



The impact of Pornography on Business



Impact of Pornography on Business

- Increased Cost of Doing Business
- Lost Productivity
- Lost Human Capital (terminated employees)
- Disruptive Work Environments
- Legal Liabilities
- Brand/Reputation Harmed
- Lost Opportunities

www.cp80.org



Increased Cost of Doing Business

- Firewalls and Filtering Technology
- Bandwidth and computing cycles
- Lawsuits



Increased Cost of doing business - corporate liability

- Employers may be held liable for possession of child pornography, discovered on company-owned workplace computers, and in some states, for not reporting to proper law enforcement agencies that employees are engaging in activity related to child pornography.

www.employmentlawalliance.com





Lost Productivity

- Employees surfing porn during work hours.
- Consumption of network resources that reduce the efficiency of other employees.

Lost Productivity

- 70 percent of all Internet porn traffic occurs during 9 a.m. to 5 p.m.

“Workplace Web Use: Give ‘em an inch ...,” Douglas Schweitzer, SearchSecurity.com, Sept. 27, 2004 (citing SexTracker.com, a porn industry consultancy).



Lost Productivity

- "The peak hours for Internet porn use are 9 a.m. to 5 p.m. You've got the ease of access. In some cases, it's like the company putting a six-pack on an alcoholic's desk, and saying, 'Here, don't drink it.'"

Dave Greenfield, a psychotherapist who treats porn addicts on how the Internet at work makes accessing pornography too easy.

www.businessweek.com



Lost Productivity

- 20 percent of men admit to accessing pornography at work.
- 13 percent of women admit to accessing pornography at work.

Internet Filter Review, 2006





Lost Productivity

- More than 75 percent of people at work report having accidentally visited a pornographic website.
- 15 percent of workers report having accidentally visited such sites more than 10 times.

Fifty Percent of Workers Spend Nine Days a Year on Personal Surfing at Work, Cerberian Inc. and Sonic WALL, July 20, 2004.

Lost Human Capital (Terminated Employees)

- Losing employees as a result of disciplinary actions that result in termination.
- Lost investment into the education and training of those employees.
- Time and resources invested for new employees.





Lost Human Capital (Terminated Employees)

- 9 D.C. government workers fired for looking at porn (more than 19,000 times in 2007)
- 3 looked at porn an average of 200 times per work day in 2007
- 32 other D.C. government employees visited porn sites more than 2000 times in 2007

Lost Human Capital (Terminated Employees)

- 50 percent of the Fortune 500 companies have dealt with at least one incident related to computer porn in the workplace over the past 12 months. Offenders were fired in 44 percent of the cases.

Delta Consulting (www.pcwelt.de)



Disruptive Work Environments

- Void from fired employee
- Computer slow-down as work is performed to keep system clean
- Change of spammed email addresses





Legal Liabilities

- Hostile Work Environment
- Sexual Harassment Lawsuits
- Sexual Assault
- Work Related Harms



Legal Liabilities – Sexual Harrassment

- Dial Corp. agreed in 2007 to pay **\$10 million** to settle class action **sexual harassment allegations** brought by the Equal Employment Opportunity Commission. The EEOC's suit claimed widespread lewd remarks, physical assaults, **displays of pornography** and other acts of harassment and intimidation of female employees. This case demonstrates the high financial and other consequences of management tolerance of sexually inappropriate activities at even one facility.

www.employmentlawalliance.com

Legal Liabilities – Hostile Work Environment

- In May of 2000, a group of 12 library employees at the Minneapolis Public Library filed a complaint with the EEOC claiming that “During the recent course of my employment I **have been subjected to repeated exposure to sexually explicit materials and sexual activity at my place of employment.** My employer has adopted an Internet access policy which allows for unrestricted access to sexually explicit Internet sites.” After an EEOC ruling that library’s conditions **created a hostile work environment**, the employees filed a 31 page complaint in federal court detailing the allegations.
- **Outcome:**
The case was never adjudicated, and the Library settled by paying the plaintiffs **\$435,000 in damages.** (See National Law Journal, Sept. 2003)

www.filteringfacts.org





Lost Opportunities

- Company executives are distracted dealing with Internet pornography
- Company resources are drained to deal with Internet pornography in the workplace
- Employees are wasting time viewing Internet pornography instead of working.



Impact of Pornography on Business

- “The bottom line is Internet pornography is bad for business unless of course, you are a pornographer.”

The CP80 Foundation

Protect Your Company

- Create an “acceptable use policy” for internet usage
- Create a disclaimer about the dangers of the internet
- Create a summary of appropriate and inappropriate uses of the internet
- Create a statement about avoiding frivolous use
- Create a ‘no expectation of privacy’ statement that waives privacy rights over any materials sent or created using the company’s computer network.

www.websense.com



Protect Your Company



ROCK offers:

- Employee education on the harmful effects of adult pornography.
- Recommendations of resources for pornography addictions.
- Suggestions for internet filters.

