



**HUMAN
TRAFFICKING
PIMPS**

The 3 Different Sex Trafficker/Pimp Classifications

In Human Trafficking, there are many different tactics traffickers will use to lure, groom, manipulate and exploit their victims. Within the scope of Human Trafficking are three recognized classifications of pimps/sex traffickers. This isn't to say these classifications define all traffickers, and some could harbour many different traits. However, knowing and understanding these three different types of traffickers could help prevent future victimization. The three different pimps/sex traffickers are CEO pimps, Gorilla pimps, and Romeo pimps. The most common approach is the "boyfriending" technique, explained in the Romeo Pimp category.

CEO Pimps: They are called CEO pimps because they conduct their operations like they would a legitimate business. They often own a legal business to cover up their crimes and partake in illegal and legal activities. They look like your average person and often dress in business-like attire. They are entrepreneurs of the sex trade and may keep books or engage in other legal and illegal endeavours for profit. The reality is that they will look like anyone else you would expect to see presenting themselves as an executive/businessman.

Gorilla Pimps: This is the stereotypical image Hollywood depicts. Typically seen in flashy clothing, jewelry, and cars, this pimp generally flaunts their wealth and is often seen utilizing force to control the victim. Gorilla pimps often use money and drugs to lure their victims and extort women already in unstable situations.

Romeo Pimps: Capitalize on the victim's need to feel loved, seen, and desired. They use the "boyfriending" technique by romancing the victim with false feelings and promises to fill their voids and vulnerabilities. The method encourages loyalty from the victim. Although physical violence may

become an issue, psychological manipulation is what maintains control. Romeo pimps will often manipulate the victim into falling in love with them. Afterward, they will move them away from their family and friends, take their phone and any means of communication, and cut them off from their loved ones. These pimps often begin grooming victims at a young age. The Romeo pimp is the most common tactic used when manipulating a potential victim into human trafficking.

This document was produced for the purpose of creating awareness about Human Trafficking in Wellington County.

If you are aware of someone trafficking individuals, report it to the Wellington County OPP at 1-888-310-1122.

If you wish to remain anonymous, contact Crime Stoppers Guelph Wellington on their website www.csgw.tips, or you can also call and leave an anonymous tip at 1-800-222-TIPS (8477). If your information leads to an arrest, you may be eligible for a cash reward of up to \$2,000.

Victims of Human Trafficking are encouraged to seek support from Victim Services Wellington via email at victim@vswguelph.on.ca or by calling (519) 824-1212 Ext. 7304.

We Stand With You

