

LinkedIn should stop lending professional legitimacy to companies like Aylo, OnlyFans, and Seeking, who at every turn have refused accountability for the sexual exploitation they promote and from which they profit and have attempted to deny justice to survivors of exploitation.

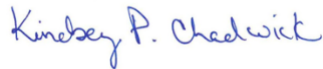
Until LinkedIn cuts ties with these dangerous companies, removes content promoting IBSA tools, and makes your platform a safe place for everyone to connect without fear of unwanted sexual advances, NCOSE will bring your business practices to the attention of the public and to other stakeholders.

Should you wish to reach out to us for further discussion, you may contact us at public@ncose.com.

Thank you for your attention,



Dawn Hawkins
CEO



Kindsey P. Chadwick
Interim President

Cc:

Tomer Cohen, Senior Vice President and Chief Product Officer

Mohak Shroff, Senior Vice President and Head of Engineering

Blake Lawit, Senior Vice President and General Counsel

Erran Berger, Vice President of Product Engineering

Attached: 7/12/23 NCOSE Letter to LinkedIn Re: Cutting Ties with MindGeek

¹ National Center on Sexual Exploitation, "The Real Pornhub Story," accessed February 2, 2024, https://endsexualexploitation.org/pornhub/?sm_guid=Njg0MTYxfDc4MDEyMzc1fC0xfGxtb3JpY0BuY29zZS5jb218NjU3MTIzN3x8MHwwfDE5MDcwMzYzN3wxMTMyfDB8MHx8Njc3ODIyfDA1.

² National Center on Sexual Exploitation, "OnlyFans: Mainstream Contributors to Sexual Exploitation," The Dirty Dozen List 2023, accessed February 27, 2023, https://endsexualexploitation.org/onlyfans/?sm_guid=Njg0MTYxfDc4MDEyMzc1fC0xfGxtb3JpY0BuY29zZS5jb218NjU3MTIzN3x8MHwwfDE5MDcwMzYzN3wxMTMyfDB8MHx8Njc3ODIyfDA1.

³ National Center on Sexual Exploitation, "Seeking Arrangement: Major Contributors to Sexual Exploitation," The 2021 Dirty Dozen List, accessed February 27, 2023,

https://endsexualexploitation.org/seekingarrangement/?sm_guid=Njg0MTYxfDc4MDEyMzc1fC0xfGxtb3JpY0BuY29zZS5jb218NjU3MTIzN3x8MHwwfDE5MDcwMzYzN3wxMTMyfDB8MHx8Njc3ODIyfDA1.

⁴ Aylo, “MindGeek Becomes Aylo,” news release, August 17, 2023, <https://www.aylo.com/newsroom/mindgeek-rebrands>.

⁵ LinkedIn, “Together, we’ve reached one billion members,” LinkedIn Post, December 2023, <https://www.linkedin.com/feed/update/urn:li:activity:7130192671003791360>.

⁶ Statista, “Most Effective Lead Sources of Staffing Firms in The United States in 2020,” accessed February 27, 2024, <https://www.statista.com/statistics/892636/staffing-industry-most-effective-lead-sources-united-states>.

⁷ Max Woolf, “Is LinkedIn the New Tinder? [2023 Study],” *Passport Photo Online*, July 13, 2023, <https://passport-photo.online/blog/is-linkedin-the-new-tinder>.

⁸ Breccan F. Thies, “Pornhub Hit With 10th Sex Trafficking Lawsuit,” *Washington Examiner*, October 4, 2023, <https://www.washingtonexaminer.com/news/2434675/pornhub-hit-with-10th-sex-trafficking-lawsuit>.

⁹ Alex Riggins, “62 Women Sue Pornhub in Latest San Diego Case Involving GirlsDoporn Videos,” *San Diego Tribune*, October 4, 2023, <https://www.sandiegouniontribune.com/news/courts/story/2023-10-04/pornhub-lawsuit-san-diego-federal-court-girlsdoporn>

[new?sm_guid=Njg0MTYxfDc4MDEyMzc1fC0xfGxtb3JpY0BuY29zZS5jb218NjU3MTIzN3x8MHwwfDE5MDcwMzYzN3wxMTMyfDB8MHx8Njc3ODIyfDA1](https://www.sandiegouniontribune.com/news/courts/story/2023-10-04/pornhub-lawsuit-san-diego-federal-court-girlsdoporn-new?sm_guid=Njg0MTYxfDc4MDEyMzc1fC0xfGxtb3JpY0BuY29zZS5jb218NjU3MTIzN3x8MHwwfDE5MDcwMzYzN3wxMTMyfDB8MHx8Njc3ODIyfDA1).

¹⁰ Laila Mickelwait (@LailaMickelwait), “HUGE NEWS: Yesterday a federal judge in California certified a class action lawsuit against P*rnhub/MindGeek/Aylo on behalf of ‘tens of thousands’ of child victims abused for profit,” Posted on X, November 18, 2023, https://twitter.com/LailaMickelwait/status/1726093706510414124?s=20&sm_guid=Njg0MTYxfDc4MDEyMzc1fC0xfGxtb3JpY0BuY29zZS5jb218NjU3MTIzN3x8MHwwfDE5MDcwMzYzN3wxMTMyfDB8MHx8Njc3ODIyfDA1.

¹¹ Lily Moric, “The Latest on Pornhub: Class Action Lawsuit + Undercover Investigations,” *National Center on Sexual Exploitation*, December 1, 2023, https://endsexualexploitation.org/articles/the-latest-on-pornhub-class-action-lawsuit-undercover-investigations/?sm_guid=Njg0MTYxfDc4MDEyMzc1fC0xfGxtb3JpY0BuY29zZS5jb218NjU3MTIzN3x8MHwwfDE5MDcwMzYzN3wxMTMyfDB8MHx8Njc3ODIyfDA1.

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July 12, 2023

Mr. Ryan Roslansky
CEO, LinkedIn
1000 W. Maude Ave.
Sunnyvale, CA 94085

Re: LinkedIn must stop posting jobs for MindGeek, known for hosting child sexual abuse material, filmed rape, sex trafficking, racist, incest, slavery, and other forms of extreme sexual abuse

Dear Ryan Roslansky:

We are writing with concern about LinkedIn partnering with the criminal enterprise MindGeek, owner of Pornhub and other hardcore pornography websites by posting job openings for MindGeek. Pornhub and most other MindGeek-owned websites do not verify the age or meaningful consent of the individuals depicted in the hardcore pornography it advertises and hosts. Anyone can upload content, which has resulted in the non-consensual sharing of abusive or intimate material for thousands of individuals. This image-based sexual abuse (IBSA) causes extreme trauma for those who are tagged in it. Many victims of IBSA report “significantly worse mental health outcomes and higher levels of physiological problems,” including depression, higher levels of anxiety, PTSD, feelings of shame and humiliation, and a loss of both trust and sexual agency,¹ as well as suicidal thoughts,² compared to those who haven’t experienced IBSA victimization.

Pornhub is also rife with content depicting themes of sexual violence, racism, sex trafficking, the fetishization of minors, incest, and child sex abuse. A [content analysis](#) of 131,738 titles advertised to first-time users on the landing pages of Pornhub, XVideos, and XHamster found that 1 in 8 described sexual violence, with themes including incest, physical violence and sexual assault, non-consent, and teens.³ Another [content analysis of scenes from Pornhub and XVideos](#) reported that 45% of Pornhub scenes and 35% of XVideos scenes included at least one act of physical aggression, and women were the target of physical aggression in 97% of scenes.⁴ A [2021 study](#) also found that XVideos and Pornhub host content that normalizes and profits from harmful

racist stereotypes, by depicting black women as targets of sexual aggression and black men as more sexually aggressive and less intimate with their partners than their white counterparts.⁵

By posting jobs for MindGeek, LinkedIn is supporting and normalizing the hardcore pornography industry, despite its sexually exploitive nature and harms to those depicted, sex trafficking victims, and even large-scale public health.

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 that LinkedIn has deep-rooted ethical standards of respect and creating a culture of integrity. However, this partnership with MindGeek is incompatible with those values.

We call on LinkedIn to cut ties with MindGeek by refusing to list job openings for companies in the business of commercial sexual exploitation on your platform. Many other companies, including TikTok, YouTube, Instagram, Mastercard, Visa, Kraft-Heinz, Unilever and more, have chosen to cut ties and ban MindGeek and its subsidiaries from their platforms. As you may know, MindGeek is facing several class action lawsuits for hosting sex trafficking, child sexual abuse, and other nonconsensual content. Further examples of sexual exploitation on MindGeek sites are provided below.

Proof of Sexual Exploitation in the Pornography Industry

Pornhub – one of the most prominent pornography sites owned by MindGeek – has been proven to host and profit from child sexual abuse material, recorded rape and sex-trafficking, non-consensually distributed sexually explicit images, and other illegal and abusive content. MindGeek’s subsidiaries host [illegal, criminal content](#) depicting sexual assault, sex trafficking, and sexual exploitation.⁶

Further, it is impossible for the pornography industry to judge from the content of a video or image whether the people depicted in it were subject to force, fraud, psychological coercion, social manipulation, etc. Pornhub has no real metric to ascertain consent in any content appearing on its site, aside from complaints from victims of non-consensually shared material, but those complaints are often ignored. [A 2016 report](#) estimated 1 out of 25 Americans are victims of non-consensually shared sexually explicit images and many never know this content has been distributed without their consent.⁷

Below are just a few examples of the known hundreds of examples of sex trafficking, child sexual abuse, and other exploitative videos being hosted by Pornhub:

- Videos of a [15-year-old child sexual abuse and sex trafficking victim](#) were found on Pornhub in 2019.⁸
- In 2020, a [video of a teenage girl](#) being raped by a family member was uploaded and left on Pornhub’s site to be viewed by mass audiences.⁹
- Pornhub left videos of sex trafficking victims up on their site and continued to partner with the company Girls Do Porn for months even after [22 women sued that company for sex trafficking](#).¹⁰
- In 2022, a [mother filed a lawsuit against MindGeek](#) after videos of her 12-year-old child being molested were left up on Pornhub’s website and viewed by hundreds of thousands.¹¹
- In [another class action lawsuit against MindGeek](#), Plaintiff Jane Doe #1 was just 16 years old when she was drugged and raped by an adult male. The child sexual abuse and rape of Jane Doe #1 was

filmed and uploaded to Pornhub through their Modelhub program, allowing the rapist and MindGeek to enter into a profit-sharing relationship. Under the terms of that program, MindGeek and Jane Doe #1's rapist agreed to share profits from views and downloads of Jane Doe #1's victimization on MindGeek's websites. MindGeek reviewed, categorized, tagged, and disseminated the images and videos depicting the rape and sexual exploitation of 16-year-old Jane Doe #1. One of the videos of Jane Doe #1 was viewed over 2,400 times after MindGeek added it to its websites in early 2018.¹²

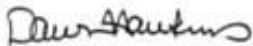
Reasons Why LinkedIn Should Stop Posting Jobs for MindGeek

LinkedIn's [professional community policies](#) state, "We have zero tolerance for content that depicts the sexual exploitation of children. Do not share, post, transmit, or solicit child exploitation material through or using our platform. Do not use LinkedIn in any way to facilitate, encourage, or engage in the abuse or exploitation of children."¹³ Posting and advertising jobs for MindGeek violates this policy, as they not only host, but profit from child sexual abuse materials, recorded rape and sex-trafficking, non-consensually distributed sexually explicit images, and other illegal and abusive content. LinkedIn normalizes and legitimizes this company when you allow them to post job openings on your website.

It is for these reasons that we call on LinkedIn to stop posting job listings for all pornography and commercial sexual exploitation businesses.

It is your responsibility to stop facilitating the growth of this exploitative industry.

Respectfully,



Dawn Hawkins

CEO

Cc:

Blake Lawit, SVP and General Counsel

¹ Asia A. Eaton, Holly Jacobs, and Yanet Ruvalcaba, *2017 Nationwide Online Study of Nonconsensual Porn Victimization and Perpetration: A Summary Report* (Cyber Civil Rights Initiative, 2017), <https://cybercivilrights.org/wp-content/uploads/2017/06/CCRI-2017-Research-Report.pdf>.

² Samantha Bates, "Revenge Porn and Mental Health: A Qualitative Analysis of the Mental Health Effects of Revenge Porn on Female Survivors," *Feminist Criminology* 12, no. 1 (2017): 22-42, [doi:10.1177/1557085116654565](https://doi.org/10.1177/1557085116654565).

³ Fiona Vera-Gray et al., "Sexual Violence as a Sexual Script in Mainstream Online Pornography," *The British Journal of Criminology* (2021): 1-18, [doi:10.1093/bjc/azab035](https://doi.org/10.1093/bjc/azab035).

⁴ Niki Fritz et al., "A Descriptive Analysis of the Types, Targets, and Relative Frequency of Aggression in Mainstream Pornography," *Archives of Sexual Behavior* 49, (2020): 3041-3053, [doi:10.1007/s10508-020-01773-0](https://doi.org/10.1007/s10508-020-01773-0).

⁵ Niki Fritz et al., "Worse than Objects: The Depiction of Black Women and Men and Their Sexual Relationship in Pornography," *Gender Issues* 38 (2021): 100-120, [doi:10.1007/s12147-020-09255-2](https://doi.org/10.1007/s12147-020-09255-2).

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- ⁶ Nicholas Kristof, “The Children of Pornhub,” *The New York Times*, December 4, 2020, <https://www.nytimes.com/2020/12/04/opinion/sunday/pornhub-rape-trafficking.html?searchResultPosition=1>.
- ⁷ Amanda Lenhart, Michele Ybarra, and Myeshia Price-Feeney, *Nonconsensual Image Sharing: One in 25 Americans Has Been a Victim of “Revenge Porn”* (New York: Data & Society Research Institute, Center for Innovative Public Health Research, 2016), https://datasociety.net/pubs/oh/Nonconsensual_Image_Sharing_2016.pdf.
- ⁸ Tonya Alanez, “58 Porno Videos of 15-Year-Old Girl Lead to Davie Man’s Arrest,” *Sun Sentinel*, October 24, 2019, <https://www.sun-sentinel.com/local/broward/davie/fl-ne-davie-man-arrest-teen-porn-20191023-cpv5yq7dmjh7dd4cuunuqq7wmi-story.html>.
- ⁹ Erica Davies, “Teacher, 50, who ‘filmed herself sex with teen girl relative and uploaded it to Pornhub’ is jailed for almost 7 years,” *The Sun*, January 21, 2020, <https://www.thesun.co.uk/news/10791614/teacher-50-who-filmed-herself-sex-with-teen-girl-relative-and-uploaded-it-to-pornhub-is-jailed-for-almost-7-years/amp/>.
- ¹⁰ Samantha Cole, “Pornhub Is Still Working with Company Sued for Manipulating Women into Porn,” *Vice*, August 12, 2019, https://www.vice.com/en_us/article/8xw9dx/pornhub-still-hosting-girls-do-porn.
- ¹¹ William Thornton, “Alabama Mother Sues Pornhub Parent Company over Video of 12-Year-Old Being Molested,” *AL.com*, November 14, 2022, <https://www.al.com/news/2022/11/alabama-mother-sues-pornhub-parent-company-over-video-of-12-year-old-being-molested.html>.
- ¹² NCOSE, “What To Do If You’ve Been Exploited on Pornhub,” NCOSE Law Center, accessed June 21, 2023, <https://sexualexploitationlawsuits.com/get-help/pornhub>.
- ¹³ “Professional Community Policies,” LinkedIn, accessed June 21, 2023, <https://www.linkedin.com/legal/professional-community-policies?trk=hc-hp-support>.