Humberside I.A.G./C.A.G Members:

Something to be aware of and forward on to your community groups. We, at Humberside Police, have become aware of a potential internet based campaign of homophobic cyber-attacks against the LGBTQ+ community which is planned for the month of June 2020. The campaign has been given the name “Operation Pride Fall 2020” by the collective online group that created it.

Some of you may already be aware of this if you tend to sift through social media daily, you might have come across the hashtag or mention of "Operation Pride Fall," especially if you're a member of the LGBTQ+ community.

"Operation Pride Fall" is an alleged organized cyberattack on the LGBTQ+ community by alt-right\* 4chan\* users. An archived thread beginning in May encouraged users to target companies and organisations that support Pride by posting anti-LGBTQ+ content on social media pages. The campaign would start on June 1st, the beginning of Pride Month, and escalate throughout the month. Users are encouraged to create fake profiles, phone numbers, and emails. The intention is for the group to spread LGBTQ+ hate messages on social media, dox, spread personal information, and out LGBTQ+ kids on Instagram, TikTok, Twitter, and other social platforms.

Historically, this campaigns and intentions have been discussed online by their creators but have never really come to fruition due to various reasons. This being said, just announcing an intention to undertake such a campaign is often enough to cause concern, fear, anxiety etc. within targeted communities without actually conducting such a threat.

We have no reported instances in Humberside at this time and our stance will always be that hate crimes and incidents, whether online or in person, are not acceptable. We strongly encourage anyone who thinks they may have experienced any hate crime to report it to the police. There are a number of ways this can be done depending on the urgency and type of request - Telephone 999 (emergency), 101 (non-emergency), online via Humberside Police website, via True Vision (report hate crime online), Crimestoppers on 0800 555 111.

Alt-right\* - The alt-right, an abbreviation of alternative right, is a loosely connected far-right, white nationalist movement primarily based in the United States and a largely online phenomenon.

4chan\* - 4chan is an anonymous English-language imageboard website.