Pornography, Image-based Sexual Abuse, and Sexually Explicit Content on Etsy

Cover Page: National Center on Sexual Exploitation’s Policy on Sharing Proof

WARNING: The material in this document may contain graphic text, blurred images, and survivor quotes that may trigger the viewer.

Why do we post proof in the first place?

NCOSE researchers have collected this proof as evidence of the material that is made, contained, and/or distributed by the corporations and institutions NCOSE is confronting.

Proof is shared with corporate executives, shareholders, and/or board members, as well as with policymakers, law enforcement, journalists, and the general public to give witness to the sexual exploitation and abuse that is often rampant, yet sometimes hidden, on these platforms.

Why do you blur out images, including faces, if they’re publicly available?

While we believe it is important to provide ample evidence of wrong-doing to support our claims and inspire change, we also strongly believe that no one – neither adult, nor child – should be exposed to the type of material our researchers collect: either for their own well-being, or out of respect for those being exploited. It is for this reason we pixelate/blur/block not only nudity or sexually graphic content, but also the faces of those being exploited.

We also want to limit access to this material (unfortunately, a luxury not afforded to children and adults using many of the platforms and products made by these companies). Therefore, we add several layers before someone can access the proof, and also don’t include all the proof that we have obtained. If someone feels they need to see more evidence to understand the extent of the problem or the type of exploitation that is happening, they may request it of NCOSE by writing to public@ncose.com.

Did you receive people’s permission to post?

Any personal testimony shared to NCOSE directly is posted only with the affected parties approval.

For material that is publicly available, we do not seek permission to post. However, we redact names and usernames of survivors from articles, social media, etc. even when publicly available. To read more about our commitment to ethical engagement with survivors, please go here. We do not redact names or usernames of exploiters who have posted publicly.

Disclaimer: while we do collect information on those who request access to more proofs, that information will only be used for our own, internal analysis. It will not be distributed, shared, or posted publicly or with outside parties.

Compiled by the National Center on Sexual Exploitation: www.endsexualexploitation.org.
Despite pornography being prohibited in Etsy’s policies, pornography and other sexually explicit content is easily found on Etsy – including actual pornography being sold, in images used to advertise products, and even in customer reviews 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. Many Etsy users speak of unsolicited exposure to pornography (see testimonies) – naming it as a type of sexual harassment.

NCOSE researchers were able to find pornography, including full frontal male nudity and full female nudity, with very little effort. and we were able to find pornographic content ourselves, as sampled below:

**Image-based sexual abuse: deepfake pornography**

_NCOSE blurs the faces of those in pornography and sexually explicit images in order to not perpetuate their exploitation and further harm them._
Nudity used to sell “sex toys” and other products

Compiled by the National Center on Sexual Exploitation: www.endsexualexploitation.org.
Pornography products:

- Multiple cards with images of fellatio, anal sex, threesomes

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

Oral sex covered by NCOSE

Compiled by the National Center on Sexual Exploitation: www.endsexualexploitation.org.
Etsy's Pornography Policies (see next page)
7. Pornography and Mature Content

As a creative community, we tend to be fairly liberal about what we allow on Etsy, but we draw the line at pornography. Beyond that, we restrict mature content so that people who are offended by this kind of material don't have to see it. If you are selling mature content, we ask that you be respectful of differing sensibilities.

More Details:

Pornography of any sort is prohibited on Etsy, whereas mature content is restricted.

Although pornography can be difficult to define, an item generally qualifies as pornography when it contains printed or visual material that explicitly describes or displays sex acts, sex organs, or other erotic behaviour for the sole purpose of sexual arousal or stimulation.

We define mature content containing printed or visual depictions of human genitalia, sexual activity or content, profane language, sexual wellness items, violent images (within reason; see also Violent Items), and explicit types or representations of taxidermy. Click here to read more about how to properly list and tag mature content. Not all nudity is considered mature, and examples are listed below. If you find yourself questioning whether your item is mature, then it is likely a good idea to assume that it is mature content, and you should label it as such.

When deciding whether mature content crosses the threshold into pornography, we take into consideration the explicitness of depictions of sexual activity or content.

Unwanted exposure to sexually explicit/suggestive content

Etsy has policies on how to properly list "mature content", which includes any sexually explicit products (ex. products used in sexual activity and/or which depict sex organs) or sexually suggestive products. These policies are intended to ensure that individuals who do not wish to see this content are not exposed to it. However, this is not what happens.
Listing Mature Content Correctly

Etsy aims to maintain a marketplace appropriate for general audiences, but some content may not be suitable for everyone. If you are selling items with mature content as defined below, you must comply with the stipulations in this policy to list items appropriately. Mature content generally falls into one of three categories:

1. Sexually Explicit This includes items intended for use during sexual activity, items used to promote sexual wellness, items used for sexual pleasure enhancement, and items depicting or describing sex organs.

Examples include:
- Kegel weights
- Sex toys
- Dildos, vibrators
- Bdsm/bondage gear
- Sex furniture
- Visual depictions of human genitalia or anus
- Items resembling genitalia

2. Sexually Suggestive This includes items with text or imagery intended to be sexually provocative.

Examples include:
- Items, such as clothing, with language describing explicit or euphemistic sexual activity
- Listings with text or imagery intended to fetishise the item for sale

3. Graphic This includes items with violent, gory, or profane text or imagery (some violent items are prohibited - see our Violent Items policy). This also includes explicit taxidermy.

Examples include:
- Excessive use of profane language in print or imagery
- Imagery depicting graphic dispositions of human bodies, including dead, dying, profusely bleeding, burned, etc.
- Gory visuals, such as mutilated body parts or exposed internal organs
- Explicit types or representations of taxidermy, such as wet specimens or displaying internal organs

Mature content listings will remain in all Etsy searches by default. If you would like to remove mature content from your search, type “-mature” at the end of your search.

Mature content must comply with the following policies:
- Listings containing mature content must be tagged with “mature”.
- Mature content may not appear in the public areas of your account, including but not limited to username, avatar, or shop home.
- The first thumbnail image in your item listing should be kept appropriate for general audiences. Additional images in the listing may show the item in its entirety.

As shown in the screenshot above, Etsy recommends that users type “-mature” at the end of their search if they don’t want to see mature content. Below are some examples of what was displayed on the first page of results when we searched innocuous terms with “-mature”. In some cases, inappropriate content ONLY showed up when we added “-mature”, which means that Etsy’s suggested method for protecting users from this content is actually making it worse for the users.

Compiled by the National Center on Sexual Exploitation: www.endsexualexploitation.org.
Search term: “Daddy -mature” (Jan 2022). Note that when we searched simply “Daddy”, there were NO inappropriate results on the first page.

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

This Ass Belongs to Daddy DDLG Shorts / Dadd... ★★★★★ (157)
CA$26.99
CelestialRedShop
<table>
<thead>
<tr>
<th>Item Description</th>
<th>Rating</th>
<th>Price</th>
<th>Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fuck Me Sticker</td>
<td>★★★★★ (12)</td>
<td>CA$4.00</td>
<td>FREE delivery</td>
</tr>
<tr>
<td>Yes Daddy Sticker</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Set of 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daddy's Little Slut Thong / DDLG Daddy Dom P...</td>
<td>★★★★★ (157)</td>
<td>CA$21.99</td>
<td></td>
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<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>I'm a Slutty Submissive Cum Whore Babygirl for Daddy</td>
<td>★★★★ (83)</td>
<td>CA$34.99</td>
<td>FREE delivery</td>
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The above photo implies the concept of a “sugar daddy”: a wealthy older man who pays young women for a pseudo-relationship that is really just prostitution.

**Search term:** “Daddy's little girl -mature” (Jan 2022). These results were similar for when we searched simply “Daddy's little girl”
This Ass Belongs to Daddy DDLG Shorts / Dadd...  
⭐⭐⭐⭐⭐ (157)  
CAS$26.99  
CelestialRedShop

Daddy's Little Slut Booty Shorts / DDLG Daddy ...  
⭐⭐⭐⭐⭐ (157)  
CAS$26.99  
CelestialRedShop

Compiled by the National Center on Sexual Exploitation: www.endsexualexploitation.org.
Compiled by the National Center on Sexual Exploitation: www.endsexualexploitation.org.
Yes Daddy - Temporary Tattoo for kink play in y...
★★★★★ (80)
CA$3.50
AlexaSimStudio

Daddy's Good Girl DDLG Panties / BDSM Dadd...
★★★★★ (157)
CA$21.99
Celestile/RedShop