

UPDATING THE CODE

Utilizing Cloud Technology to Protect Children from Sex Tourism



**We protect
children from
sex tourism.**

By: Andreas Astrup, General Manager of The Code

THE
CODE
.ORG

ABOUT THE CODE

The Code is an **industry-driven, multi-stakeholder initiative** with the mission **to provide awareness, tools and support to the tourism industry** in order to combat the sexual exploitation of children in contexts related to travel and tourism.



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ABOUT THE CODE – **SIX CRITERIA**

1. **Establish an ethical policy** against the sexual exploitation of children
2. **Train personnel and staff members**
3. **Introduce a Code-related clause** in contracts with suppliers
4. **Provide information to travelers**
5. **Provide information to 'key persons'** at the destination
6. **Report annually** on the implementation of Code-related actions

STEPS TO IMPACT

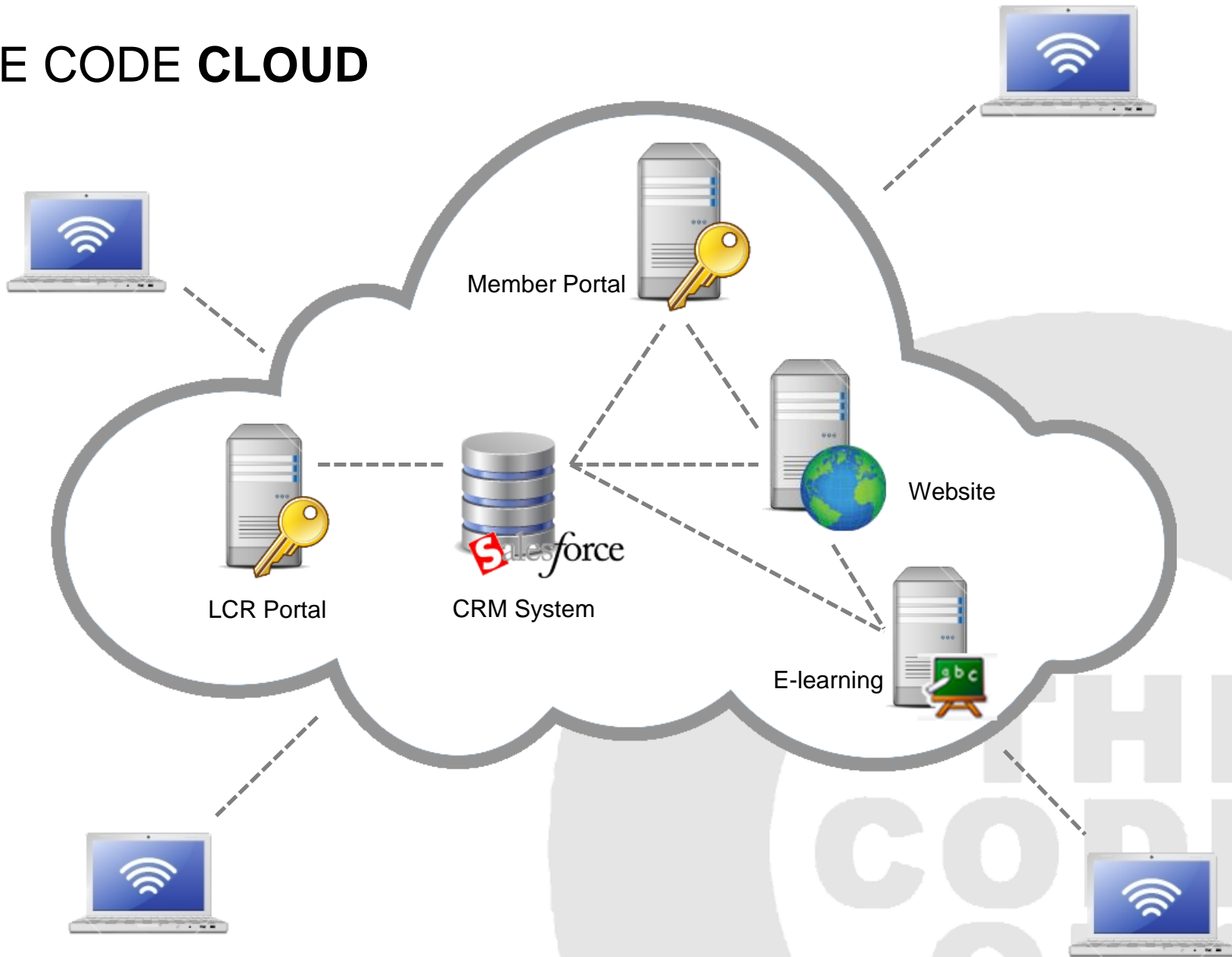


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NEW SYSTEM OBJECTIVES

- **Standardize** work processes.
- Provide the necessary tools for **easy implementation**.
- **Meet the demand for staff training** within the travel industry.
- **Reach out** – also to high-risk sectors.
- Strengthen **reporting and transparency**.
- Give The Code a **clear identity with attractive benefits** for its members

THE CODE CLOUD



MEMBER PROCESS : SIX STEPS

STEP 1: **APPLY**

STEP 2: **PAY**

STEP 3: **APPROVAL**

STEP 4: **SIGN**

STEP 5: **MEMBER STATUS**

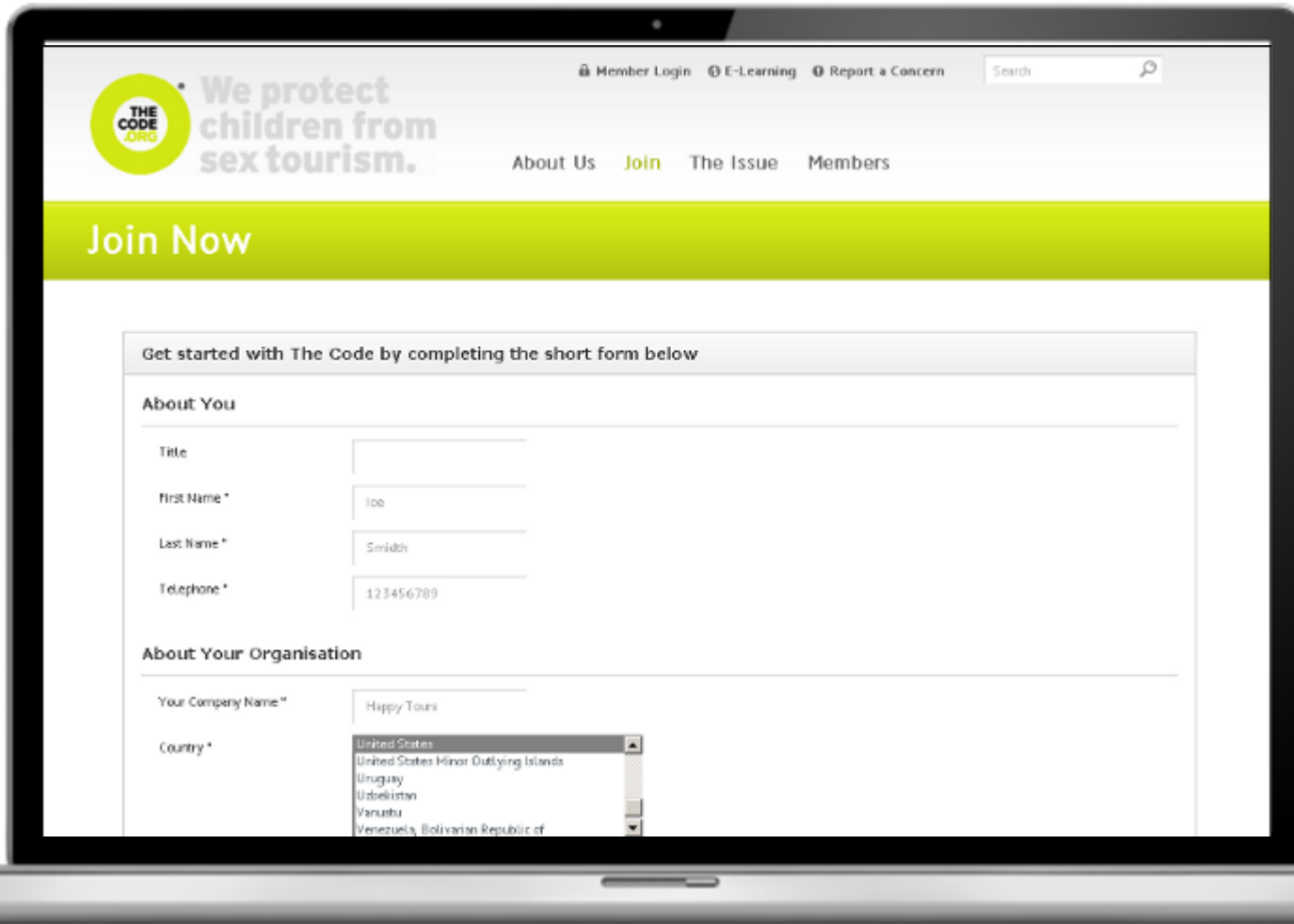
STEP 6: **TOP MEMBER STATUS**

JOIN THE CODE



THE
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MEMBER PROCESS : APPLICATION



The screenshot shows a laptop displaying the website for 'The Code Org'. The website header includes the logo, the tagline 'We protect children from sex tourism.', and navigation links for 'Member Login', 'E-Learning', 'Report a Concern', and a search bar. A green banner below the header says 'Join Now'. The main content area features a form titled 'Get started with The Code by completing the short form below'. The form is divided into two sections: 'About You' and 'About Your Organisation'. The 'About You' section contains fields for Title, First Name (filled with 'Joe'), Last Name (filled with 'Smith'), and Telephone (filled with '123456789'). The 'About Your Organisation' section contains a field for 'Your Company Name' (filled with 'Happy Tours') and a 'Country' dropdown menu. The dropdown menu is open, showing a list of countries including United States, United States Minor Outlying Islands, Uruguay, Uzbekistan, Vanuatu, and Venezuela, Bolivian Republic of.

THE CODE ORG We protect children from sex tourism. Member Login E-Learning Report a Concern Search

About Us **Join** The Issue Members

Join Now

Get started with The Code by completing the short form below

About You

Title

First Name *

Last Name *

Telephone *

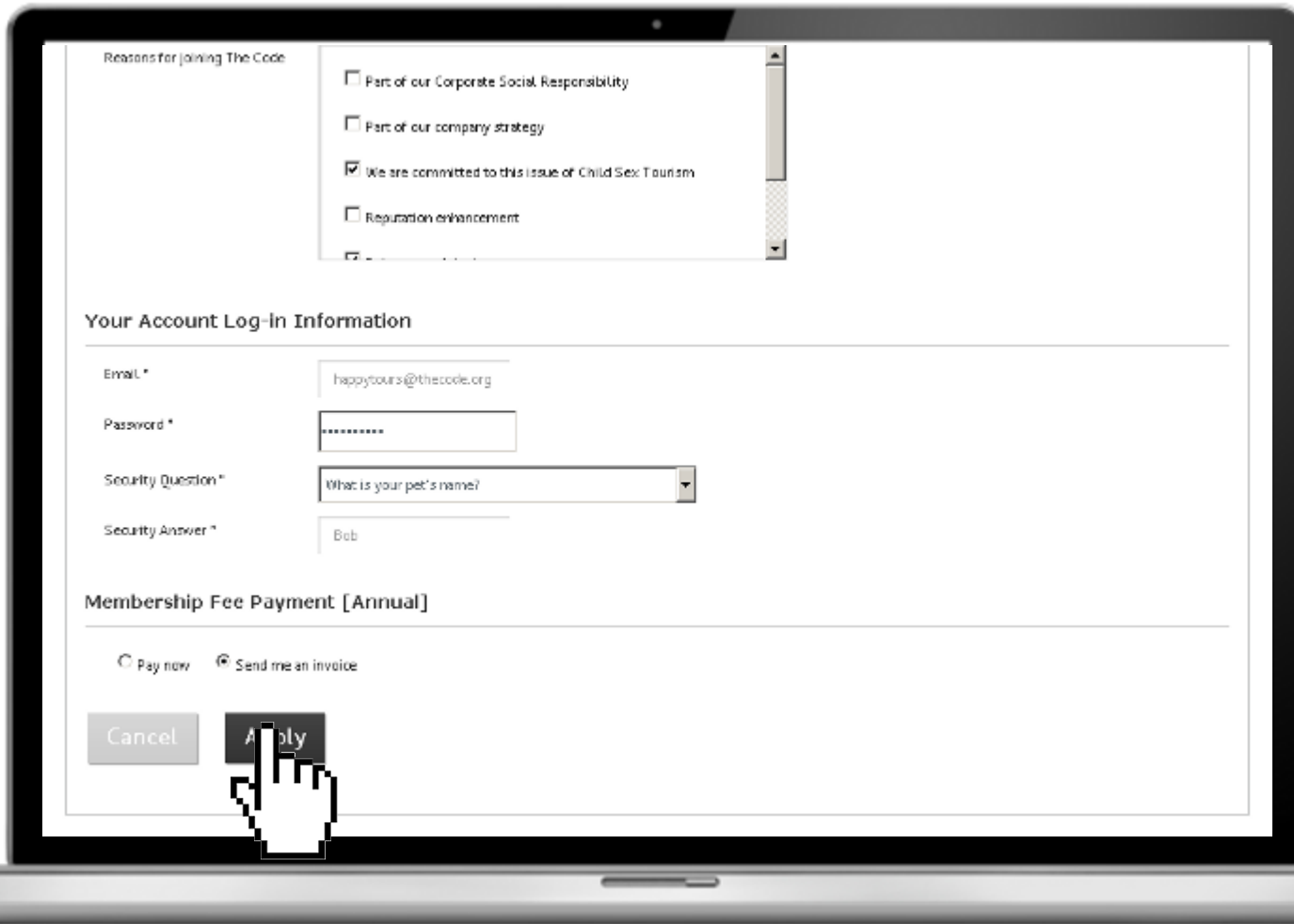
About Your Organisation

Your Company Name *

Country *

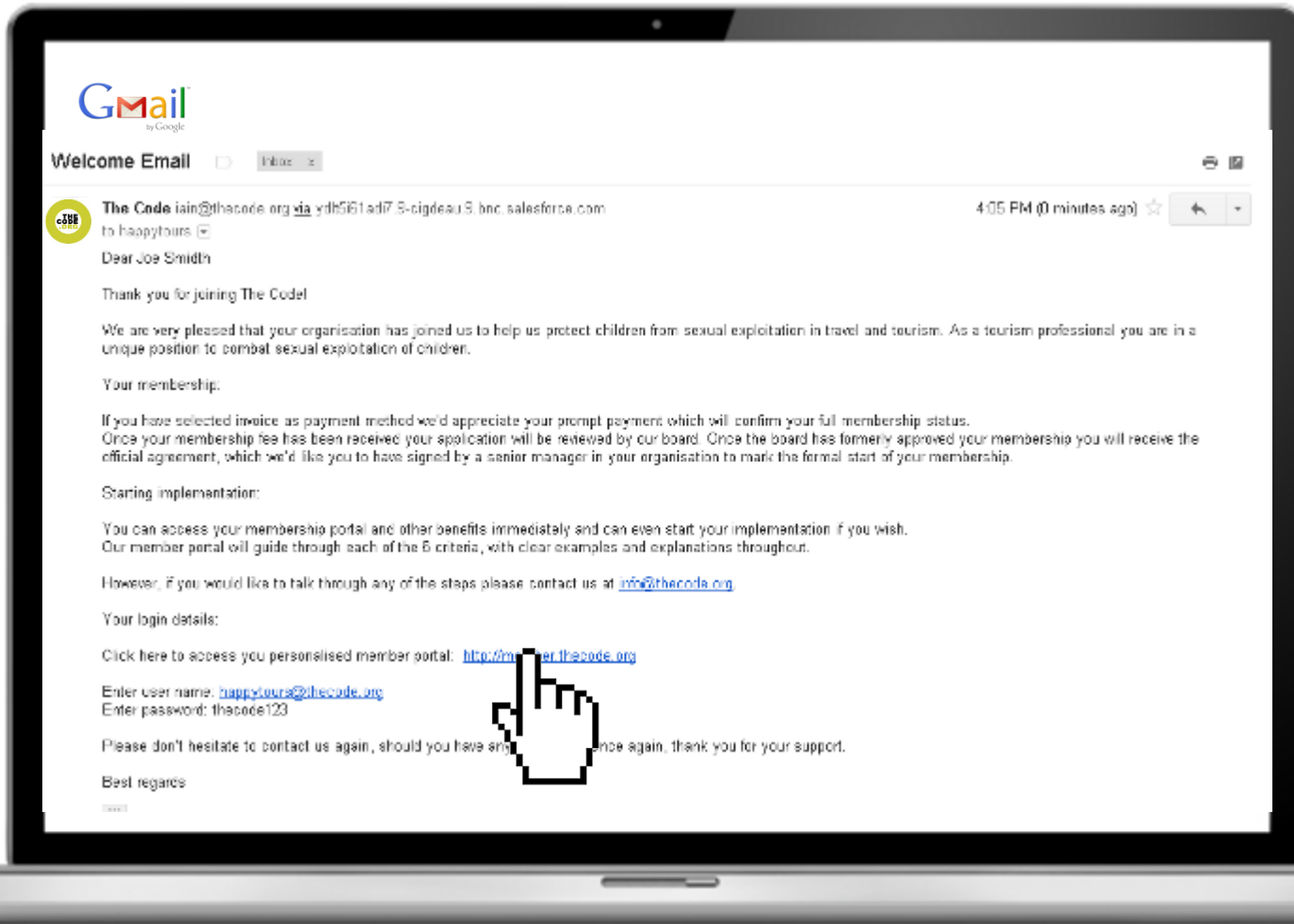
- United States
- United States Minor Outlying Islands
- Uruguay
- Uzbekistan
- Vanuatu
- Venezuela, Bolivian Republic of

MEMBER PROCESS : APPLICATION



The screenshot shows a web application form on a laptop screen. The form is titled 'MEMBER PROCESS : APPLICATION' and is divided into several sections. The first section, 'Reasons for joining The Code', contains four checkboxes: 'Part of our Corporate Social Responsibility', 'Part of our company strategy', 'We are committed to this issue of Child Sex Tourism' (which is checked), and 'Reputation enhancement'. The second section, 'Your Account Log-In Information', includes fields for 'Email *' (filled with 'happytours@thecode.org'), 'Password *' (masked with dots), 'Security Question *' (a dropdown menu with 'What is your pet's name?' selected), and 'Security Answer *' (filled with 'Bob'). The third section, 'Membership Fee Payment [Annual]', has two radio buttons: 'Pay now' and 'Send me an invoice' (which is selected). At the bottom of the form are two buttons: 'Cancel' and 'Apply'. A hand cursor is pointing at the 'Apply' button. The background of the laptop screen shows a large, faint watermark of the text 'THE CODE .ORG'.


MEMBER PROCESS : APPLICATION



MEMBER PROCESS: APPLICATION

Member Portal Login

Member Information - [Happy Tours test] [Edit Profile](#)

 **Company**

Contact: Joe Smith
Telephone: 123456789
Employees: Public Profile

Member Since: 2013
e-Learning reference: HAPPeddd02fe99
[eLearning Link](#)

Membership Status

1 Applied 2 Paid 3 Approved 4 Signed 5 Member 6 Top Member

Implementation Status

Information [more info](#) Policy [more info](#)
Report [more info](#) Training [more info](#)

83%

Tasks

Membership 85% Complete

Membership

- Add Employees (+5%)
- Add Implementing Countries (+5%)

Implementation

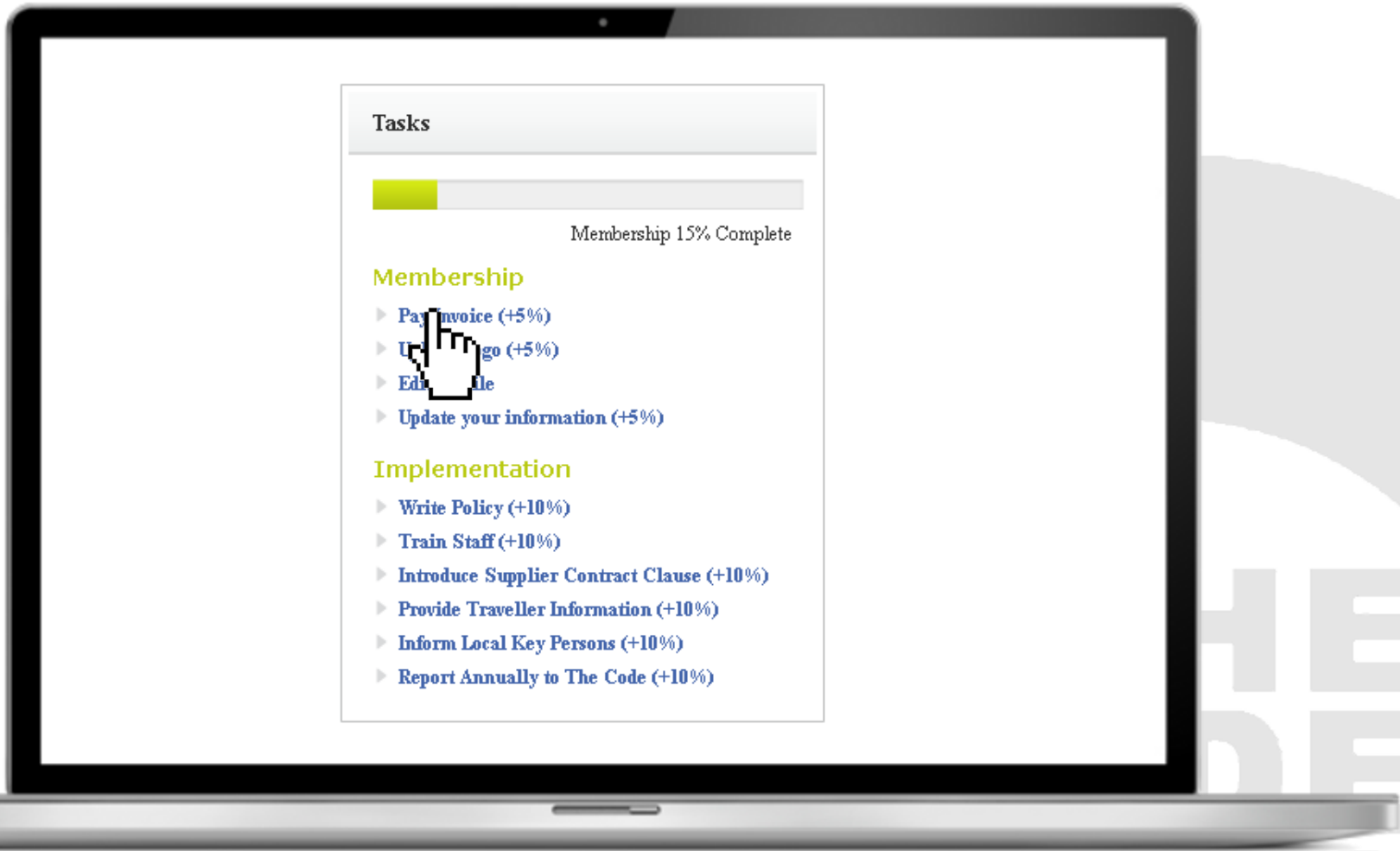
Support

- Member Guide

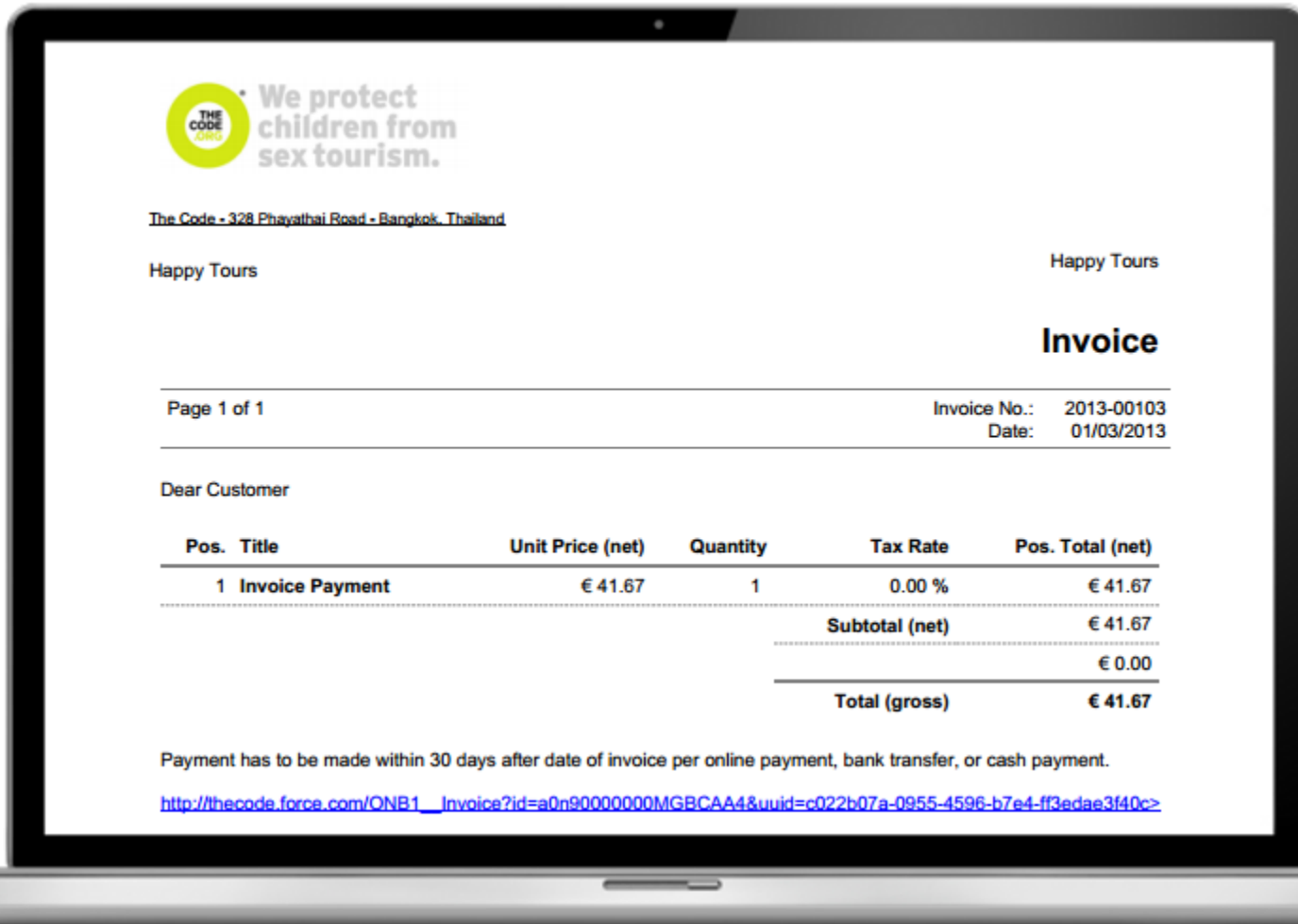
Downloads

- Download #1
- Download The Code Logo

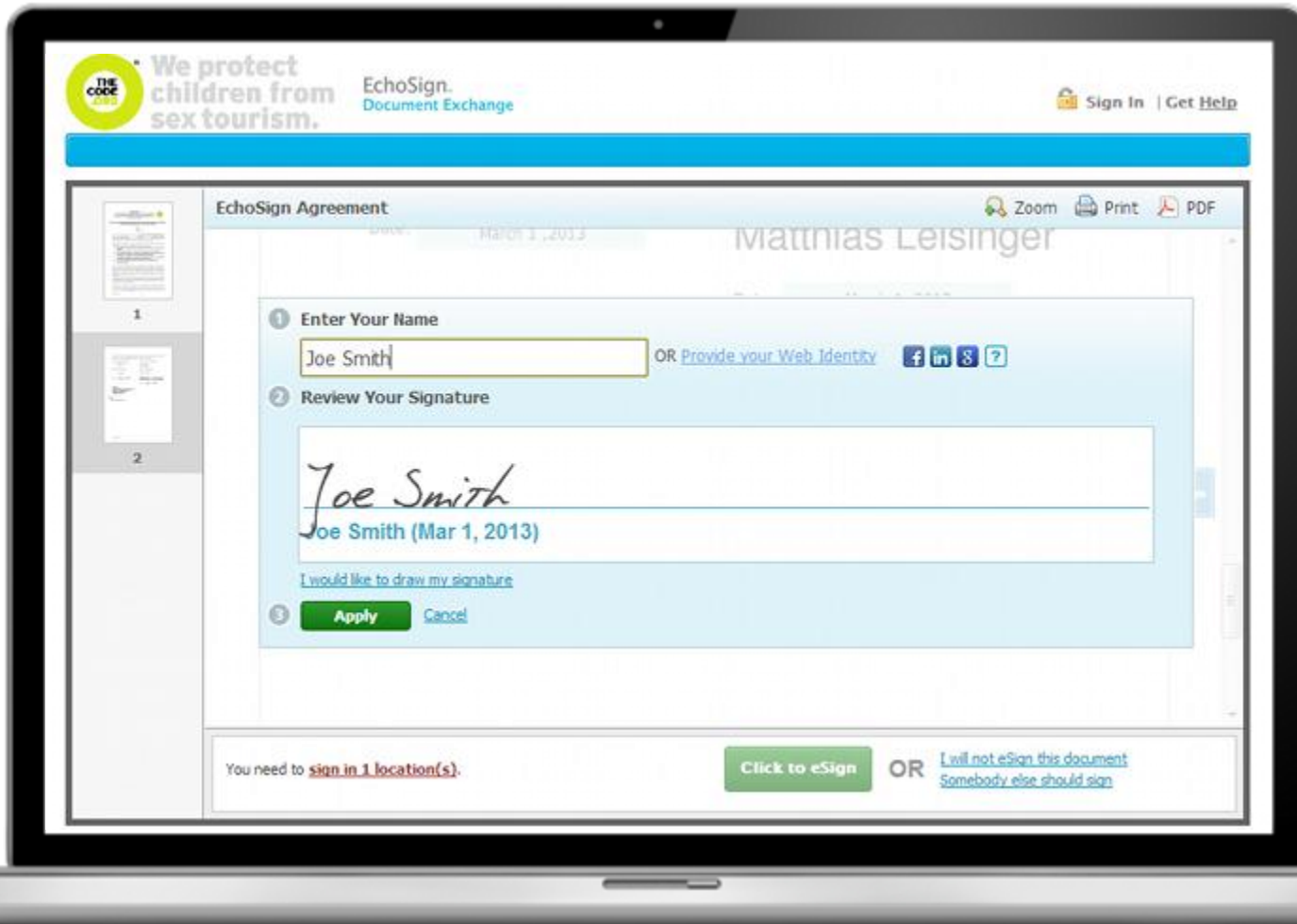
MEMBER PROCESS: PAYMENT



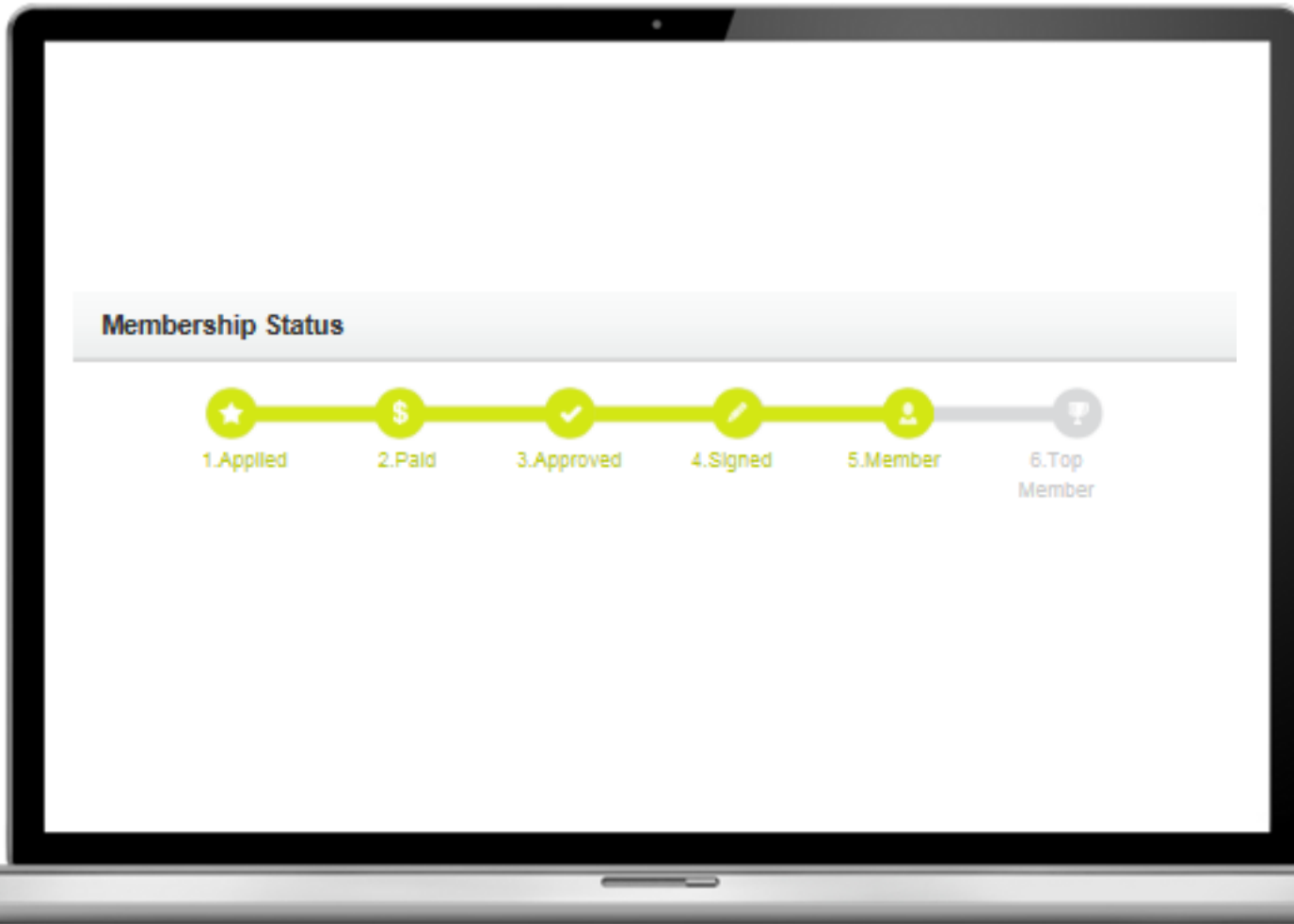
MEMBER PROCESS: PAYMENT



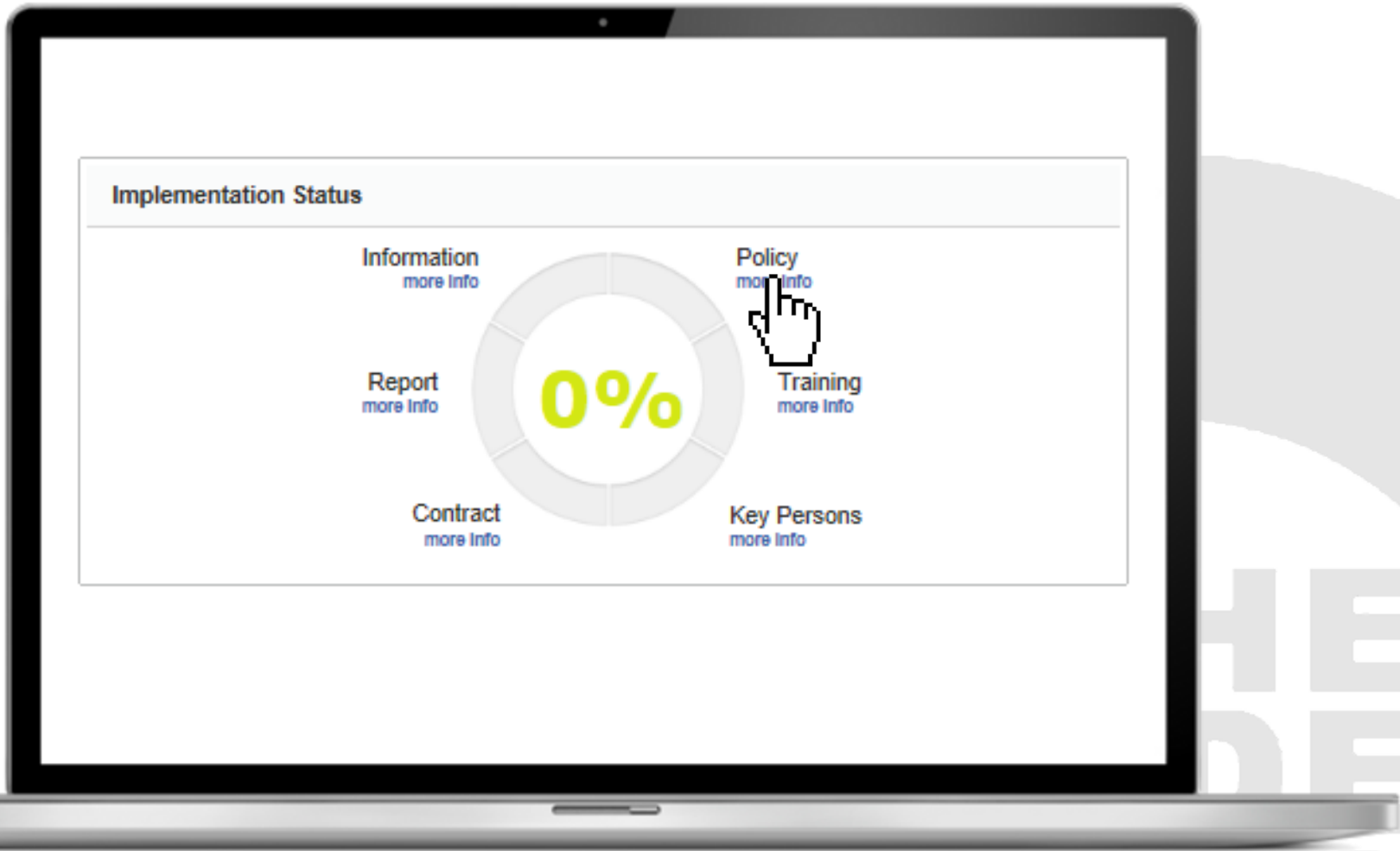
MEMBER PROCESS: SIGN



MEMBER PROCESS: MEMBER STATUS

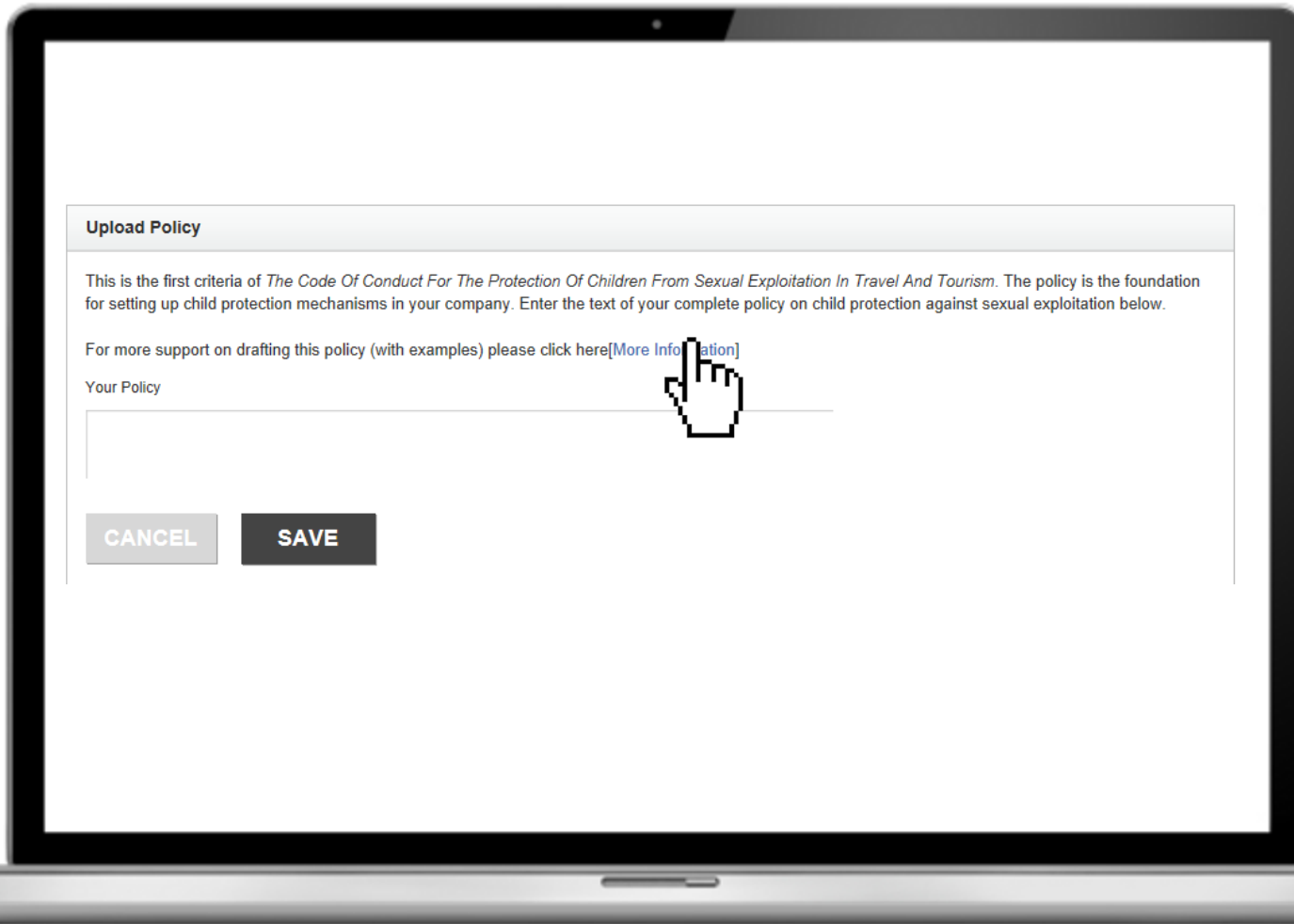


MEMBER PROCESS: IMPLEMENTATION



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MEMBER PROCES: IMPLEMENTATION



The image shows a laptop screen with a web form titled "Upload Policy". The form contains the following text:

Upload Policy

This is the first criteria of *The Code Of Conduct For The Protection Of Children From Sexual Exploitation In Travel And Tourism*. The policy is the foundation for setting up child protection mechanisms in your company. Enter the text of your complete policy on child protection against sexual exploitation below.

For more support on drafting this policy (with examples) please click here [\[More Information\]](#)

Your Policy

Below the text is a large, empty text input field. A hand cursor icon is positioned over the right side of this field. At the bottom of the form, there are two buttons: "CANCEL" and "SAVE".

MEMBER PROCES: IMPLEMENTATION



We protect
children from
sex tourism.

Member Guide

Introduction

Fighting child sex exploitation goes hand in hand with running an ethical and responsible tourism company. As the representatives of future generations, children are valuable members of our society and their welfare must be prioritized. All members of a community are responsible for ensuring that child protection becomes a priority, making this an important pillar of Corporate Social Responsibility (CSR) and responsible tourism.

The Code was created as a practical tool for members of the tourism industry to utilize as part of their CSR and responsible tourism policies. By implementing the six criteria of The Code, members are making a clear statement to their staff and clients that they do not accept the commercial sexual exploitation of children.

As a Code member, you may be wondering how you fit into the picture. This guide will help you understand how to manage your membership and show you step-by-step how to quickly and easily implement the six criteria of The Code in your company.

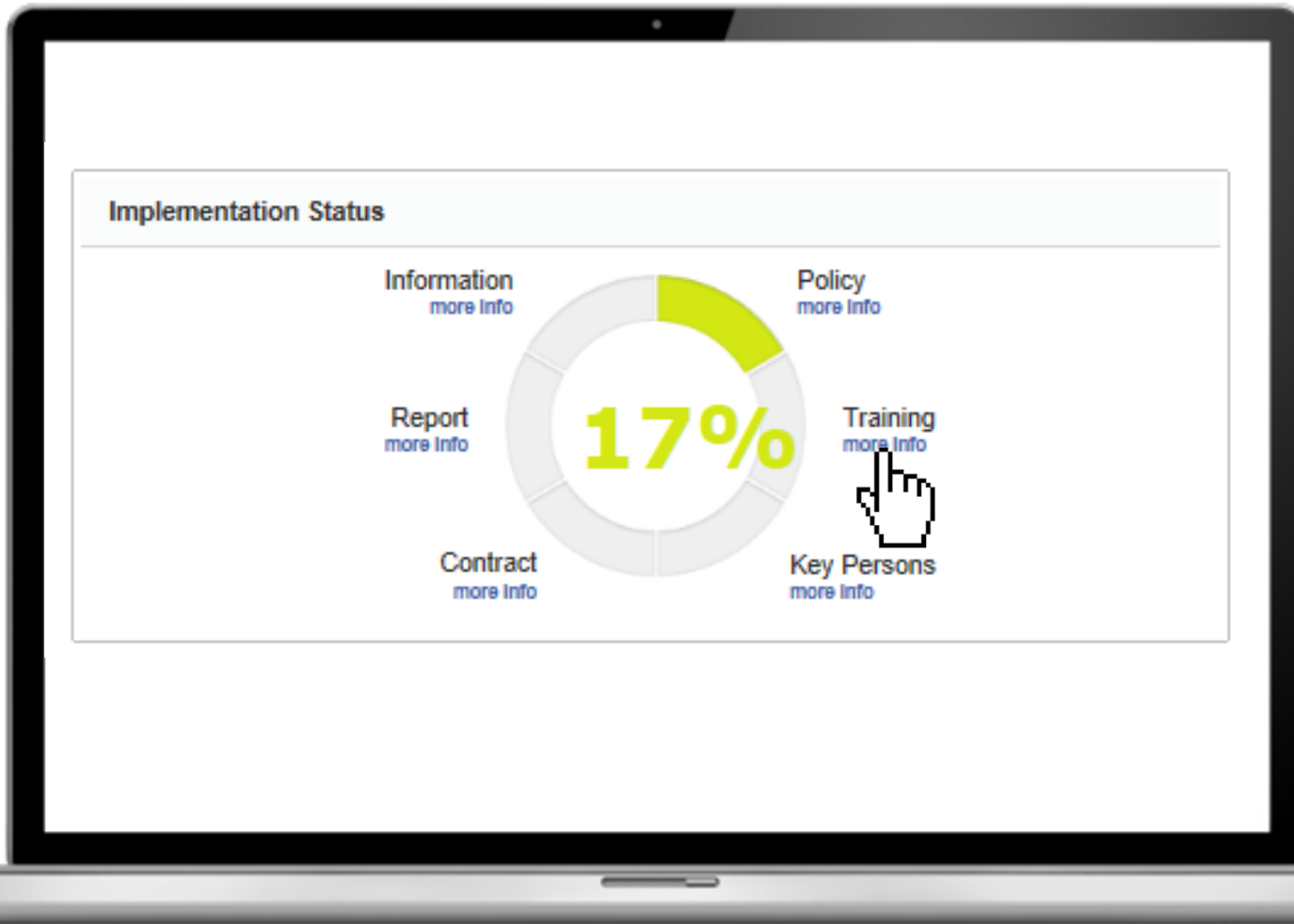
1. The Member Portal

1.1 Log into the Member Portal

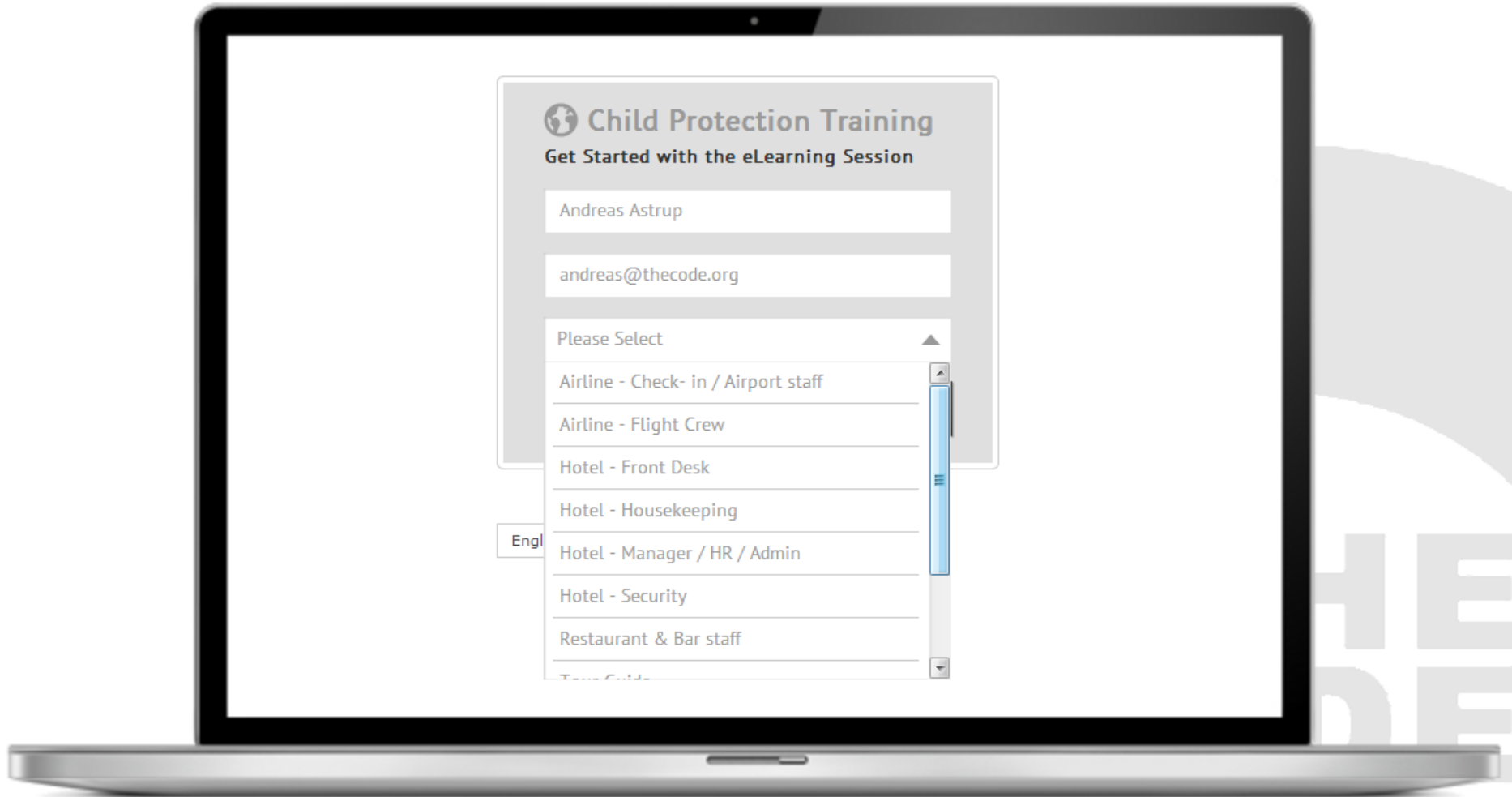
After you have joined The Code, you will get access to the Member Portal. The Member Portal is the key tool in managing your membership and implementing the six criteria.

Please log into the Member Portal at <http://member.thecode.org>

MEMBER PROCESS: IMPLEMENTATION



MEMBER PROCESS: IMPLEMENTATION



MEMBER PROCESS: IMPLEMENTATION

THE CODE We protect children from sex tourism.

Child Protection Training
HOTEL - HOUSEKEEPING

Step 6 of 9
Hotel Housekeeping 3

<< GO BACK

English

While cleaning the room, you saw these photos of different children. You recognized some of them as other guests' children and some local children. What do you do?

- A. Check the computer for other photos
- B. Consult my manager
- C. Take a photo of the computer screen and send to authorities
- D. Talk to security and other staff to get more information

MEMBER PROCESS: IMPLEMENTATION

This is a poor answer.

It is not recommended for you to try and use the guest's computer. While you have good intentions, it is a violation and potentially a crime against the guest's privacy. There are other ways to proceed.

The recommended action is to consult your manager, talk to your colleagues: if security staff or other staff saw this man taking the photos or if any customers have complained. If suspicion is strong afterwards, contact authorities or online reporting child pornography [go to The Code's reporting directory].

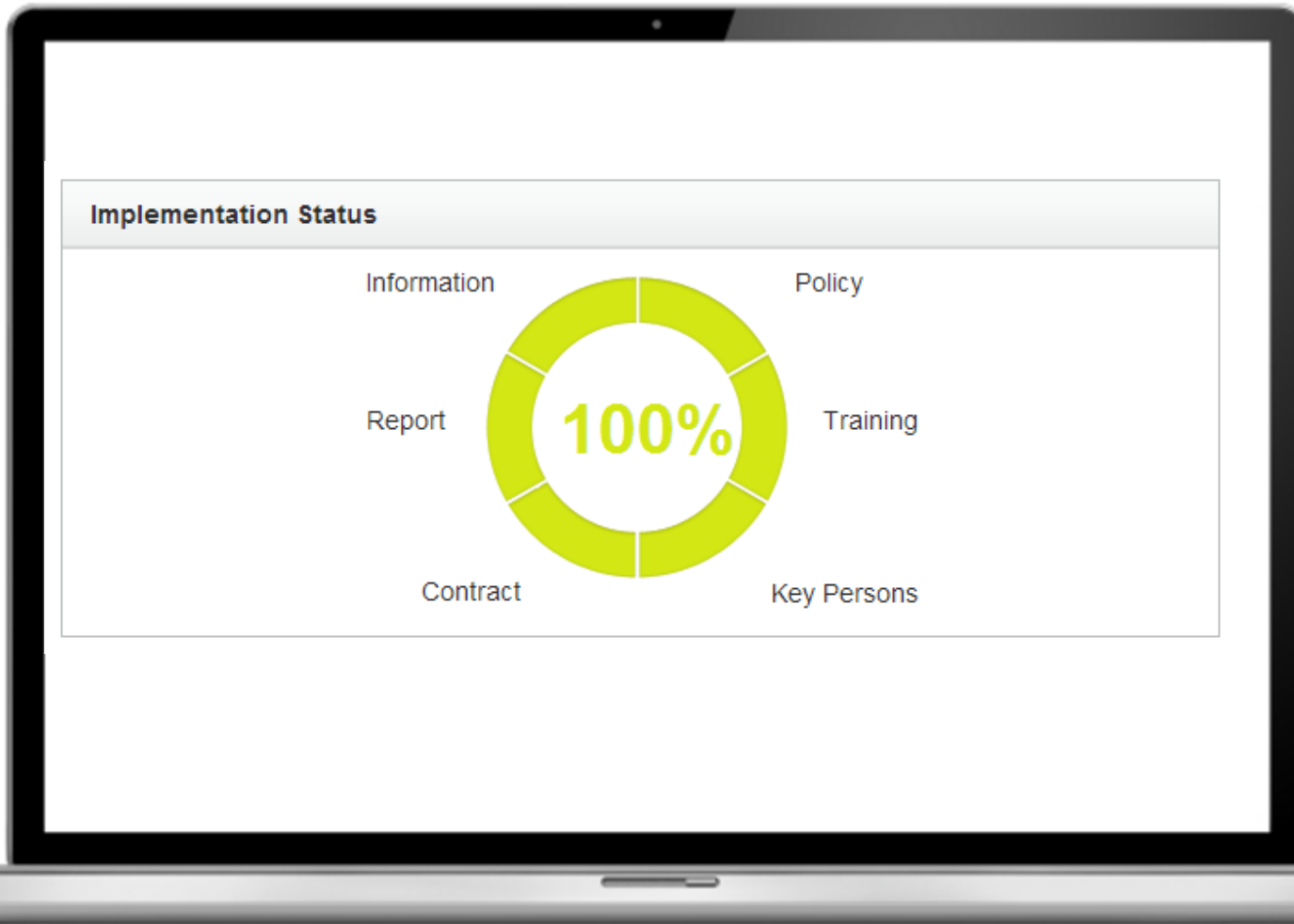
Sexual exploitation of children can manifest itself in many ways, including child pornography. Some types of child pornography are not sexually explicit but shows children semi-naked or naked or in 'poses' where the 'consumer' uses it for sexual gratification. Children may have no knowledge that the photo was taken for such purpose.

Try Again

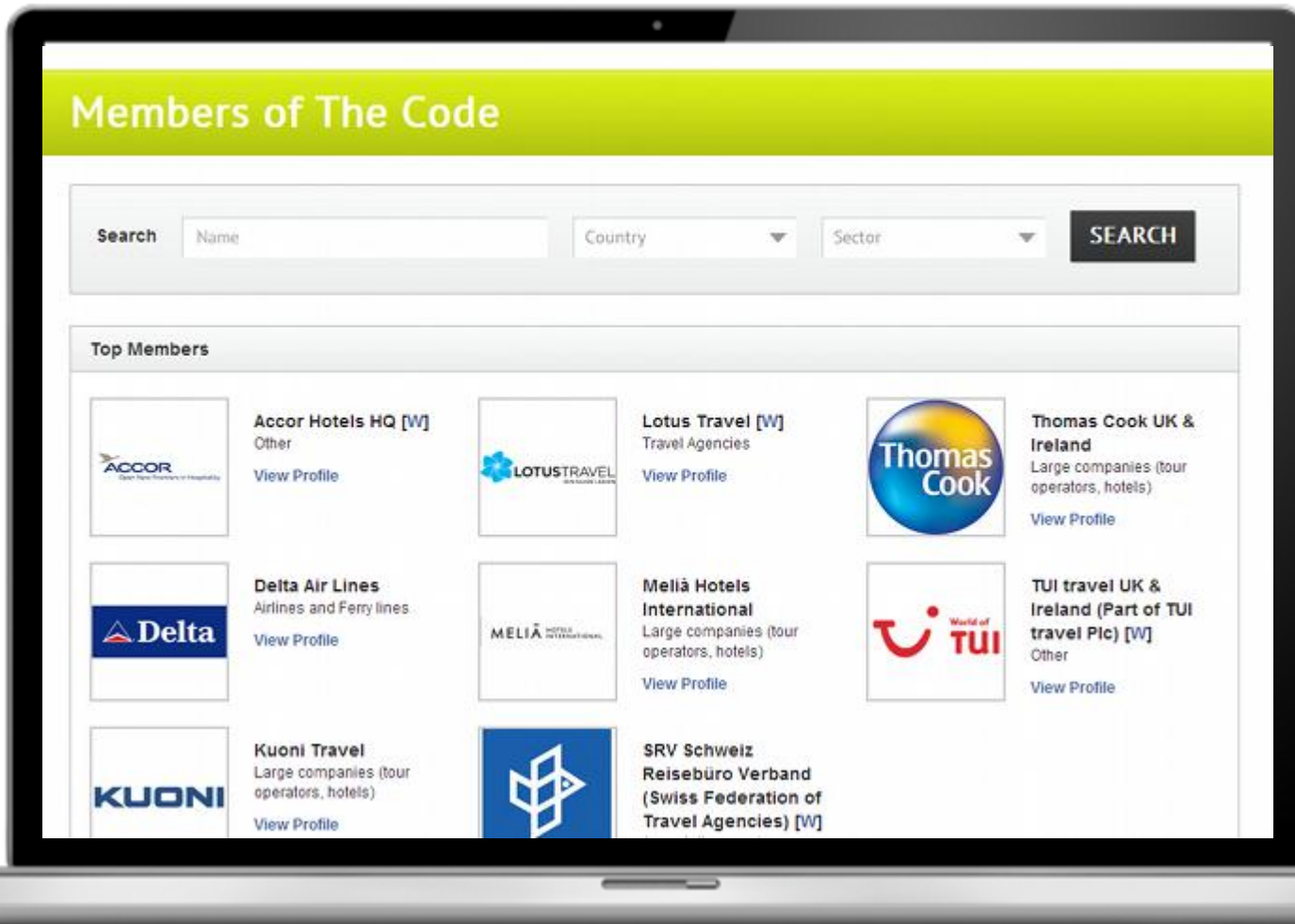
MEMBER PROCESS: IMPLEMENTATION



MEMBER PROCESS: IMPLEMENTATION



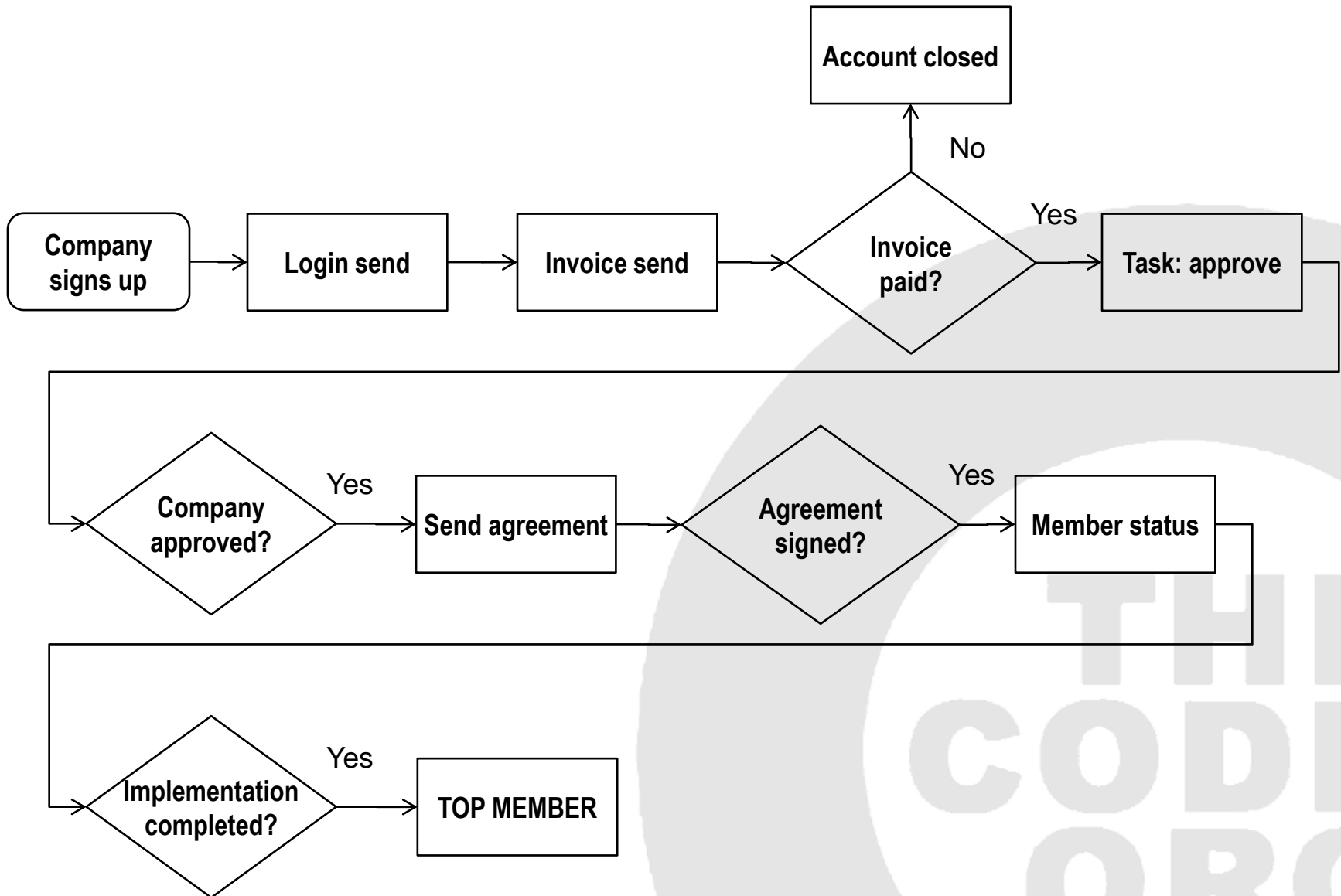
MEMBER PROCES: WEBSITE



MEMBER PROCESS: WEBSITE



MEMBER PROCESS WORKFLOW



www.thecode.org

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