

Wednesday, December 9th, 2020

Visa Canada Corporation
77 King Street West
Suite 4400
P.O. Box 265
Toronto, ON M5K 1J5

Dear Mr. Kelly,

We the undersigned, representing organizations and professionals from across Canada dedicated to fighting sexual exploitation and abuse, are writing to urge you as Chairman and CEO at VISA to enforce VISA's own guidelines and rules and cease processing payments for the Montreal based pornographic company Pornhub, and that of its parent company MindGeek.

Such a decision aligns with Section 1.3.3.4 of the *VISA Core Rules and VISA Product and Service Rules: Brand Protection and Use of the VISA-Owned Marks*- wherein it states:

A Member must not use the VISA-Owned Marks:

- In any manner that may bring the VISA-Owned Marks or VISA Inc. or its affiliates into disrepute

- In relation to, or for the purchase or trade of, photographs, video imagery, computer-generated images, cartoons, simulation, or any other media or activities including, but not limited to, any of the following:
 - **Child pornography**
 - **Incest**
 - **Bestiality**
 - **Rape (or any other non-consensual sexual behavior)**
 - **Non-consensual mutilation of a person or body part**

VISA's policy further states that "A member that does not comply with these requirements will be subject to non-compliance assessments prescribed under the Global Brand Protection Program."

Finally, [VISA's Modern Slavery Act Transparency Statement](#) clearly affirms VISA'S commitment to ensuring ***“modern forms of slavery and human trafficking are not present in [VISA's] supply chains and in [VISA's] business.”***

While we applaud the ethical stance taken by VISA, we encourage the enforcement of those standards by ending your relationship with MindGeek and Pornhub- a move that was taken by PayPal in November 2019.

A Growing Bi-Partisan, National and International Awareness and Response

The offensive content available on the Pornhub site is outlined in the recent letter signed by 20 Canadian Senators and MPs from four different political parties to The Honourable David Lametti, Minister of Justice and Attorney General of Canada.

Details are summarized in this one paragraph:

“In addition to publishing videos of child abuse, sexual assault, and sex trafficking, Pornhub also publishes videos that portray: misogynistic and gender-based violence, explicit racism and hate speech, minors, incest and voyeurism and intimate images.”

Further, on September 30, 2020, Quebec **Senator Julie Miville-Dechéne** introduced Bill S-203 (attached), calling on the Canadian government, *to restrict young persons' online access to sexually explicit material*. An ongoing petition sponsored by **Arnold Viersen MP**, calls for the House of Commons to pass Bill S-203. [Petition e-2884 - Petitions \(ourcommons.ca\)](#)

Once again, we call on VISA to stop processing payments for MindGeek and its subsidiaries including Pornhub.

We look forward to a prompt response.

Sincerely,

Penny Rankin, President *Montreal Council of Women*

QUEBEC

Glendyne Gerrard, Director *Defend Dignity*

CANADA

Rafaela Diaz-Byers, Founder *Arrêter ExploitationHub*

QUEBEC

The Right Rev. Mary Irwin-Gibson, Bishop *Anglican Diocese of Montreal*
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Rabbi Boris Dolin, *Congregation Dorshei Emet*
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Randene Hardy, Member *Vancouver Collective Against Sexual Exploitation*
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Maria Peluso, Vice President *Government Affairs of the PCWQ (Provincial Council)*
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Cc:

The Rt. Hon. Justin Trudeau, Prime Minister of Canada
The Honourable Bill Blair, Minister of Public Safety and Emergency Preparedness
The Honourable Maryam Monsef, Minister for Women and Gender Equality and Rural
Economic Development
The Honourable Steven Guilbeault, Minister of Canadian Heritage
The Honourable David Lametti, PC, MP Minister of Justice and Attorney General of Canada
Senator Julie Miville-Dechêne, Quebec
The Honourable Erin O'Toole, Conservative Party Leader
Mr. Jagmeet Singh, Leader of Canada's New Democratic Party.
Mr. Yves-Francois Blanchet, Bloc Leader
Ms. Elizabeth May, MP Green Party
Ms. Annamie Paul, Leader of the Green Party of Canada

Encl:

March 9, 2020 Letter to the Rt. Hon. Justin Trudeau, Prime Minister of Canada
November 25th, 2020 Letter to the Honourable David Lametti PC, MP Minister of Justice and
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Examples of 'approved' videos and categories on Pornhub (attached to Nov 25th letter)
Martin Patriquin, MindGeek: Montreal's Answer to Netflix, published in The Logic, October 19,
2020 and The Financial Post, October 21, 2020
MindGeek/Pornhub Corporate Response Letter PDF
[Nicholas Kristof](#), The Children of Pornhub, published in The New York Times, Dec. 4, 2020

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Mastercard, Inc.
121 Bloor Street E, #600
Toronto, ON M4W 3M5

Dear Mr. Vosburg,

We the undersigned, representing organizations and professionals from across Canada dedicated to fighting sexual exploitation and abuse, are writing to urge you as the President, North America at Mastercard to enforce Mastercard's own guidelines and rules and cease processing payments for the Montreal based pornographic company Pornhub, and that of its parent company MindGeek.

Such a decision aligns with Section 5.11.7 *Illegal or Brand-damaging Transactions* in the Mastercard Rules manual which states:

The sale of a product or service, including an image, which is patently offensive and lacks serious artistic value (such as, by way of example and not limitation, images of **nonconsensual sexual behavior, sexual exploitation of a minor**, nonconsensual mutilation of a person or body part, and bestiality), or any other material that the Corporation deems unacceptable to sell in connection with a Mark.

While we applaud the ethical stance taken by Mastercard, we encourage the enforcement of those standards by ending your relationship with MindGeek and Pornhub- a move that was taken by PayPal in November 2019.

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